

BRIDE & GROOM

WASHINGTONIAN

2018 *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

60,000 (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.



Washingtonian Bride & Groom Audience

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

29 AVERAGE AGE
OF BRIDES

31 AVERAGE AGE
OF GROOMS

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

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

*2016 Washingtonian Bride & Groom Reader survey

Print Display Ad Rates & Info

AD SIZES



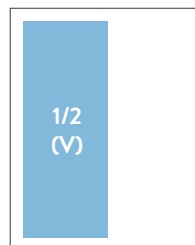
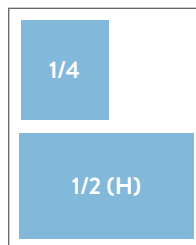
INCHES

NON-BLEED	Do not add bleed allowance to non-bleed ads.
FULL PAGE	7.5x9.625
1/2 PAGE (V)	3.625x9.5
1/2 PAGE (H)	7.5x4.625
1/4 PAGE	3.625x4.625

BLEED	Bleed size includes 1/8 inch bleed allowance on all sides.
FULL PAGE	9.25x11.125
SPREAD	18.25x11.125

PAGE TRIM SIZE: 9 x 10.875
SPREAD TRIM SIZE: 18 x 10.875
SAFETY MARGIN: Keep live matter .25 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 2018

SPACE CLOSE	4/15/18
MATERIAL CLOSE	4/30/18
ON-SALE DATE	6/15/18

WINTER/SPRING 2019

SPACE CLOSE	10/15/18
MATERIAL CLOSE	10/31/18
ON-SALE DATE	12/15/18

Sponsored Weddings



(SPREAD)



(FULL PAGE)

The Sponsored Weddings feature is a perfect opportunity to organically showcase your work in a *Washingtonian Bride & Groom* issue, featuring photos that you hand-pick and text that you provide. This sponsored section will appear in print and online at Washingtonian.com/weddings.

Specs

Spread: Up to 75 words of copy + 15 images | **Full Page:** Up to 75 words of copy + 8 images

Faces of Weddings



(SPREAD)



(FULL PAGE)

Washingtonian Bride & Groom presents a unique opportunity to showcase the faces behind some of the city's most notable wedding businesses. 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.

Spets

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

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.



WEDDINGS SECTION TRAFFIC 72,000 PAGEVIEWS/MONTH

	Size (in pixels)	Desktop	Mobile
Billboard	970x250	✿	
Super Leaderboard	970x90	✿	
Half Page	300x600	✿	
High-Impact In-Article	600x300	✿	
Medium Rectangle	300x250	✿	✿
Mobile Leaderboard	320x50		✿

Specs

- Jpeg, gif, png, HTML 5, & third party tags accepted
- Files must be less than 1MB
- Include hyperlink

Sponsored Content

Sponsored content posts appears on the Weddings section homepage for one week. Advertiser sets their own messaging by providing all text and photos for the article (a *Washingtonian* writer is available to assist for an additional fee). The post will be subtly marked as "sponsored," and will be shared on *Washingtonian's* Facebook and Twitter feeds.

WASHINGTONIAN

NEWS THINGS TO DO FOOD HEALTH SHOPPING DESIGN & HOME REAL ESTATE WEDDINGS **WASHINGTONIAN**

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
Goodshuffie is Modernizing the Event Rental Industry
April 12, 2021

WASHINGTONIAN

NEWS THINGS TO DO FOOD HEALTH SHOPPING DESIGN & HOME REAL ESTATE WEDDINGS **WASHINGTONIAN**

Goodshuffie is Modernizing the Event Rental Industry

Whether you're planning an anniversary, birthday party, a corporate holiday event, or a wedding, you'll want to make sure you have the best venue and the best decorations for your event. Goodshuffie is a leading event rental company that provides a wide range of services to help you create the perfect event.

Meet Rami

What to Expect at The World's Most Glamorous Wedding

Photo And A Book Orchestrate People in Washington Right Now

L.A.S.

Goodshuffie is Modernizing the Event Rental Industry

Specs:

Article:

- Supplied article text
- Headline
- Hyperlink(s)
- Up to four images (featured image must be 1024x576 pixels in size) or YouTube or Vimeo link

Social Media:

- Engaging teaser for Facebook post
- Up to 100 characters for Twitter post
- *Both posts will include #sponsored and article link

f FACEBOOK FOLLOWERS = 137K

t TWITTER FOLLOWERS = 280K

THE BEST WEDDING STORIES OF THE WEEK

[View email in a browser](#)

WASHINGTONIAN

Sponsored by [Your Company Here](#)



Take A Look At The Gorgeous Floral Print Bridesmaids Dresses at This Whimsical Maryland Wedding

After meeting in high school and attending different colleges, they decided to [transfer](#) to Boston College together. They started dating senior year.



