

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,

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

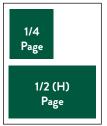
44% ARE ENGAGED 1 YEAR TO 1.5 YEARS 10% ARE ENGAGED
1.5 YEARS TO 2 YEARS

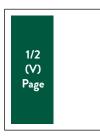


76%
WILL HAVE 100+ OR MORE
WEDDING GUESTS

*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



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

Rehearsal Dinner & Reception Venue Directories

	SPECIAL ADVERTISING SECTION		
RI	EHEARSAL DINNER SI	TES	
VENUE	OVERVIEW	CAPACITY	PRIVAT
Cafe du Parc	Overlooking the icone liably of the historic Wilard InterCartinental, proceedings of the control of the contro	80	YES
City Winery	Indulge your senses in City Woenly i Private Barrel Room or Roofsty west space. City Woenly is securise chaff will help you customize selections from our Mediateroses—rooped mess. West parking in sealable to your gests for every occurios. 202,250,2531 1350 Oils Storet, NK, Wallages, DC (Cityliney can final high parking for the company of the comp		YES
National Museum of the Marine Corps	A short distance from DC and conveniently located aff I-95, this various in stunning and unique place to his type or shawn distance, resembly well-weight question. Confidence received configure affects and enforce place of the stunning of the nation's most instruction and uniformatic particles as unoforgettable assumed an emittat town of the nation's most instruction and treasured uniforms. 703.449-2250 19900 Jefferson Davis Righway, Triangle, VA eventual memoransurancy		YES
Pinstripes	Sinks the parfect balance between exceptional food, gracious service and fan as you gather with family and fained far your reheard afrome and fained for your reheard fained for your reheard fained for the protection. Choose from our elegent ballooms or private recognitor rooms, and pair with beding or braces continues the fain fair direase. 201.255.5500 1064 Wisconsin Avenue, NW, Washington, DC Pontriper.com		YES
W Washington DC	Get as the year big day with high times tayle, stress from Keich off the witness wedges calestonic with a relaxed decrease in Marchand and control and the Weight of the Control and the Contr	160	YES
City Winery	Indial py your senses in City Woney's Private Barrel Reom or Rooftop exect space. City Woney's execution their all help you customize the perfect formal seated dinner or cocket hay be reposted with selections from our Meditermens—inspired mens. Meta priving in selection from our Meditermens—reported mens. Vest priving in selection from our Meditermens—reported mens. Vest priving in selection from our Meditermens—reported mens. Vest priving in the selection of t	60	YES
National Museum of the Marine Corps	A short distance from DC and scowwindly located dill 1-75; this control of the co	120	YES

	RECEPTION VENUES	;	
DC VENUES	OVERVIEW	CAPACITY	OUTDOO
The American Institute of Architects (AIA)	With distinction architecture, two-story glass windows, a grand staincase, and central location near the National Mall, our space in the perfect place to say "I do." 202.636.3312 U35 New York Avenue, NW, Washington, DC ain.arg/eventplanning	350	YES
City Winery	Host your wedding reception in urban wine country! City Wisery's wrestell a paces accommodate partie of eny size with a full capacity the index of the country with the index of the country will be index of the country with a fundamental wine full resident with a resident and extend the resident and extendition and the country of the c		YES
Dumbarton House Museum and Gardens	Say "I do" in our stanning 12 zeros of garders in the beights of heatest Georgetium. 202,137,2288 2715 Q Street, NW, Washington, DC dembatranhouse.org	200	YES
The Hay-Adams	Imagine the picture perfect wedding of your dream at our private perfect wedding of your dream at our private perfect the Mayer and the Mayer		YES
International Spy Museum	Calibrate year special moment at the Spy Manaumi The brand new 7h fines believe and refere the second of the believe and refere the second of the Central with the Potentiac River. The contemporary special sets the stage for a wide range of events and includes state of the set schoolings. 202.554.0992 700 LEAster Range New Managem, OF Symposium and Special		YES
Smithsonian's National Zoo	Host a baselful meding calebration while surrounded by wildlife in the heart of the nation's epital. The Smithannies's National Zeo effects extracted responsabilists to give be prefet index or authors upon I for your special day. Plus, your event helps support the Zeo in mission to sure special support the Zeo in the Control of the Co		YES
The St. Regis	Discover the perfect setting for an exquisite mediag celebration, the setting less than the setting for an exquisite mediag celebration, as the setter of the site, while the edgeard Auto-Baltoon effect relates degaces with its scaning Pallation windows, have been a setting and demediate to the standard particle cellings and demetic Loux XVI cytal chardeless. 202,379,6940 93 tides and K Stream, NV, Washingan, Or, Entryleambiogeness.		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-Mewsletter 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 35 character headline
 - -40 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 <u>tunnel of</u> sparklers held by their guests.

300 x 250

Your text here

Ore dellacestium inctiorem niam, cumquibus aut laci dolorem quidiat uristrum nonsect emperio ssequod qui tecto is que eturemque cus

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 html file needed)
- Include subject line and hyperlink

I.Gorman

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, onpagement rings and fashion lewelry that remain true to original historic details.



MEET THE DESIGNERS

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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. —Arr and Corina Madillan



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.



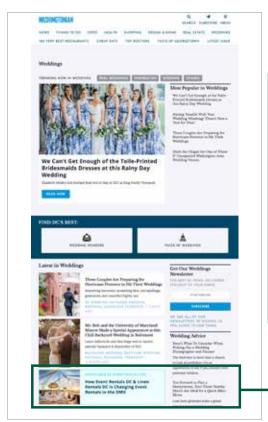


ONLINE LISTING INCLUDES:

- 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:

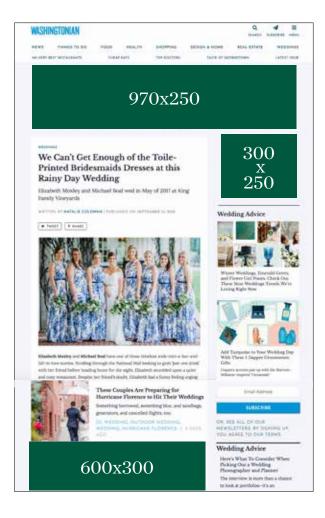
- -Supplied article text
- -Headline
- -Hyperlink(s)
- -Up to four images (featured image must be 1024x576 pixels in size) or videos (YouTube or Vimeo link needed)

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.



WEDDINGS SECTION TRAFFIC

85,000 PAGEVIEWS/MONTH

Ad	Size (in pixels)	Desktop	Mobile
Billboard	970×250	.	
Super Leaderboard	970×90	*	
Half Page	300x600	*	
High-Impact In-Article	600x300	*	
Medium Rectangle	300×250	*	*
Mobile Leaderboard	320×50		*

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)