

# BRIDE WASHINGTONIAN & GROOM

2017 *media kit*  
PRINT / ONLINE / EVENTS





# distribution

## FREQUENCY

*Washingtonian Bride & Groom* hits the stands twice a year with our Winter/Spring issue in December and our Summer/Fall issue in June. Each issue is replenished with different covers mid-cycle to ensure our advertisers have maximum newsstand exposure.

## CIRCULATION

**70,000 (ANNUALLY)**

*Washingtonian Bride & Groom* is prominently displayed and sold at more than 1,200 newsstand locations, including Whole Foods, Barnes & Noble, Hudson News, and many more at the height of the wedding planning season—December and June. In addition, the issue is circulated in upscale bridal retail locations throughout the surrounding area, where it is placed directly into the hands of brides and grooms. Readers can also register for a free copy of *Bride & Groom* on [Washingtonian.com](http://Washingtonian.com).



# washingtonian bride & groom audience

**100%** OF WASHINGTONIAN READERS HAVE A **COLLEGE DEGREE**

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**55%** OF READERS HAVE A **MASTERS DEGREE OR HIGHER**

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**83%** OF READERS  
HAVE AN ANNUAL  
HOUSEHOLD INCOME  
OF **\$100,000** OR MORE

**29** AVERAGE AGE  
OF BRIDES

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**31** AVERAGE AGE  
OF GROOMS

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**35%** OF READERS ARE ENGAGED  
**3 MONTHS TO 1 YEAR**

**44%** ARE ENGAGED  
**1 YEAR TO 1.5 YEARS**

**10%** ARE ENGAGED  
**1.5 YEARS TO 2 YEARS**

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**76%** WILL HAVE **100+ OR MORE**  
WEDDING GUESTS

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*washingtonian.com average traffic*

**2.4 MILLION** PAGEVIEWS PER MONTH

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**1 MILLION** MONTHLY UNIQUE USERS

**WEDDINGS SECTION TRAFFIC**  
**92,000 PAGEVIEWS/MONTH**

**WASHINGTONIAN SOCIAL MEDIA** **414K+**  
TOTAL SOCIAL MEDIA FOLLOWERS

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**121K+**

FACEBOOK  
LIKES

**221K+**

TWITTER  
FOLLOWERS

**64K+**

INSTAGRAM  
FOLLOWERS

**8K+**

PINTEREST  
FOLLOWERS

SOURCE: GOOGLE ANALYTICS, 2016



# featured weddings

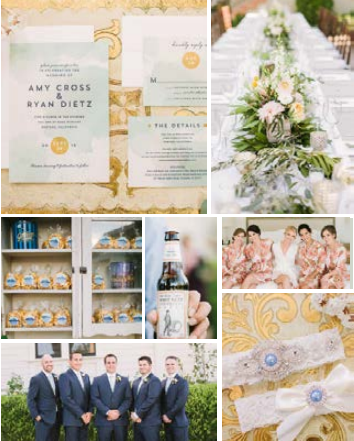

**FEATURED WEDDINGS**

**AMY & RYAN**  
LOCATION / 8.8.14

Stilium est pedilimum. Hapsum aut optum Rigo. Nam, to exipigo dillio ex abeo. Et optum? Nam et labi optum Rigo. Nam, to exipigo dillio ex abeo. Et optum? Nam et labi Stilium aut pedilimum. Hapsum aut optum Rigo. Nam, to exipigo dillio ex abeo. Et optum? Nam et labi optum Rigo. Nam, to exipigo dillio ex abeo. Et optum? Nam et labi optum Rigo. Nam, to exipigo dillio ex abeo.

**EVENT COORDINATOR:** Name Here  
**CATERER:** Name Here  
**FLOWERS:** Name Here  
**MUSIC:** Name Here  
**HAIR:** Name Here  
**MAKEUP:** Name Here  
**BRIDE'S GOWN:** Name Here

Company Name  
company.com 702.987.7658



SPONSORED

(SPREAD)

**FEATURED WEDDINGS**

**KATRINA & MICHAEL**  
LOCATION / 8.8.14

Stilium est pedilimum. Hapsum aut optum Rigo. Nam, to exipigo dillio ex abeo. Et optum? Nam et labi optum Rigo. Nam, to exipigo dillio ex abeo. Et optum? Nam et labi Stilium aut pedilimum. Hapsum aut optum Rigo. Nam, to exipigo dillio ex abeo. Et optum? Nam et labi optum Rigo. Nam, to exipigo dillio ex abeo. Et optum? Nam et labi optum Rigo. Nam, to exipigo dillio ex abeo.