These Baltimore Bloggers Dressed Up With Rescue Dogs to Help Get Them Adopted, And The Results Were Adorable.

Baltimore rescue organization BARCS enlisted three couples for a [day of romantic posing](#) and puppy playtime in Patterson Park.

300
X
250

Your text here

Ore dellacestium
inctiore niam,
cumquibus aut laci
dolorem quidiat uris-
trum nonsect emperio
ssequod qui tecto is
que eturemque cus

E-Newsletter Sponsorship

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.

Specs


- 300x250 pixels (jpeg or png)
- Sponsored teaser within newsletter:
 - Up to 45 character headline
 - 50 words of text (max)
- Include hyperlinks for each ad unit

ALWAYS EDGE GUARING & RETURNED!

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

- **600x1,000 pixels in size**
(jpeg, png, or PDF file needed)
- **Include subject line and hyperlink**

Online Vendor Listing

Prominently display your business within Washingtonian.com's online guide of local bridal vendors to capture readers as they research professionals to hire for their wedding day.

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DC Wedding Vendors

From photographers to gown shops, these experts can help make your big day perfect.

Search for Wedding Venues

Filter By:

Write & Contact: Name (alphabetical) (v)

Location

DC (v)

MD (v)

VA (v)

Vendor Type

Write & contact: Write (v)

Classics and Classics (v)

Classics (v)

Fresh Flowers & Designs (v)

Flowers (v)

Floral Design (v)

Homes for Rent (v)

Wedding & Party (v)

Wedding (v)

Lighting (v)

How many

Need to locate or get a listing? Contact us.

Michael Bennett Kross Photography

Write Review

Michael Bennett Kross Photography has made us accustomed to their professional photography coverage and outstanding customer service.

MORE INFO

The Dandelion Patch

The DC metro area's premier vendor of wedding invitations, letterpress printing, stationery, both print and digital.

LEARN MORE

7030 15th Avenue, NW
Silver Spring, MD 20904

8000 York Rd, Vienna, VA 22182, USA

CONTACT US

CONTACT US

Chlor Ashley Bostley

Write Review

WASHINGTONIAN

NEWS PERSONAL FINANCE FOOD HEALTH SHOPPING DESIGN & HOME REAL ESTATE WEDDINGS PERSONAL FINANCE

The Dandelion Patch

ABOUT THIS WEDDING VENDOR

Write Review

100%

5.0

The Dandelion Patch is a DC metro area's premier vendor of wedding invitations, letterpress printing, stationery, both print and digital. The DC metro area's premier vendor of wedding invitations, letterpress printing, stationery, both print and digital. The DC metro area's premier vendor of wedding invitations, letterpress printing, stationery, both print and digital.

LEARN MORE

7030 15th Avenue, NW
Silver Spring, MD 20904

8000 York Rd, Vienna, VA 22182, USA

CONTACT US

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ONLINE LISTING INCLUDES:

- Rotation amongst the top enhanced listing spots
- Listing image (600x600 pixels in size)
- Sentence teaser about business
- 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

Capital Couples

Engagement and wedding announcements will be published in *Washingtonian Bride & Groom* starting in 2018!

CAPITAL COUPLES

These adorable duos said "I do" this year, and we're thrilled to help them share the good news. From picture perfect courthouse moments to the oh-so-elegant and elaborate affairs, their Washington weddings were inspired! Congratulations, newlyweds!



ANA HERNANDEZ & TIM LANCASTER
THE FAIRMONT | 4.18.2016



SARAH FOUNTAIN & JEREMY JONES
ST. MICHAELS, MD | 8.8.2016



ALAINA KING & EVAN MARLOWE
THE HAY-ADAMS | 7.15.2016



KATHERINE LOVE & ANNIE SMITH
THE MAYFLOWER | 2.4.2017



MEREDITH LIN & JACK WILKINS
EASTERN SHORE, MD | 3.12.2016



EMILY PAUL & GEORGE BERA
MOUNT IDA FARM & VINEYARD | 4.16.2016



MARIA BALDECCHI & MICHAEL DIAZ
VERITAS VINEYARD & WINERY | 10.1.2016

Special Advertising Section

We invite wedding vendors and readers to share the good news with our audience.

A photo and full names of the couple, the wedding date, and the name of the reception venue (including city and state) will be printed.

Visit washingtonian.com/couples for more information.

Bride & Groom Unveiled Bridal Showcase

EARLY 2019

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 sample cocktails, hors d'œuvres, 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.)



