

weddinglovely

The wedding planning
concierge in your inbox.





2,200,000 weddings/year

x

\$26,500 average spend

=

\$55,700,000,000

http://www.cdc.gov/oddcu/newsroom/weddings_020909_000000_000000.htm

www.SB1223.AmericanWeddingStudy

the knot

Home
The Knot | Bridal | Guest List | Planning | Wedding MonthGo Home
Go This Step

WEDDING IDEAS | TO DO | LOCAL VENDORS | GROOMING | POSTERS | VIDEOS | BLOG | WEDDING | WEDDING PLANNING | WEDDING | WEDDING | WEDDING

my planner

My Site | My Profile | My Photos | Settings

Create Your Account

Eve
Adam

September 15, 2012

343 days to go!

planning tools

- Checklist
- Budget
- Guest List
- Preferences
- Vendors
- Inspiration

wedding month

Timeline

Plan Menu

my checklist +

To do: 100

Done: 30

my budget +

Before you drop a dime, we'll tell you what to spend where and how to track payments and due dates.

my guest list +

Stay on top of your guest list, invitations, RSVPs, thank you notes and more.

my website +

Share the details with a wedding website - chosen from over 40 designs, tell your story and add a photo.

my registry +

Start your registry and see our top wedding gift picks.

See registry ideas +

explaining to the

See all my to-dos +

- Get organized!** That's a reasonable first step to focus all your wedding planning paperwork in one place. Browse our [Wedding Planning Basics](#) area and download [The Knot Toolkit](#) for easy access to all your online planning tools.
- Stretch your wedding day and wedding costs.** - Formal eggs and gold hair reception? Or a modern, sleek and white ball? (Ceremony, cocktail, backyard rehearsal celebration? Or beach, orange and yellow beach wedding?)
- Decide on a wedding budget and how far your guests will contribute to the wedding.** The Knot has the 4-quest and easy way to determine your budget, see [The Knot Wedding Budget Tool](#).

my planner

My Site My Posts

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AdamSeptember 15, 2012
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planning tools

- [Checklist](#)
- [Budget](#)
- [Guest List](#)
- [Favorites](#)
- [Vendors](#)
- [Inspiration](#)

wedding details

Home

Our Story

my checklist +

To do: 109
Overdue: 38

my budget +

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my guest list +

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my website +

Share the details of your wedding website, choose from designs, tell your story and add a photo gallery.

upcoming to-dos

See all

-  **Get organized!** Start a notebookfile folder to house all your wedding planning paperwork in one place. Browse our [Wedding Planning Basics](#) area, and download [The Knot Toolkit](#) for easy access to online planning tools.
-  **Envision your wedding style and wedding venue** – formal, elegant and gold hotel reception? Or modern, black and white loft? Colorful, tented, backyard barbecue celebration? Or exotic, orange and yellow beach wedding?
-  **Decide on a wedding budget** and hash out who's contributing to the wedding. The Knot Hint Post and easy way to determine your budget, use [The Knot Wedding Budget Tool](#).



Beauty Best Photos of the Year 2012

WeddingLovely Wedding Timeline



weddinglovely



Plan your wedding without stress.

We deliver practical tips, advice and inspiration (all based on your wedding date!) right to your inbox.

What's your wedding date?

When's your wedding date? (May is awesome!)

Sign up for your FREE email wedding tips and inspiration

We will never share your email

I agree to receive emails from Weddinglovely

I agree to receive emails from Weddinglovely

Team



Tracy Osborn
Product



Marit Snowball
Marketing

Advisors



Christina Brodbeck
First UI Designer at YouTube,
Founder @ thebreak



Ben Blumenfeld
Design Lead @ Facebook



Milestones

September:

300 vendor partnerships

Joined The Designer Fund

Launched WeddingPlannerLove

October:

Joined 500 Startups

Launched WeddingPhotoLove

November:

Launched WeddingVenueLove

December:

Launched WeddingVideoLove

January

Launched WeddingLovely.com

700+ total vendors, 8% paying

wedding · video · love

wedding · photo · love

wedding · venue · love

wedding · planner · love

wedding · invite · love

Find the best independent wedding invitation services for you.

Enter:

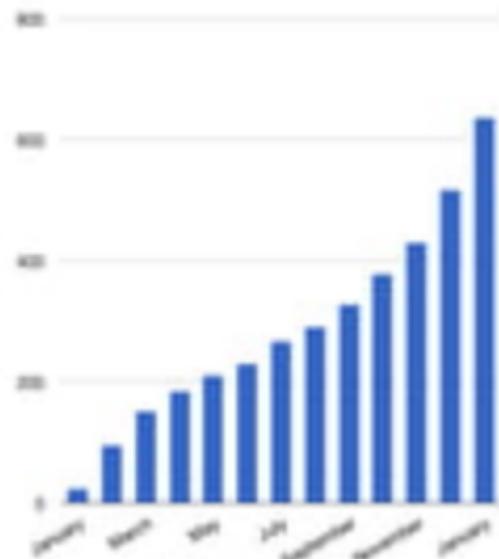
See:

[View all results](#)

Kindness Realty

Today

Tomorrow



- ↑ Commission Revenue
- ↑ ↑ Affiliate Partnerships
- ↑ ↑ ↑ Advertising

700+ curated vendors,
8% upgraded accounts @ \$25/mo

Looking for:
\$350k

For our personalized email
newsletter experience for
engaged couples.

weddinglovely

The wedding planning
concierge in your inbox.