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**MAKEUP:** Name Here  
**BRIDE'S GOWN:** Name Here

Company Name  
company.com 702.987.7658



SPONSORED

(FULL PAGE)

## New in 2017!

Ensure that your wedding is featured within *Washingtonian Bride & Groom's* "Real Weddings" section! It's a perfect opportunity to organically showcase your work to our readers, with photos and text that you hand-pick for the magazine. This sponsored section will appear in print and online at [Washingtonian.com/weddings](http://Washingtonian.com/weddings), and is available in full pages or spreads.

### Specs

**Spread:** Up to 75 words of copy + 10 images | **Full Page:** Up to 75 words of copy + 6 images

# faces of weddings



(SPREAD)



(FULL PAGE)

## New in 2017!

Washingtonian Bride & Groom presents a unique opportunity to showcase the faces behind some of the city's most notable wedding businesses. Distinguished by artistic black-and-white photography, Faces of Weddings is an editorialized, photo-driven special advertising section that provides an eye-catching platform for you to share your message with our readers. Featuring personalities from a myriad of wedding businesses, these advertorial "biographies" are title-exclusive, meaning you will be seen as the face of your specialty. Faces of Weddings is a chance to tell your story and why engaged couples should hire you.

### Specs

Spread: Up to 280 words of copy + image | Full Page: Up to 150 words of copy + image

# print display ad specs & dates

## AD SIZES



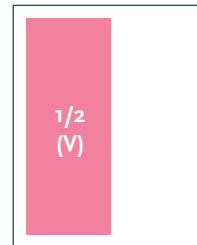
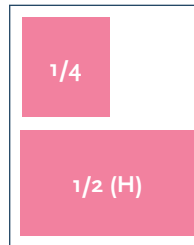
### INCHES

<b>NON-BLEED</b>	Do not add bleed allowance to non-bleed ads.
<b>FULL PAGE</b>	7 <sup>1</sup> / <sub>2</sub> x 9 <sup>5</sup> / <sub>8</sub>
<b>1/2 PAGE (V)</b>	3 <sup>5</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>2</sub>
<b>1/2 PAGE (H)</b>	7 <sup>1</sup> / <sub>2</sub> x 4 <sup>5</sup> / <sub>8</sub>
<b>1/4 PAGE</b>	3 <sup>5</sup> / <sub>8</sub> x 4 <sup>5</sup> / <sub>8</sub>

<b>BLEED</b>	Bleed size includes 1/8 inch bleed allowance on all sides.
<b>FULL PAGE</b>	9 <sup>1</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>8</sub>
<b>SPREAD</b>	18 <sup>1</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>8</sub>

**PAGE TRIM SIZE:** 9 inches X 10<sup>7</sup>/<sub>8</sub> inches  
**SPREAD TRIM SIZE:** 18 inches X 10<sup>7</sup>/<sub>8</sub> inches  
**SAFETY MARGIN:** Keep live matter 1/4 inch from the trim size on all sides.

E-MAIL COMPLETED ADVERTISING FILES TO  
 BRIDEGROOM@WASHINGTONIAN.COM  
 FTP SITE INFORMATION AVAILABLE UPON REQUEST.



## SUMMER/FALL 2017 (JUNE 2017)

<b>SPACE CLOSE</b>	4/15/17
<b>MATERIAL CLOSE</b>	4/30/17
<b>ON-SALE DATE</b>	6/15/17



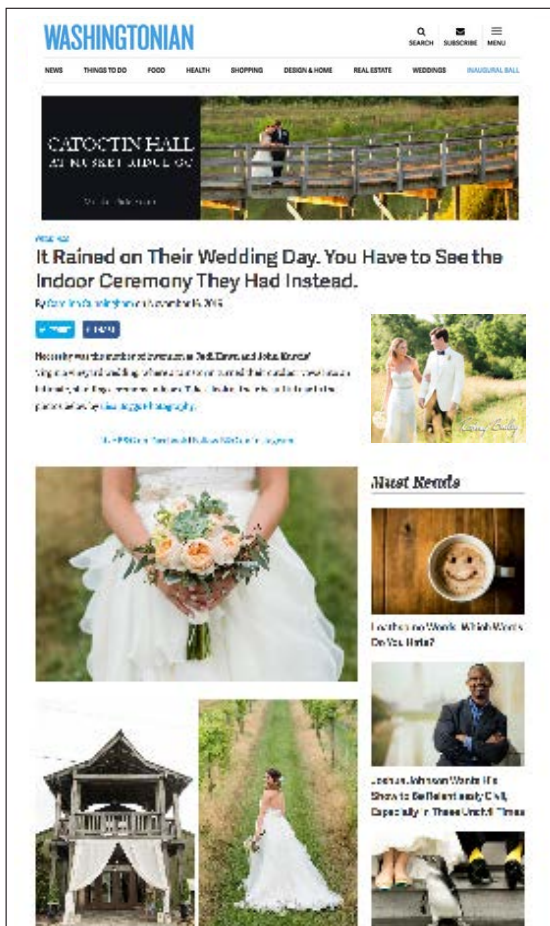
## WINTER/SPRING 2018 (DECEMBER 2017)

