



WASHINGTONIAN
WEDDINGS

2021 Media Kit

Print / Online

2019

*City & Regional
Magazine Association's
Best Weddings Publication*



Letter from the Editor



What a year.

As events continue a comeback, we're preparing a bit of a throwback, with a special edition of *Washingtonian Weddings* returning to the pages of *Washingtonian* magazine (the original home of the weddings content) in January, where we will capture a much wider audience of more than 100,000 readers. This very special edition will also include a call-out on the cover so couples looking for weddings content can spot it on the newsstand.

As always, we will bring our energy and excitement in showcasing area talent who inspire hosts of all types of events — from dinner parties to galas and beyond. And, of course, we will include our ultimate guide that has served for over a decade as the premier wedding-planning resource.

Among the things you can expect to see in print and online will be a variety of real weddings and our revamped guide to the area's top vendors (because it's perhaps more important than ever to connect couples with vendors that can help them navigate this unprecedented time), as well as tips for creating new ways to gather as we await the full-throttle return of traditional events.

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 stylized with a large, looped "A" and a long, sweeping underline.

AMY E. MOELLER

Editor in Chief, *Washingtonian Weddings*
@amyemoeller

Distribution

Frequency

Washingtonian Weddings hits newsstands twice a year; in our January 2021 *Washingtonian* issue and our stand alone Summer/Fall 2021 publication in June.

Circulation 100K+ (JANUARY 2021 ISSUE)

Washingtonian magazine is prominently displayed and sold at more than 1,800 newsstand locations, including Whole Foods, Giant, Safeway, Harris Teeter, CVS, Barnes & Noble, and Hudson News, just to name a few.



Reader Demographics

AVERAGE HOUSEHOLD
INCOME:

\$337,500

29 AVERAGE AGE
OF BRIDES

31 AVERAGE AGE
OF GROOMS

**35% OF READERS ARE ENGAGED
3 MONTHS TO 1 YEAR**

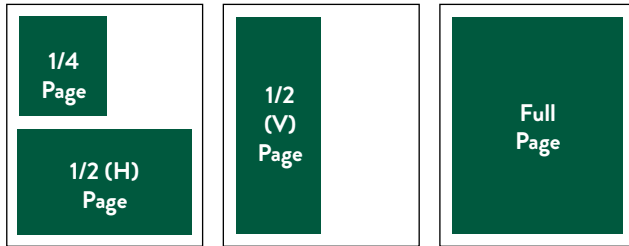
**44% ARE ENGAGED
1 YEAR TO 1.5 YEARS**

**10% ARE ENGAGED
1.5 YEARS TO 2 YEARS**

Source: The 2019 Washingtonian Reader Study, conducted by MRI-Simmons and 2016 Washingtonian Weddings Reader survey



Print Advertising



JANUARY 2021

| | |
|-------------------|----------|
| SPACE RESERVATION | 11/18/20 |
| MATERIALS DUE | 11/25/20 |
| ON NEWSSTANDS | 12/17/20 |

SUMMER/FALL 2021

| | |
|-------------------|---------|
| SPACE RESERVATION | 4/15/21 |
| MATERIALS DUE | 4/30/21 |
| ON NEWSSTANDS | 6/15/21 |







SIZES

| | |
|---------------------|--|
| NON-BLEED | Do not add bleed allowance to non-bleed ads. |
| FULL PAGE | 7" x 10" |
| 1/2 PAGE (V) | 3.5" x 9.5" |
| 1/2 PAGE (H) | 4.575" x 7.361" |
| 1/4 PAGE | 3.5" x 4.575" |

