2019
City & Regional Magazine Association’s Best Weddings Publication
Letter from the Editor

So close we can feel it.

While events have not yet reached a full comeback, things are moving in the right direction, and the feeling that we’re on the cusp of regaining some “normalcy” is palpable.

For the next edition of Washingtonian Weddings, we’re looking ahead. The special section will once again appear inside the pages of Washingtonian magazine (where we will capture an audience of more than 1,000,000 readers), this time in August, on the heels of one of the most popular engagement seasons of the year (most studies report that December is the most popular month for proposals, followed by July).

As always, we will bring our energy and excitement in showcasing area talent, featuring real-weddings that span all sizes, location types, and design aesthetics. 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, as well as trends we love, wedding fashion, welcome gifts, ways to personalize the big day, and more.

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
Frequency

Washingtonian Weddings hits newsstands twice a year; in our August 2021 Washingtonian issue and our stand alone Winter/Spring 2022 publication in December.

Circulation

100K+ (August 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

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
Print Advertising

**Sizes**

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Do not add bleed allowance to these non-bleed ads.</th>
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</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>7” x 10”</td>
</tr>
<tr>
<td><strong>1/2 Page (V)</strong></td>
<td>3.5” x 9.5”</td>
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<tr>
<td><strong>1/2 Page (H)</strong></td>
<td>7.361” x 4.575”</td>
</tr>
<tr>
<td><strong>1/4 Page</strong></td>
<td>3.5” x 4.575”</td>
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<table>
<thead>
<tr>
<th>Bleed</th>
<th>Bleed size includes 1/8” bleed allowance on all sides.</th>
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</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>8.375” x 11.125”</td>
</tr>
<tr>
<td><strong>Spread</strong></td>
<td>16.75” x 11.125”</td>
</tr>
</tbody>
</table>

| **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

**AUGUST 2021**

<table>
<thead>
<tr>
<th>Space Reservation</th>
<th>6/28/21</th>
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</thead>
<tbody>
<tr>
<td>Materials Due</td>
<td>7/7/21</td>
</tr>
<tr>
<td>On Newsstands</td>
<td>7/22/21</td>
</tr>
</tbody>
</table>

**WINTER/SPRING 2022**

<table>
<thead>
<tr>
<th>Space Reservation</th>
<th>10/15/21</th>
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</thead>
<tbody>
<tr>
<td>Materials Due</td>
<td>10/31/21</td>
</tr>
<tr>
<td>On Newsstands</td>
<td>12/15/21</td>
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Wedding Expert Profiles

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
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)
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
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 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*
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

<table>
<thead>
<tr>
<th>Ad</th>
<th>Size (in pixels)</th>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970x250</td>
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<td></td>
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<tr>
<td>Super Leaderboard</td>
<td>970x90</td>
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<td></td>
</tr>
<tr>
<td>Half Page</td>
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<tr>
<td>High-Impact In-Article</td>
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<tr>
<td>Medium Rectangle</td>
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<td>✤</td>
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<tr>
<td>Mobile Leaderboard</td>
<td>320x50</td>
<td></td>
<td>✤</td>
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</tbody>
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Specs
- Jpeg, gif, png, HTML 5, & third party tags accepted
- Files must be less than 1MB
- Includes hyperlink