

# 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](http://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 Sizes & Info

## AD SIZES



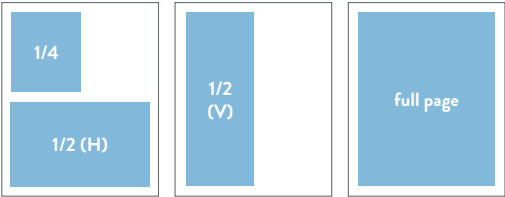
### INCHES

NON-BLEED	Do not add bleed allowance to non-bleed ads.
FULL PAGE	7.5 x 9.625
1/2 PAGE (V)	3.625 x 9.5
1/2 PAGE (H)	7.5 x 4.625
1/4 PAGE	3.625 x 4.625

BLEED	Bleed size includes 1/8 inch bleed allowance on all sides.
FULL PAGE	9.25 x 11.125
SPREAD	18.25 x 11.125

<b>PAGE TRIM SIZE:</b> 9 x 10.875
<b>SPREAD TRIM SIZE:</b> 18 x 10.875
<b>SAFETY MARGIN:</b> 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.



## WINTER/SPRING 2018

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

## SUMMER/FALL 2018

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

# 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](http://Washingtonian.com/weddings).

Published in print and online.

## 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.

Published in print and online.

\*A professional photographer will shoot your image for no additional cost.

## Specs

**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 appear 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 upon request). 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 [WEDDINGS](#)

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, 2024

WASHINGTONIAN

NEWS THINGS TO DO FOOD HEALTH SHOPPING DESIGN & HOME REAL ESTATE WEDDINGS [WEDDINGS](#)

ARTICLES IN: Weddings

### Goodshuffie is Modernizing the Event Rental Industry

Whether you're planning your wedding, a birthday party, or a corporate event, Goodshuffie is the go-to for all your event rental needs. We offer a wide variety of equipment, from tables and chairs to tents and lighting, all at competitive prices. Our team is dedicated to providing exceptional service and ensuring your event is a success.



**Most Reads**

- [How to Plan a Wedding](#)
- [Wedding Planning Tips](#)
- [The Best Wedding Venues in DC](#)
- [How to Choose a Wedding Dress](#)
- [The Best Wedding Cakes](#)
- [How to Plan a Wedding Reception](#)
- [The Best Wedding Photographers](#)
- [How to Plan a Wedding Party](#)
- [The Best Wedding Music](#)
- [How to Plan a Wedding Day](#)

**Goodshuffie is Modernizing the Event Rental Industry**

Goodshuffie is a leading provider of event rental services, offering a wide range of equipment for weddings, corporate events, and more. Our team is dedicated to providing exceptional service and ensuring your event is a success.



## 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

 **FACEBOOK FOLLOWERS = 136K**

 **TWITTER FOLLOWERS = 267K**

Email not displaying correctly? View it in a browser.

# WASHINGTONIAN

The Best Wedding Stories of the Week

Sponsored by [Company Name Here](#)



**This Preppy Bridal Shower at Trump National Golf Club Ended in a Wild DIY Toilet Paper Dress-Making Contest**

At Mimi Ansari's pastel bridal shower, the day began with petit fours and tea and ended with a contest in [toilet paper artistry](#).

Advertisement

600 x 300

Your text here.



**This Bold Bride Planted a Kiss on Her Future Groom The First Night She Met Him, And They Weren't Even on a Date**

When Tracy Phillips met Paul Smith, she plucked up the courage to kiss him first. Their [wedding](#) at the City Tavern Club was a modern, boozy celebration.

## 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


- High-Impact In-Article Ad: 600x300 pixels (jpeg or png)
- Sponsored teaser within newsletter:
  - Up to 10 word headline
  - 15-20 word teaser
- Include hyperlinks for each ad unit

ALWAYS EDGE GUARDING & RETURNING

**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.

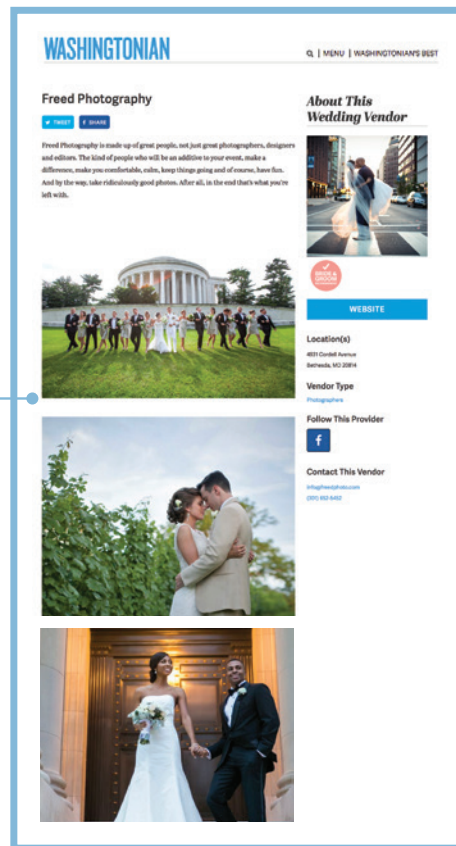
## Specs

- **700x1,000 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.



## ONLINE LISTING INCLUDES:

- Rotation amongst the top enhanced listing spots  
(shuffles each time a search is performed or the page is refreshed)
- 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

# Bride & Groom Unveiled Bridal Showcase

**JANUARY 28, 2018 - MANDARIN ORIENTAL HOTEL**

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 pay \$65 per ticket 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.)







