

Save the Date Magnets - Hot Trends for 2008 Weddings

Save the date magnets continue to be a popular way for brides and grooms to announce their wedding date. Their popularity is simple. They're affordable, easily customized, and they work! Magnets have been dominating the pre-wedding announcement category since 2003 and today's guests now expect to receive a save the date magnet. Luckily for today's couples - colors, styles, and shapes are abundant.

What's hot for save the date magnets in 2008?

Color! Slate grey is the new "it" color. Brown is out. Expect to see magnet styles integrating shades of grey in many of their new designs as last year's favorite combination, brown & pink, becomes passe. Popular color combos include grey/fuschia and grey/turquoise. Pink/Green is also expected to rise in popularity for save the date magnets in 2008. Vintage inspired magnets and floral themes are also expected to be very popular due to the influence of the letterpress wedding invitation trend. Letterpress invitations continue to dominate the "invitation" market and more couples are looking to have their save-the-dates match the general style of the invitations they will be purchasing.

New and Blue's collection of save the date magnets can be viewed at www.savethedatemagnet.com

Save the Date Magnets - Q & A

How far in advance should magnets be mailed?

Wedding magnets should be mailed out 4 months to 1 year prior to your wedding. Summer weddings and holiday weddings should be sent out sooner rather than later.

Do magnets typically match the invitation?

Not exactly. Save the Date notices are typically much more casual in style than wedding invitations. Most brides and grooms incorporate their wedding colors or general theme into their magnet design but do not have them match the style exactly.

How much info should be printed on our save the date magnets?

Your names and date must be printed on the magnets but generally, less is more. Experience shows that brides and grooms will typically include a wedding web site or destination on their magnets as well. Poems, quotes, and hotel info should be avoided if it requires more than one extra line of text.