Email newsletters are huge

DailyCandy:

Sold for \$125,000,000

Help a Reporter Out:

Sold for ~\$20,000,000

Thrillist:

\$10,000,000+ sales/year





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x

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http://www.cdc.gov/nchs/nvss/marriage_divorce_tables.htm

2011 BRIDES American Wedding Study



I'm a bride!

Make it official

planning basics

- New on The Knot
- 5,000+ Photos
- The Best Vendors
- Destination Weddings
- Budget Weddings
- Wedding Flowers
- Reception Ideas
- Bridesmaids
- Wedding Vows
- Wedding Cakes
- Wedding Invitations
- Wedding Traditions
- Wedding Songs
- Wedding Favors
- The Luxe List
- See all topics

planning tools

- Wedding Checklist
- Wedding Budgeter
- Wedding Guest List
- Wedding Website
- Wedding Tickets
- The Knot iPad App

hot topics

- My City Board
- Wedding Quizzes
- DIY Board
- See all boards

wedding attire



SEE THE PHOTOS

sk4 brides say! Brides say some funny sh!t -- just watch the (hilarious!) video

Start planning! Find local [wedding venues](#), [photographers](#), [events](#), and more!

Find

Top 10 hottest wedding trends!

50+ pretty hairstyle photos

9 wedding disasters (and how to fix 'em!)

New reception theme ideas you'll love

Illiane's to-dos

242

days until your wedding!

- Get organized: Start a notebook/file
- Evision your wedding style and
- Decide on a wedding budget and hash

for you: California - Central, Fall

SHOP top sellers on sale

<ul style="list-style-type: none"> JUST IN Personalized Gifts Groomsmen Gifts <p>Chocolate NOW from \$14.99</p>	<ul style="list-style-type: none"> Favors Vases Invitations <p>Nighties NOW from \$15.99</p>	<ul style="list-style-type: none"> Reception By Color Gift SALE <p>Bridesmaid Gifts NOW up to 95% off</p>
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WEDDING GUESTS: find a couple's registry and wedding website

One search finds registries at all the top retailers - and the couple's wedding website.

my registry

Check out top products at our partners SEE ALL

<p>WOMEN Wedding Dresses</p>	



Wedding Dresses • Wedding Hairstyles • Vails, Shoes • More! • Bridesmaid Dresses •



Hot Wedding Colors • 500+ Wedding Rings • Wedding Cakes • See winners in your



my planner

[My Bio](#) | [My Posts](#) | [My Photos](#) | [Settings](#) | [SHARE MY PLANNER](#)Eve
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[Get registry ideas >](#)

upcoming to-dos

[See all my to-dos >](#)

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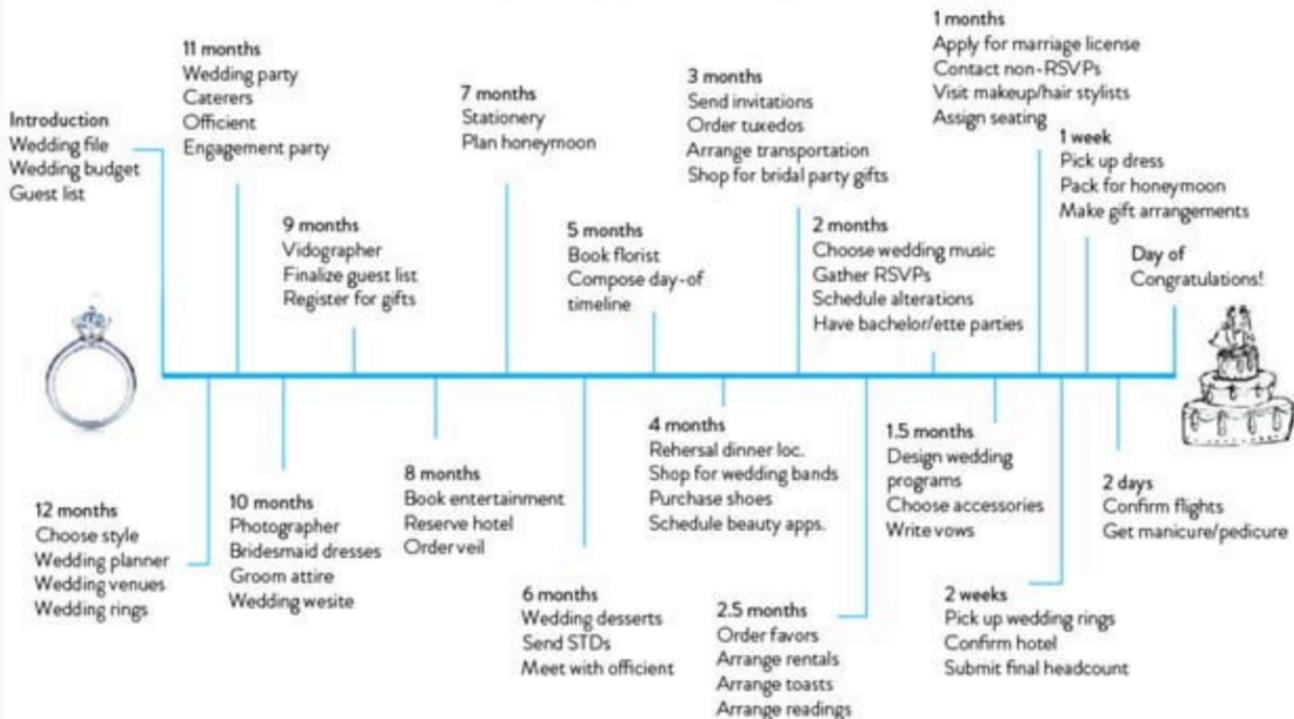


