



WASHINGTONIAN
WEDDINGS

2020 Media Kit

Print / Online / Events

2019

City & Regional
Magazine Association's
Best Weddings Publication



Letter from the Editor



At *Washingtonian Weddings*, our mission is to create a magazine that celebrates local love, that showcases area talent (of which there is a lot), and serves as the ultimate resource for couples planning one of the most meaningful days of their lives. Throughout its pages we offer inspiration and tips, highlight local planners, photographers, florists, stationers, gown shops, musicians, and more, and try to balance the season's chicest trends with our conviction that each couple is different, and every celebration can be, too—from the multi-day extravaganzas to the intimate at-home dinner parties. We're here to help our readers navigate an exciting and also often stressful time, to help them achieve the day they've been dreaming of, and to connect them with the vendors, the people, that can bring it all together.

Thank you for considering a partnership with our award-winning magazine. We look forward to working with you!

Cheers,

A handwritten signature in black ink that reads "Amy". The signature is fluid and cursive, with a large loop at the end of the "y".

AMY E. MOELLER

Editor in Chief, *Washingtonian Weddings*
@amyemoeller

Distribution

Frequency

Washingtonian Weddings hits newsstands 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 Weddings 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 *Washingtonian Weddings* on Washingtonian.com.



Reader Demographics

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

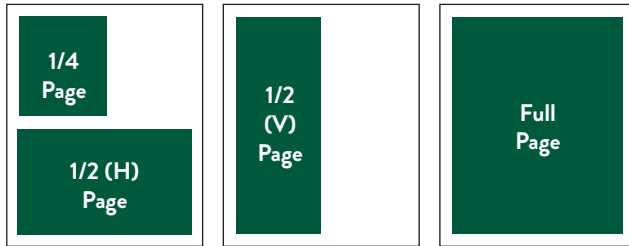


76%

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

**2016 Washingtonian Weddings Reader survey*

Print Advertising



WINTER/SPRING 2020

SPACE CLOSE	10/15/19
MATERIAL CLOSE	10/31/19
ON-SALE DATE	12/15/19

SUMMER/FALL 2020

SPACE CLOSE	4/15/20
MATERIAL CLOSE	4/30/20
ON-SALE DATE	6/15/20

SIZES

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

BLEED	Bleed size includes 1/8" bleed allowance on all sides.
FULL PAGE	9.25" x11.125"
SPREAD	18.25" x11.125"
PAGE TRIM SIZE: 9" X 10.875" SPREAD TRIM SIZE: 18" X 10.875" SAFETY MARGIN: Keep live matter .25" from the trim size on all sides.	

E-mail completed advertising files to readyads@washingtonian.com
FTP SITE INFORMATION AVAILABLE UPON REQUEST.

