2019
City & Regional Magazine Association’s Best Weddings Publication
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,

Amy

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

Sizes

<table>
<thead>
<tr>
<th>NON-BLEED</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
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<tr>
<td>1/2 PAGE (V)</td>
<td>3.625” x 9.5”</td>
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<td>1/2 PAGE (H)</td>
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<td>SPREAD</td>
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| 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.
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
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.

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**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**
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**

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**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
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 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*

**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.

<table>
<thead>
<tr>
<th>Ad</th>
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WEDDINGS SECTION TRAFFIC
85,000 PAGEVIEWS/MONTH

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)