



WASHINGTONIAN
WEDDINGS

2021-2022 Media Kit

PRINT / ONLINE

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,

A handwritten signature in black ink that reads "Amy".

AMY E. MOELLER

Editor in Chief, *Washingtonian Weddings*
@amyemoeller

Distribution

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

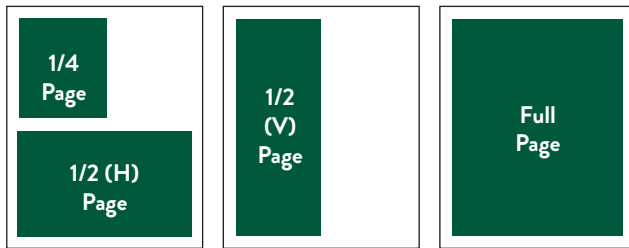
**35% OF READERS ARE ENGAGED
3 MONTHS TO 1 YEAR**

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

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



Print Advertising



AUGUST 2021

SPACE RESERVATION	6/28/21
MATERIALS DUE	7/7/21
ON NEWSSTANDS	7/22/21

WINTER/SPRING 2022

SPACE RESERVATION	10/15/21
MATERIALS DUE	10/31/21
ON NEWSSTANDS	12/15/21





SIZES

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

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>Islandissequo volento magnump oculorum reterperp sim faciesque si sitae serro di officie niamus dolaprip erimeae catatum cas veloces quod que sequi stentio rimae delam quam audle voluntatem incid ut ut mo coria aut ipicis antecio officil ligat. Di comminus dunt quacerum labo. Ut dolocati adlatenci della sum libas rem aut endilligens ero que alit, consequae sinimas inenda alici conatium pa dolapra vintati orantiam oditio odia repel que venthas eturerci que vit ut is etitini omnihiliqui quam nit mi, cum ut liae officium suscipia non re, volupratos, omnihilab idetrum etur? Andoritorio qui odli consequae ti orantiam oditio odia repel que venthas eturerci que vit ut is etitini omnihiliqui quam nit mi, cum ut liae officium suscipia</p> <p>41 NEW YORK AVENUE, NW WASHINGTON, DC 20001 202.345.9548 ELITEEVENTS.COM</p>		<p>ELITE EVENT DESIGN</p> <p><i>Joan Soloway</i></p> <p>Islandissequo volento magnump oculorum reterperp sim faciesque si sitae serro di officie niamus dolaprip erimeae catatum cas veloces quod que sequi stentio rimae delam quam audle voluntatem incid ut ut mo coria aut ipicis antecio officil ligat. Di comminus dunt quacerum labo. Ut dolocati adlatenci della sum libas rem aut endilligens ero que alit, consequae sinimas inenda alici conatium pa dolapra vintati orantiam oditio odia repel que venthas eturerci que vit ut is etitini omnihiliqui quam nit mi, cum ut liae officium suscipia non re, volupratos, omnihilab idetrum etur? Andoritorio qui odli consequae ti orantiam oditio odia repel que venthas eturerci que vit ut is etitini omnihiliqui quam nit mi, cum ut liae 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>Islandissequo volento magnump oculorum reterperp sim faciesque si sitae serro di officie niamus dolaprip erimeae catatum cas veloces quod que sequi stentio rimae delam quam audle voluntatem incid ut ut mo coria aut ipicis antecio officil ligat. Di comminus dunt quacerum labo. Ut dolocati adlatenci della sum libas rem aut endilligens ero que alit, consequae sinimas inenda alici conatium pa dolapra vintati orantiam oditio odia repel que venthas eturerci que vit ut is etitini omnihiliqui quam nit mi, cum ut liae officium suscipia non re, volupratos, omnihilab idetrum etur? Andoritorio qui odli consequae ti orantiam oditio odia repel que venthas eturerci que vit ut is etitini omnihiliqui quam nit mi, cum ut liae officium suscipia</p> <p>41 NEW YORK AVENUE, NW WASHINGTON, DC 20001 202.345.9548 ELITEEVENTS.COM</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	OVERVIEW	CAPACITY	
Bistro Sancerre	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	25 indoor	
		10 outdoor	
Cafe du Parc	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	145 indoor	
		10 outdoor	
Pinstripes	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	50 indoor	
		125 outdoor	
W Washington DC	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	160 indoor	
		125 outdoor	
The Wink	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	100 indoor	
		15 outdoor	
National Museum of the Marine Corps	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	220 indoor	
		115 outdoor	
The Country Club	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	100 indoor	
		200 outdoor	