Wedding Expert Profiles

SPECIAL ADVERTISING SECTION		SPECIAL ADVERTISING SECTION	
WEDDING EXPERTS		WEDDING EXPERTS	
	<p>THE FINER POINTS EVENT PLANNING</p> <p>Lynn Iannuzzi, Felicia Kettler, Laura Bilal, & Lisa Mowery</p> <p>703.432.9494 THEFINERPOINTSELLC.COM</p> <p>Planning the most important event of your life is the passion of The Finer Points. A boutique event planning and design company with over 20 years of experience, The Finer Points uses their intimate knowledge of the industry and unparalleled attention to detail to ensure their client's vision becomes reality. From the initial consultation to the final toast at the end of the event, they pride themselves on listening to the needs of their clients and what is most important to them.</p> <p>Lynn Iannuzzi founded The Finer Points because of her love of weddings, and working with couples to make their magical vision come true. As her business continued to successfully expand, she assembled a top team of planners who share her passion for events. Laura Bilal, Felicia Kettler, and Lisa Mowery bring vast experience and skills ranging from etiquette training, hotel and resort experience, budget planning and event design. Whether it's a wedding at a rustic, storybook vineyard, historic mansion, private home, or high-end hotel in the city, they can personally design, coordinate and style each and every event.</p> <p>Recognized multiple times in the <i>Kuon's "Pick for Best of Weddings"</i>, the <i>WeddingWire "Couples' Choice Award"</i> and <i>Washingtonian Weddings "Top Voice Getzer 2019"</i>, The Finer Points is the event planning team you need to create your perfect event.</p> <p>Facebook, Instagram, Twitter, LinkedIn, Pinterest icons</p>		<p>ZOYA'S ATELLIER</p> <p>Zoya and Amy Sileo</p> <p>DC metro's most talked about bridal and evening wear boutique brings elegance, style and unbeatable customer service, delivering an entirely new bridal experience. Zoya and Amy are a mother-in-law/daughters-in-law team from New York and London respectively, and their perfectly complement each other with their no-holds-barred honesty, on-point fashion knowledge and impeccably stunning gowns—each hand-picked for their beauty and uniqueness.</p> <p>Zoya's Atelier has quickly become the go-to place for the savvy brides, mothers of the bride/groom, and those looking for something truly unique for their special occasion, regardless of their shape, size and budget.</p> <p>260 W BROAD STREET, FALLS CHURCH, VA 22044 INFO@ZOYASATELLIER.COM 703.532.9465 WWW.ZOYASATELLIER.COM</p> <p>Facebook, Instagram, Twitter, LinkedIn, Pinterest icons</p>
	<p>Facebook, Instagram, Twitter, LinkedIn, Pinterest icons</p>	<p>MARYLAND'S DJ</p> <p>Jordan Salender</p> <p>Jordan Salender of Maryland's DJ is one of the most well known and sought after wedding DJs in the DC, MD, and VA area. His team has worked thousands of incredible weddings and events. Maryland's DJ is based in Rockville and conducts LIVE DEMONSTRATIONS for brides and event planners daily. Jordan's team consists of DJs with SERIOUS mixing experience and are able to let the music do all the talking. "We are a hold the cheese, kick the corny to the curb, fist-pumping dance floor modern DJ team... and that is our thing."</p> <p>Events in Maryland's DJ studio are by appointment only; get in while you can for next wedding season!</p> <p>966 HUNGERFORD DRIVE, 11A ROCKVILLE, MD 20850 301.948.0965 MARYLANDSDJ.COM</p> <p>Facebook, Instagram, Twitter, LinkedIn, Pinterest icons</p>	<p>Facebook, Instagram, Twitter, LinkedIn, Pinterest icons</p>

FULL PAGE

HALF PAGE

Washingtonian Weddings presents a unique opportunity to showcase the wedding experts behind some of the city's most notable wedding businesses. The Wedding Expert Profiles section is an editorialized, photo-driven special advertising platform that introduces our readers to you and why they should hire you.








SPECS

Full Page: Up to 220 words of copy + headshot + 2 images | **Half Page:** Up to 90 words of copy + headshot + 1 image