<b>SPACE CLOSE</b>	10/15/17
<b>MATERIAL CLOSE</b>	10/31/17
<b>ON-SALE DATE</b>	12/15/17



# Targeted banner ads

Engage with our large, loyal online readership via a schedule of banner ads targeted to the Weddings section. Washingtonian.com is designed for optimal user experience on a desktop, tablet, and mobile device. Engage with our large, loyal online readership via a schedule of banner impressions.



## WEDDINGS SECTION TRAFFIC 92,000 PAGEVIEWS/MONTH

### SIZE DIMENSIONS (in pixels)

	Size	Desktop	Mobile
Billboard	970 x 250	✿	
Super Leaderboard	970 x 90	✿	
Half Page	300 x 600	✿	
High-Impact In-Article	600 x 300	✿	
Medium Rectangle	300 x 250	✿	✿
Mobile Leaderboard	320 x 50		✿

### Specs

- Jpeg, gif, png, Flash, & third party tags accepted
- Files must be less than 1MB
- Please include a URL

# sponsored content

Sponsored content appears fixed on the Weddings section homepage for two weeks. Advertiser sets their own messaging by providing all text and photos for the article. A *Washingtonian* writer is available to assist upon request. The post will be subtly marked as "sponsored," and will be shared on *Washingtonian Bride & Groom's* Facebook and Twitter feeds.

WASHINGTONIAN

NEWS THINGS TO DO FOOD HEALTH SHOPPING DESIGN & HOME REAL ESTATE WEDDINGS INAUGURAL BALL

ARTICLES IN:

## Weddings

Cinderella Herself Would Be Jealous of the Horse-Drawn Carriage at this Middleburg Wedding

Carine's Bridal Atelier Just Added 3 Huge Bridal Lines to Its Racks

This DC Couple Threw Two Weddings in Two Days, and BOTH Will Knock Your Socks Off

SPONSORED

### Seven Wedding Photos You Can't Live Without

SPONSORED

WASHINGTONIAN

## Seven Wedding Photos You Can't Live Without

Must Reads

18 Surprisingly Good Gifts Under \$50 That Can Help an Amazon Prime Now

How Women Made Perfume Cool Again

December 2016: How the Obama Year Changed Our City

The New Strangers

SPONSORED

## Specs:

**Article:** Supplied article text, headline, hyperlinks, and up to four images (1024 x 576) or video file.

## Social Media:

-Engaging teaser for Facebook post  
-Up to 140 characters (must include the word "Sponsored" in that count) for Twitter post.

# e-newsletter sponsorship

Email not displaying correctly? [View it in a browser.](#)

## WASHINGTONIAN

The Best Wedding Stories of the Week

Sponsored by [The Deep Creek Experience](#)



### Ditch the Chapel for One of These 17 Unexpected Wedding Venues

Included: the [crazy-cool spots](#) where Will Smith and Jason Mraz got married.



### A Pink Gown, Arcade Games, and Fried Chicken Make this DC Wedding So Much Fun

Also: gotta love a couple that includes the "Dirty Dancing" lift in their [first dance](#).

### The African American History Museum is Also a Great Place for Engagement Photos

"[The museum](#) is a manifestation of beauty and joy created in spite of pain, and that resilience is a foundation of what we desire to build in our marriage."

#### A MESSAGE FROM OUR SPONSORS

##### Mountain Weddings in the Deep Creek Lake Area of Maryland

[Create](#) lifelong memories on your special day in the beautiful mountains in western Maryland.

### How to Train Your Dog to Walk Down the Aisle at Your Wedding

It can be done—[even without a leash!](#)

E-newsletter sponsorships allow you to deliver your message or special offer directly to the inboxes of *Washingtonian Bride & Groom* readers.