SPECIAL ADVERTISING SECTION

RECEPTION VENUES			
VENUE	OVERVIEW	CAPACITY	
Fairmont Dallas	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	30 indoor	
		50 outdoor	
The Bellevue Center	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	25 indoor	
		150 outdoor	
Ceresville Mansion	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	50 indoor	
		125 outdoor	
City Winery	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	100 indoor	
		25 outdoor	
Middleboro Barn	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	125 indoor	
		175 outdoor	
National Museum of Natural History	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	200 indoor	
		245 outdoor	
Stone Manor Country Club	 <p>Elle nos ut luctusque delugatur, ut magna conseqe exerceat in laquei quo facil ut aut per volupta etiam desunt. Et aut vent quator i aqul melanda nancia circa ex valdey. Eque nonsequat mone dolo aut? Eliae. Haudfiam. Et facce autem Occupanda de odio. Elquam pñl qui que qui deliquitatem iplaturis.</p>	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
inctioirem 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

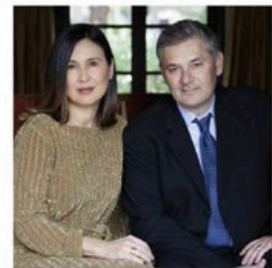
SINGLE STONE TRUNK SHOW

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

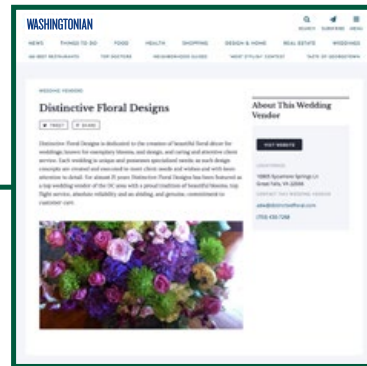
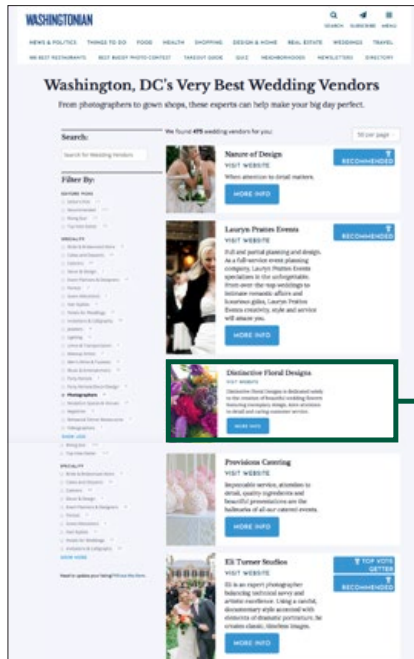


Online Vendor Listing

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.

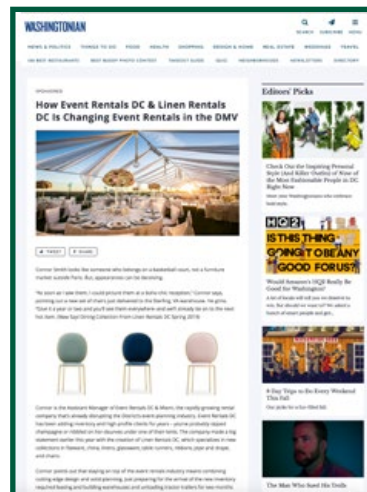
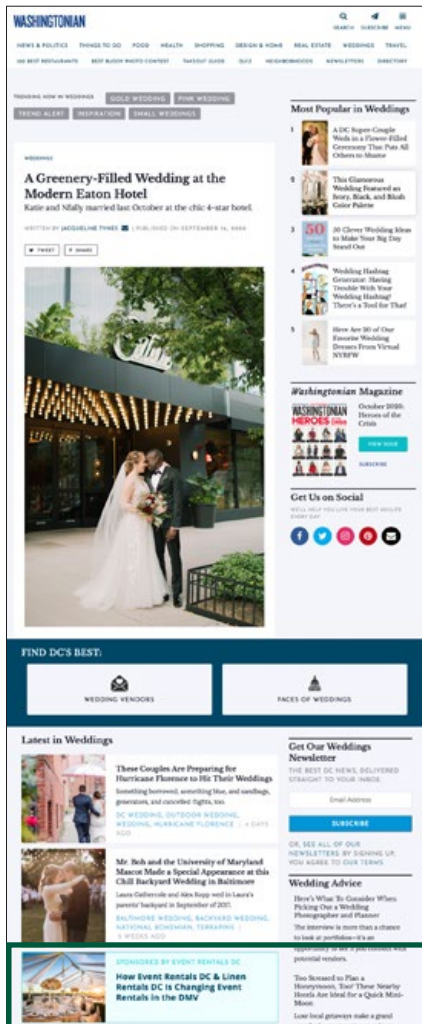
ONLINE LISTING INCLUDES:

- 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 height)
- 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 = 159K
🐦 TWITTER FOLLOWERS = 307K

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