Rehearsal Dinner & Reception Venue Directories

SPECIAL ADVERTISING SECTION

REHEARSAL DINNER SITES

VENUE	OVERVIEW	CAPACITY	PRIVATE SPACE
Cafe du Parc	 Overlooking the iconic lobby of the historic Willard InterContinental, the Parking Private Dining Room offers a vibrant, intimate setting perfect for all occasions. Regarded as one of the most unique spaces for a rehearsal dinner in D.C., the Parking Room can accommodate up to 50 people seated, 80 people reception style, and 30 family style. 202.943.7090 washingtonian.com/venue-directories/cafedu-parc/	80	YES
City Winery	 Indulge your senses in City Winery's Private Barrel Room or Rooftop event spaces. City Winery's executive chef will help you customize the perfect formal seated dinner or cocktail night reception with selections from our Mediterranean-inspired menu. Valet parking is available to your guests for every occasion. 202.250.2331 1326 Old Stone, NE, Washington, DC citywinery.com/washingtondc/	60	YES
National Museum of the Marine Corps	 A short distance from DC and conveniently located off I-95, this venue is a stunning and unique place to host your rehearsal dinner, ceremony and/or wedding reception. Couples love offering their guests an unforgettable experience amidst some of the nation's most historic and treasured artifacts. 703.649.2350 8900 Jefferson Davis Highway, Triangle, VA www.marinecorpsmuseum.com	120	YES
Pinstripes	 Strike the perfect balance between exceptional food, gracious service and fun as you gather with family and friends for your rehearsal dinner at Pinstripes' North Bethesda or Georgetown location. Choose from our elegant ballroom or private reception room, and pair with catering or booze to continue the fun after dinner. 202.625.6500 1064 Wisconsin Avenue, NW, Washington, DC pinstripes.com	20-250	YES
W Washington DC	 Get set for your big day with big-time style, stress-free. Kick off the ultimate wedding celebration with a rehearsal dinner in historic W's rooftop ballroom. With floor-to-ceiling windows leave your guests dazzled with unparalleled views of our nation's capital. Enjoy the steak setting with a soothing color palette, rooftop views, and more. 202.661.2400 515 15th Street, NW, Washington, DC washingtondc.com	160	YES
Marie Gabrielle	 Elève nos événements élégants, et régiez vos repas savants sur le plus grand hôtel de nos plus prestigieuses résidences. Que ce soit pour un repas romantique intime ou un dîner d'opéra, l'Épave romantique nous offre tout l'Éclat, l'Authenticité, l'Élégance et une vue sur nos réverbères et de votre magnifique quartier par nos soins. 202.396.6811 14 Dupont St, Washington DC 20036 www.mariegabrielle.com	40	YES
Dalee Riviera	 Elève nos événements élégants, et régiez vos repas savants sur le plus grand hôtel de nos plus prestigieuses résidences. Que ce soit pour un repas romantique intime ou un dîner d'opéra, l'Épave romantique nous offre tout l'Éclat, l'Authenticité, l'Élégance et une vue sur nos réverbères et de votre magnifique quartier par nos soins. 202.396.6811 14 Dupont St, Washington DC 20036 www.mariegabrielle.com	150	YES

SPECIAL ADVERTISING SECTION

RECEPTION VENUES

DC VENUES	OVERVIEW	CAPACITY	OUTDOOR SPACE
The American Institute of Architects (AIA)	 With distinctive architecture, two-story glass windows, a grand staircase, and central location near the National Mall, our space is the perfect place to say "I do." 202.626.7312 1735 New York Avenue, NW, Washington, DC aia.org/rentalplaning	350	YES
City Winery	 Host your wedding reception in urban wine country! City Winery's versatile spaces accommodate parties of any size with a full capacity of 42,000 square feet and four floors. Located on the third floor, the outdoor/indoor Wine Garden includes three bars and a small performance space perfect for toasts and entertainment. 202.250.2331 1326 Old Stone, NE, Washington, DC citywinery.com/washingtondc/	250	YES
Dumbarton House Museum and Gardens	 Say "I do" in our stunning 12-acre of gardens in the height of historic Georgetown. 202.337.2248 2715 Q Street, NW, Washington, DC dumbartonhouse.org	200	YES
The Hay-Adams	 Imagine the picture perfect wedding of your dreams at our private penthouse. Top of the Hay located at The Hay-Adams. This unique wedding venue is steeped in French doors and chandeliers, boasting breathtaking panoramic views of Washington DC's historic monuments and city skyline. 202.638.6600 800 16th Street, NW, Washington, DC hayadams.com	340	YES
International Spy Museum	 Celebrate your special moment at the Spy Museum! The brand new 7th floor ballroom and rooftop terrace offer panoramic views of DC from the Washington Monument to the US Capitol and the Potomac River. The contemporary space sets the stage for a wide range of events and includes state-of-the-art technology. 202.654.0932 700 L Enclave Plaza, SW, Washington, DC spymuseum.org	300	YES
Smithsonian's National Zoo	 Host a beautiful wedding celebration while surrounded by wildlife in the heart of the nation's capital. The Smithsonian's National Zoo offers extraordinary opportunities to pick the perfect indoor or outdoor spot for your special day. Plus, your event helps support the Zoo's mission to save species. 202.633.3045 3501 Connecticut Avenue, NW, Washington, DC faveo.org/venue	100-1,000	YES
The St. Regis	 Discover the perfect setting for an exquisite wedding celebration. The hotel's signature ceremony setting, the Aster Terrace, offers an urban oasis in the center of the city, while the adjacent Astor ballroom offers timeless elegance with its soaring, Palladian windows, hand-painted ceilings and dramatic Louis XVI crystal chandeliers. 202.879.6940 923 16th and K Streets, NW, Washington, DC stregiswashingtondc.com	170	YES