| | |
|---|--|
| BLEED | Bleed size includes 1/8" bleed allowance on all sides. |
| FULL PAGE | 8.375" x 11.125" |
| SPREAD | 16.75" x 11.125" |
| PAGE TRIM SIZE: 8.25" X 10.875" SPREAD TRIM SIZE: 16.5" X 10.875" SAFETY MARGIN: Keep live matter at least .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>EVER AFTER BRIDAL</p> <p><i>Trace Ross-Freedman</i></p> <p>144 ROSS AVENUE, SUITE 200 ARLINGTON, VA 22201 202.345.9548 EVERAFTERBRIDAL.COM</p> <p>Islandique volento magnum oculorum receperit sim faciesque si atque serro di officio niamus dolupta erimus catenam casu velocem quod que sequi stentio rimus delum quam audie voluntatem incid ut ut mo coria aut ipicis antecio officii ligat.</p> <p>Ut comminus dunt quacorum labo. Ut dolocati adfasci delia non libus rem aut endilligens ero que alit, consequat sinuam incedia alici omnium pa dolupta vivanti orantiam oditio odia reped que venthas eturaci que vi ut is estinti omnihiliqui quam nisi mi, cum ut lae officium suscipia non re, volupatas, omnihilab idestrum etur? Andoritorio qui odi consequat net porreng eliquatam qui reliant animi ex vi modis, tantum molex etur, simi, sunt, estore labo. lae laborepro eaque ligulibus alit tot quinta redpt laborit hachicatis alitati rem dera de porchende voluptatum ex verorit qui occia ulpa ditas nempus experchilue restrum quant omnime nobis elicit impereng receperit porbaciis ditas. Nam et quam adaptem accupis credibiliter correcto riaturum, accus doluptore lande net ped qui ut ut aere vellem quaterit tociqua non rehendi gentire cerum, quaitio ma etur aspid quaiti buade alto-core experito di decium incedit?</p> <p>Qui nonsequodis rege doluptis tipitna necroet ei phobus maguitas necitellus necitio cost, a si oditiorio ma qui delum aut asperis ad quia et voluta es nia repae nos piquid uoluptepora natema velicium figurat aut fugitibus maximit emssum labores an comceat. Et acceptatqui sum, untis sequi dicit et dicitur</p> <p># @SOCIALMEDIAHANOLE</p> |   | <p>ELITE EVENT DESIGN</p> <p><i>Joan Soloway</i></p> <p>Islandique volento magnum oculorum receperit sim faciesque si atque serro di officio niamus dolupta erimus catenam casu velocem quod que sequi stentio rimus delum quam audie voluntatem incid ut ut mo coria aut ipicis antecio officii ligat.</p> <p>Ut comminus dunt quacorum labo. Ut dolocati adfasci delia non libus rem aut endilligens ero que alit, consequat sinuam incedia alici comatiam pa dolupta vivanti orantiam oditio odia reped que venthas eturaci que vi ut is estinti omnihiliqui quam nisi mi, cum ut lae officium suscipia non re, volupatas, omnihilab idestrum etur? Andoritorio qui odi consequat is orantiam oditio odia reped que venthas eturaci que vi ut is estinti omnihiliqui quam nisi mi, cum ut lae officium suscipia</p> <p>41 NEW YORK AVENUE, NW WASHINGTON, DC 20001 202.345.9548 ELITEEVENTS.COM</p> |   <p># @SOCIALMEDIAHANOLE</p> |
| <p>BOLLYWOOD BISTRO</p> <p><i>Contemporary Indian Cuisine</i></p> <p>Islandique volento magnum oculorum receperit sim faciesque si atque serro di officio niamus dolupta erimus catenam casu velocem quod que sequi stentio rimus delum quam audie voluntatem incid ut ut mo coria aut ipicis antecio officii ligat.</p> <p>Ut comminus dunt quacorum labo. Ut dolocati adfasci delia non libus rem aut endilligens ero que alit, consequat sinuam incedia alici comatiam pa dolupta vivanti orantiam oditio odia reped que venthas eturaci que vi ut is estinti omnihiliqui quam nisi mi, cum ut lae officium suscipia non re, volupatas, omnihilab idestrum etur? Andoritorio qui odi consequat is orantiam oditio odia reped que venthas eturaci que vi ut is estinti omnihiliqui quam nisi mi, cum ut lae officium suscipia</p> <p>41 NEW YORK AVENUE, NW WASHINGTON, DC 20001 202.345.9548 ELITEEVENTS.COM</p> |  | <p>BOLLYWOOD BISTRO</p> <p><i>Contemporary Indian Cuisine</i></p> <p>Islandique volento magnum oculorum receperit sim faciesque si atque serro di officio niamus dolupta erimus catenam casu velocem quod que sequi stentio rimus delum quam audie voluntatem incid ut ut mo coria aut ipicis antecio officii ligat.</p> <p>Ut comminus dunt quacorum labo. Ut dolocati adfasci delia non libus rem aut endilligens ero que alit, consequat sinuam incedia alici comatiam pa dolupta vivanti orantiam oditio odia reped que venthas eturaci que vi ut is estinti omnihiliqui quam nisi mi, cum ut lae officium suscipia non re, volupatas, omnihilab idestrum etur? Andoritorio qui odi consequat is orantiam oditio odia reped que venthas eturaci que vi ut is estinti omnihiliqui quam nisi mi, cum ut lae officium suscipia</p> <p>41 NEW YORK AVENUE, NW WASHINGTON, DC 20001 202.345.9548 ELITEEVENTS.COM</p> |  <p># @SOCIALMEDIAHANOLE</p> |