Reuters Best Photos of the Year 2011

weddinglovely

Personalized email newsletter
experience for engaged couples.

WeddingLovely Wedding Timeline



weddinglovely



Plan your wedding without stress.

We deliver practical tips, advice and inspiration (all based on your wedding date!) right to your inbox.

What's your email address?

When's your wedding date? (Okay to estimate!)

 / / /

Sign up for your FREE email wedding tips and reminders

We will never, ever spam or sell your email!



Tracy Osborn, Sunny Rickards and 595 others like this. · Admin Page · Insights

Follow @WeddingLovely

Congratulations on your wedding, and thanks for signing up on WeddingLovely.com!

Inbox

Sent Mail

HARO (3)

Two Bright Lights

Less

Starred

Important

Chats

Drafts

All Mail

Spam (78)

Trash

500 Startups

500 Startups Devs

Accounting

WeddingLovely to@weddinglovely.com

Jan 21 (2 days ago)

to me

weddinglovely

You're getting married!

And, you are probably feeling a little overwhelmed with all the things you need to do to prepare for your big day. Well don't be, because WeddingLovely has put together a to-do-list and a series of helpful articles to get you down the aisle stress-free!

Start thinking about:

1) Start a Wedding File: Collect cards from guests, photos from wedding vendors

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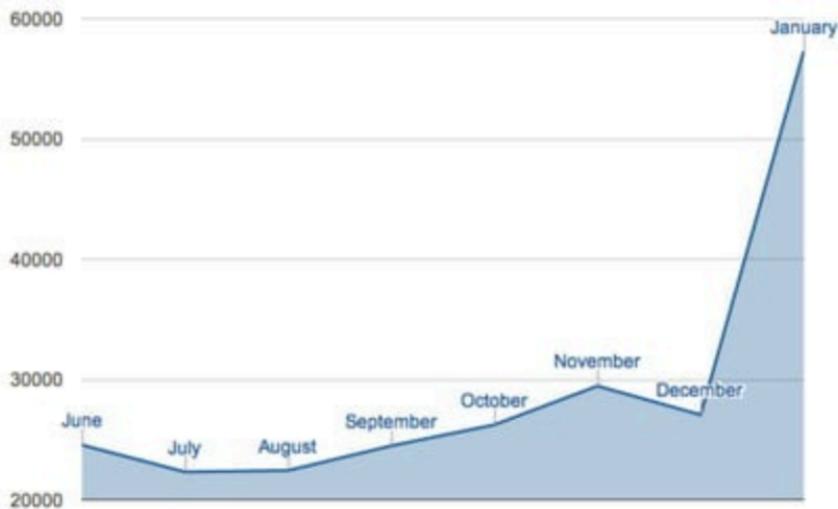
Launched WeddingVideoLove

January

Launched WeddingLovely.com
700+ total vendors, 8% paying



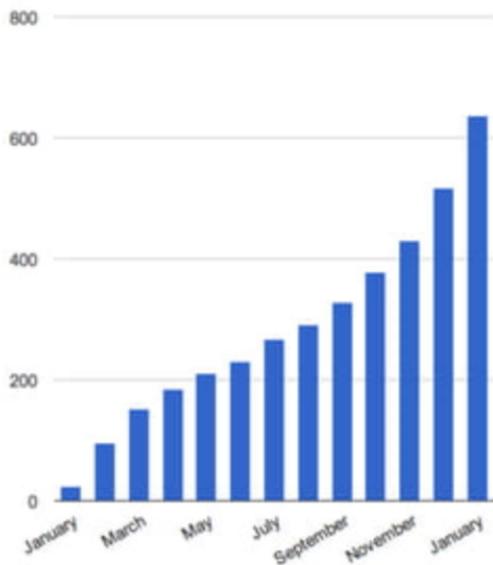
Traffic to our network booming — solely from SEO



WeddingLovely Network Monthly Pageviews

Today

Tomorrow



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- ↑ ↑ Affiliate Partnerships
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Looking for:
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For our personalized email
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founders@weddinglovely.com
@weddinglovely
angel.co/weddinglovely
weddinglovely.com