Local couples trust *Washingtonian Weddings* to connect them with reputable venues capable of making their wedding celebration memorable. Be part of our directories of area rehearsal dinner sites and reception venues.

SPECS

Rehearsal Dinner Sites Listing:

Up to 50 words of copy | 1 square image | Phone number | Address | Website | Space capacity number | Private space availability

Reception Venues Listing:

Up to 50 words of copy | 1 square image | Phone number | Address | Website | Space capacity number | Outdoor space availability

E-Newsletter Sponsorship

E-newsletter sponsorships allow you to deliver your message or special offer directly to the inboxes of *Washingtonian Weddings* 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

THE BEST WEDDING STORIES OF THE WEEK

[View email in a browser.](#)


WASHINGTONIAN

Sponsored by [Your Company](#)



Floral Sashes, Motorcycles, and a Maya Angelou Reading: These DC Brides' Fathom Gallery Wedding is the Stuff of Hipster Dreams

The couple cut into [three custom wedding cakes!](#)



On the Fourth of July, They Drove to Meet One Another in Ocean City. There on the Beach, He Proposed.

When the night was over, the newlyweds exited through a [tunnel of sparklers](#) held by their guests.

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

**300
X
250**

Dedicated E-Mail

Utilize *Washingtonian'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**

I. Gorman
JEWELERS

SINGLE STONE TRUNK SHOW

September 21 & 22



*Vintage stones meet
handcrafted settings*

Drawing inspiration from vintage design and the unique charm of antique diamonds, Single Stone handcrafts wedding bands, engagement rings and fashion jewelry that remain true to original historic details.



MEET THE DESIGNERS

“

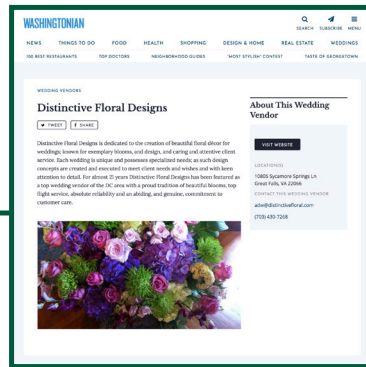
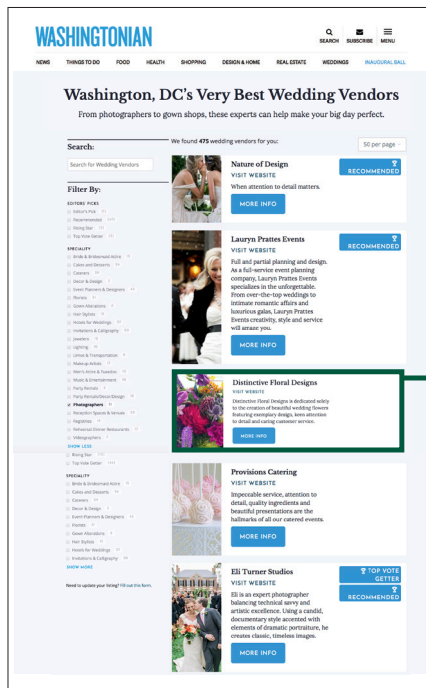
We travel the world to source the most unique and beautiful vintage stones. When you select a piece from our collection, our hope is that you feel adorned by a little piece of history.