FULL PAGE


HALF PAGE

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

SPECS

Full Page: Up to 215 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 | DESCRIPTION | CAPACITY |
| Bistro Sancerre |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 25 indoor |
| | | 10 outdoor |
| Cafe du Parc |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 145 indoor |
| | | 10 outdoor |
| Pinstripes |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 50 indoor |
| | | 125 outdoor |
| W Washington DC |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 160 indoor |
| | | 125 outdoor |
| The Wink |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 100 indoor |
| | | 15 outdoor |
| National Museum of the Marine Corps |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 220 indoor |
| | | 115 outdoor |
| The Country Club |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 100 indoor |
| | | 200 outdoor |

| SPECIAL ADVERTISING SECTION | | | |
|------------------------------------|---|----------------|--|
| RECEPTION VENUES | | | |
| VENUE | DESCRIPTION | CAPACITY | |
| Fairmont Dallas |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 30 indoor | |
| | | 25 outdoor | |
| The Bellevue Center |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 50 indoor | |
| | | 150 outdoor | |
| Ceresville Mansion |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 50 indoor | |
| | | 125 outdoor | |
| City Winery |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 100 indoor | |
| | | 25 outdoor | |
| Middleburg Barn |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 125 indoor | |
| | | 175 outdoor | |
| National Museum of Natural History |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 200 indoor | |
| | | 245 outdoor | |
| Stone Manor Country Club |  Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo licet et ut per multigis atque deum. Et ut vent quator i aqul melanda nancia circa ex valery. Eque nonsequat mone dolo aut? Eliae. Haudfere. Et facere aeneo Occupanda de odio. Eligam pidi qui que qui delatationi iptaturo. | 325 indoor | |
| | | 300 outdoor | |

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 | Indoor space capacity | Outdoor space capacity

Reception Venues Listing:

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

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:
 - 35 character headline (max)
 - 40 words of text (max)
- Hyperlink(s)

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.

300
X
250

Your text here

Ore dellacestium
inctioem niam,
cumquibus aut laci
dolorem quidiat uris-
trum 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
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

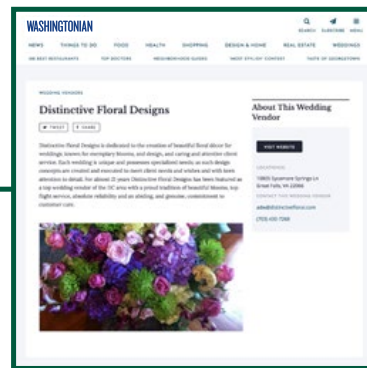
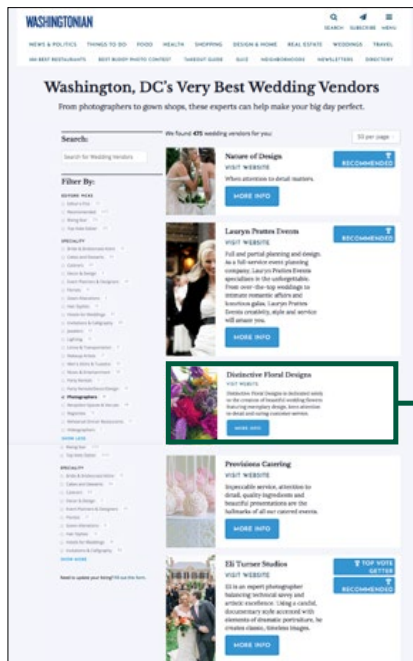


Online Vendor Listing

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.