Sent to 7,000+ opt-in subscribers on Tuesdays; one sponsor per newsletter.

## E-NEWSLETTER SPONSORSHIP INCLUDES THE FOLLOWING:

- **Rectangle Ad: 600 x 300**
- **Sponsored teaser within newsletter:**
  - Up to 10 word headline
  - 15-20 word teaser
- **Hyperlinks for each ad unit**

ALWAYS FREE SHIPPING & RETURNS!

I.Gorman  
JEWELERS

BRIDAL WOMEN MEN DESIGNERS WATCHES SHOP

AmOre.



#### The I.Gorman Wedding Band Collection

A collection of artisan crafted rings  
from designers around the globe.

Passionate.

From its conception to the  
final touch, each piece is  
crafted with passion, artistry  
and the essence of love.



Inimitable.



Crafted and designed  
with inimitable artistic  
creativity, every I.Gorman  
wedding band conveys  
emotion and originality.

Natural.



# dedicated e-mail

Utilize *Washingtonian Bride & Groom's* unique and affluent e-mail list by sending a dedicated e-mail. Advertiser owns entire message space. E-mail is sent on any available day, as requested, to 7,000+ opt-in subscribers.

### Specs

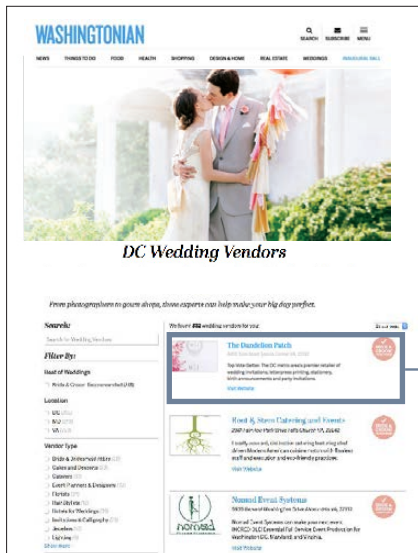
700 x 1,000 pixels in size

JPG, PNG, or PDF needed.

\*Please include a subject line and hyperlink for the message.

# online vendor listing

Become a part of Washingtonian.com's online guide of local bridal vendors to capture readers as they research professionals to hire for their wedding day.



The detailed view of the "The Dandelion Patch" listing includes the following elements:

- WASHINGTONIAN** logo and navigation links (MENU | WASHINGTONIAN'S BEST).
- The Dandelion Patch** title and social sharing buttons (TWEET, SHARE).
- About This Wedding Vendor** section with a description: "The Dandelion Patch is a luxury stationery boutique that has been helping clients celebrate milestone events since 1996. We've been part of the fabric of the community through our invitations, stationery and announcements and have been privileged to share in the special day of thousands of loyal customers and raving fans. Our knowledgeable staff is friendlier than you'd ever imagine and creative (and patient!) enough that we leave you with ample time to enjoy your engagement, stress free. Some people ask, 'Why is your company named The Dandelion Patch?' And we simply tell them that, just like the dandelion, we are about making your wishes come true...and having you leave with a smile."
- Location(s)**: Tysons Corner, 8616 Tyco Road, Suite L, Tysons Corner, VA 22182.
- Vendor Type**: Invitations & Calligraphy.
- Follow This Provider** with social media icons for Facebook, Twitter, Pinterest, and Instagram.
- Contact This Vendor**: Tysons@thedandelionpatch.com, (703) 319-0099.
- Images**: A large image of a wedding invitation with pink floral accents, a photo of a wedding bouquet, and a photo of wedding invitations and envelopes.

## ONLINE LISTING INCLUDES:

- Listing image (600 x 600 pixels in size)
- Sentence teaser about business
- Rotation amongst the top enhanced listing spots (shuffles each time a search is performed or the page is refreshed)
- Secondary article page to share more details with readers
- Company description blurb (provided by vendor, no word limit)
- Up to 5 photos to include on page (650 pixels maximum width, 1025 pixels maximum width)
- Contact information
- Social media links



# Bride & groom unveiled bridal showcase

**EARLY 2018, VENUE TBD**

Created for Washington's luxury-loving brides and grooms, *Washingtonian* presents its annual *Unveiled* showcase—a ticketed event that highlights the area's finest wedding vendors and attracts affluent brides and grooms in the region. Guests get to sample cocktails, hors d'oeuvres, cake, and meet all of the *Washingtonian* recommended vendors who make dream weddings a reality. The event is capped off with a beautiful designer wedding gown runway show.



(Pricing and packages available upon request.)