—Ari and Corina Madilian



Online Vendor Listing

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

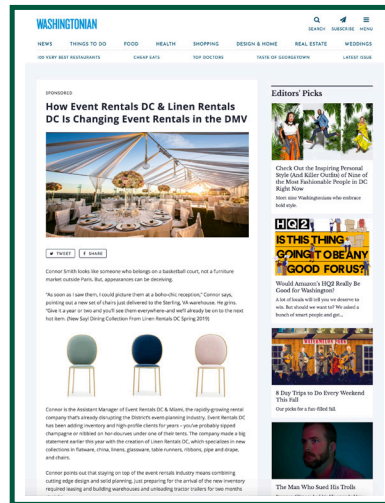
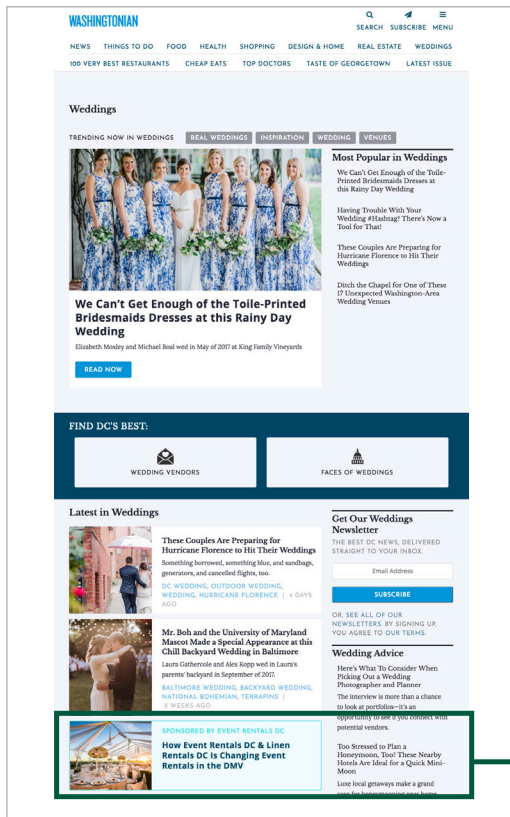


ONLINE LISTING INCLUDES:

- 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

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 for an additional fee). The post will be subtly marked as sponsored, and will be shared on the magazine's Facebook and Twitter feeds.



SPECS:

Article:

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

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 = 145K

🐦 TWITTER FOLLOWERS = 295K

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.

The screenshot shows the Washingtonian website's Weddings section. At the top, there's a navigation bar with 'WASHINGTONIAN' and search, subscribe, and menu icons. Below that are categories like NEWS, THINGS TO DO, FOOD, HEALTH, SHOPPING, DESIGN & HOME, REAL ESTATE, and WEDDINGS. A large green banner at the top left displays '970x250'. The main content area features a large article titled 'We Can't Get Enough of the Toilet-Printed Bridesmaids Dresses at this Rainy Day Wedding' with a sub-headline 'Elizabeth Moxley and Michael Boal wed in May of 2017 at King Family Vineyards'. To the right of this article is a smaller green banner with '300 X 250'. Below the main article is a 'Wedding Advice' section with a small image and text. At the bottom left, there's another article snippet titled 'These Couples Are Preparing for Hurricane Florence to Hit Their Weddings'. A large green banner at the bottom right displays '600x300'. The page also includes social media sharing buttons and a newsletter subscription form.

WEDDINGS SECTION TRAFFIC

85,000 PAGEVIEWS/MONTH

Ad	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
- Includes hyperlink

Unveiled Bridal Showcase

FEBRUARY 9, 2020 | MANDARIN ORIENTAL, WASHINGTON, DC

Created for those planning a luxurious Washington wedding, *Washingtonian Weddings* presents its annual Unveiled showcase. This ticketed event highlights the area's best wedding vendors and attracts affluent brides and grooms from the entire region. Guests pay \$65 for full access to sample signature cocktails, delectable hors d'oeuvres, enticing cake flavors and more. In addition, they have an all-access pass to meet with *Washingtonian*-recommended vendors who make any dream wedding a reality. The event is capped off with a designer runway show that will showcase the latest trends in both men's and women's wedding fashion.



(Pricing and packages available upon request)