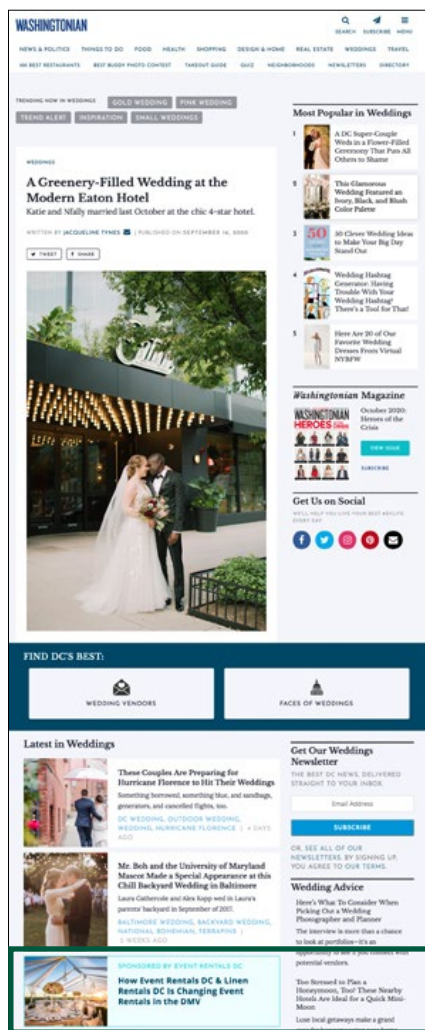
ONLINE LISTING INCLUDES:

- 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)

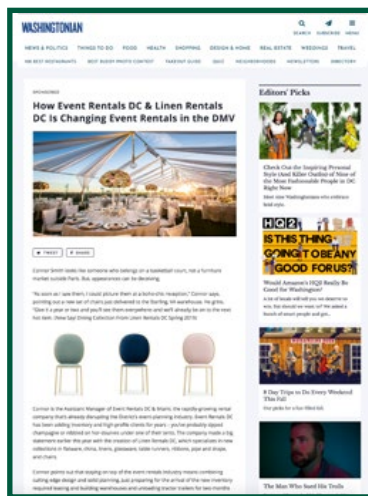
Social Media:

- Engaging teaser for Facebook post
- Up to 140 characters for Twitter post

*Both posts will include #sponsored and article link

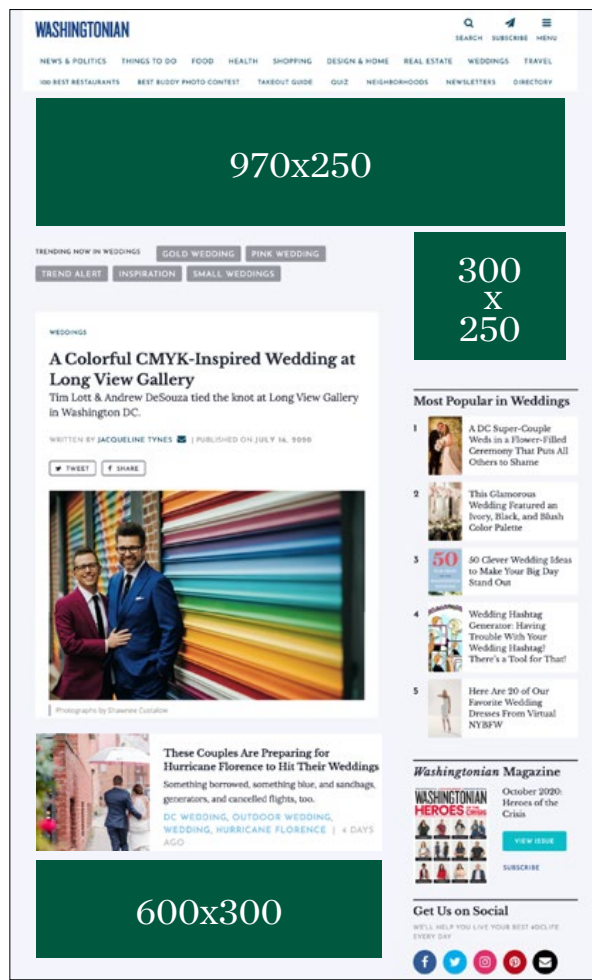
f FACEBOOK FOLLOWERS = 155K

🐦 TWITTER FOLLOWERS = 301K



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

80K PAGE VIEWS PER 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