

# Match Made in Heaven: VIVE Lifestyle Network Couples with Ultimate Wedding Magazine

*Two media pioneers of different mediums will soon unveil a game-changing global interactive wedding supplier guide & interactive UHD wedding-themed TV channel.*

LONDON, UNITED KINGDOM, July 9, 2015 /EINPresswire.com/ -- In a groundbreaking move to revolutionise the wedding planning process for brides and grooms around the world, [Ultimate Wedding Magazine](#) and [VIVE Lifestyle Network](#) are joining forces to launch Ultimate Wedding Channel & Ultimate Wedding Guide, a 24/7 wedding-themed interactive television channel complemented by a dynamic, interactive all-video directory, respectively.

The two media pioneers are committed to marrying their respective insights into all things wedding and entertainment thereby creating the basis of a strong union positioned to become the most respected worldwide influencer in the wedding industry. Ultimate Wedding Channel vows to be incomparable in content quality, reach, engagement and value.

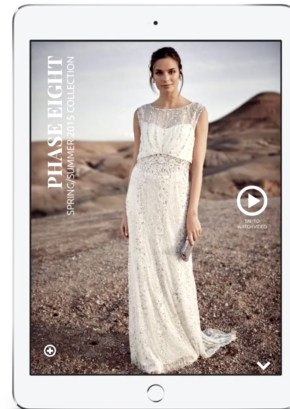
Ultimate Wedding Guide, a one-of-a-kind audiovisual vendor showcase, will be the most dynamic, engaging, entertaining, and de facto ultimate wedding planning resource for brides and grooms around

the globe. Ultimate Wedding Channel promises to please with dazzling, elegant advertainment-style programmes designed to delight audiences and encourage conversion. Forthcoming series include, but are not limited to 'Groom-ing Guide', 'Get the Look', 'Destination Weddings', 'Have Your Cake (and Eat It, Too!)', 'Footwear Fit for a Fairytale', 'Honeymoon Hideaways' and many more.

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The beauty of Ultimate

“I have met and spoken to thousands of couples who find the planning process so overwhelming and consuming. The Ultimate Wedding brand across magazine, guide, website and channel gives the industry an opportunity to present suppliers



Ultimate Wedding Collection interactive wedding magazine, guide & TV channel

**ULTIMATE WEDDING**  
MAGAZINE



and venues of the highest credibility, fabulous original content programmes and ideas for the big day, regardless of budget. We are here to entertain and enthuse, whether you are watching us on television, on a device or mobile,” says Tina Reading, Editor of Ultimate Wedding Magazine. “Ultimate Wedding is a veritable emporium of wedding wonders, delivered in a cutting edge format. Our magazine is the world's only fully interactive wedding publication, therefore a joint venture with VIVE Lifestyle Network is the perfect relationship for us, upholding our ethos of style, quality and prestige. I am beyond excited about this collaboration!”

Danielle Jacaman of VIVE Lifestyle Network adds, “Collaborating with Tina Reading and Ultimate Wedding Magazine is an opportunity simply too good to pass up – we share the same values and avant-garde vision. The most exciting element of this relationship is how it stands to change the landscape of the fragmented wedding industry traditionally steeped in print publications, exhibitions, and online directories. The beauty of Ultimate Wedding Channel is that it brings editorials and designer showcases to life in stunning ultra high definition on [any screen](#) anywhere in the world.”

Ultimate Wedding Channel & Ultimate Wedding Guide will comprise one of several niche lifestyle channels within the VIVE Lifestyle Network app available nationally & globally across a plethora of devices, including Samsung Smart TVs, cable boxes, game boxes and the likes of Apple TV (for a collective reach in excess of 300M worldwide), as well as infinite tablets and mobiles, giving featured places, brands and service providers unparalleled exposure and engagement opportunities with betrothed couples looking for inspiration for their 'big day' and beyond.

The Ultimate Wedding trilogy – Channel, Guide and Magazine – collectively known as Ultimate Wedding Collection invites members of the wedding industry community to get in touch concerning product placement, spot advert and sponsorship opportunities, as well as of course, placement in the interactive guide and magazine and be a part of the world's ULTIMATE wedding inspiration destination.

## About VIVE Lifestyle Network

VLN is a 24/7 lifestyle television network set to launch in Q3 2015 that will be the first entirely ultra high definition\*, fully interactive, long-form, broadcast-quality TV network available globally on every screen in every format. The network shall offer original experiential lifestyle television series and programmes complemented by relevant opt-in interactive advertising and comprises niche channels in the realms of gastronomy, travel, home & garden, fashion & beauty, health & fitness, music & entertainment, travel, weddings, crowdfunding, and indie films.

\*Where available.

Aside from its diverse line-up of regular programming, VLN shall also air special pay-per-view music and lifestyle events.

VLN endeavours to be at the vanguard of live streaming premium programming via multiple special interest channels reflecting the true 24-hour television network model that has as yet been replicated by any strictly online network.

For more information, please visit <http://ultimate-wedding-channel.vive-lifestyle.tv> or <http://vive-lifestyle.tv>.

Wedding Channel is that it

## About Ultimate Wedding Magazine

Ultimate Wedding Magazine is the UK's only fully interactive wedding magazine, run by the independent publisher Ultimate Wedding Magazine Ltd in Buckinghamshire, England.

Ultimate Wedding Magazine's mission is to help brides & grooms plan their special day using the latest technology already in the hands of millions of people. UWM pioneered the UK's first interactive wedding magazine in October 2013, alongside its print publication. Due to the overwhelming success of the interactive magazine, in early 2014 UWM chose to withdraw the printed version to focus attention on this exciting new opportunity.

Everyone knows that planning a wedding is a stressful and extremely time-consuming experience. UWM eases the pain through thoughtful design and smart interaction. Being an interactive magazine has huge benefits, the best of which is embedding video content directly into editorial. This is completely unique in the wedding industry and hasn't been seen before. Now readers can see a dress on the catwalk and discover more on the designer's website with a simple tap. UWM's tappable "Buy now" links enable readers to buy an item direct from their device, save it for later, or even pin to Pinterest, directly connecting them to a world of gorgeous items which make their 'big day' extra special!

Ultimate Wedding Magazine is available to download from Google Play and Apple Newsstand. Two versions of the magazine are available, one for tablets (iPad, Nexus 7, Hudl etc) and the other for phones (iPhone, Samsung Galaxy, Sony Xperia, etc.). Both versions feature identical content with the latter re-designed for easy navigation on a smaller screen.

For more information, please visit <http://ultimateweddingmagazine.co.uk>.

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This press release can be viewed online at: <http://www.einpresswire.com>

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