



WASHINGTONIAN WEDDINGS

2022 Media Kit

PRINT / ONLINE / EVENTS



2021

City & Regional
Magazine Association's
Best Weddings Publication

Letter from the Editor



Recently I saw comedian/writer Matt Buechele joke on Instagram: “We are rounding the corner, and what is around the next corner? It is: Another corner.”

Before that, we’d celebrated the return of events—a comeback of epically proportioned industry comebacks—and while the “boom” rages on, many feel a renewed sense of uncertainty. This time, though, we face it with more experience, more knowledge, and the assurance that there’s more beyond that corner.

We’re looking forward to it. For our part, *Washingtonian Weddings* will once again appear as a special section inside the pages of *Washingtonian* magazine (where we will capture an audience of more than 100,000 readers), in January, on the heels of one of the single most popular week of engagements of the year (most studies report that Christmastime is the most popular 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, 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

AMY E. MOELLER
Editor in Chief, *Washingtonian Weddings*
@amyemoeller

Distribution



Frequency

Washingtonian Weddings hits newsstands twice a year; in our June 2022 *Washingtonian* issue and our standalone Winter/Spring 2023 publication in December.



Circulation

100K+ (JUNE 2022 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.



Print Advertising

JUNE 2022

Space Reservation	4/28/22
Materials Due	5/11/22
On Newsstands	5/26/22

WINTER/SPRING 2023

Space Reservation	10/15/22
Materials Due	10/31/22
On Newsstands	12/15/22

Specs

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"
1/2 Page (V)	16.75" x 11.125"
1/2 Page (H)	7.361" x 4.575"

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

1/4
PAGE

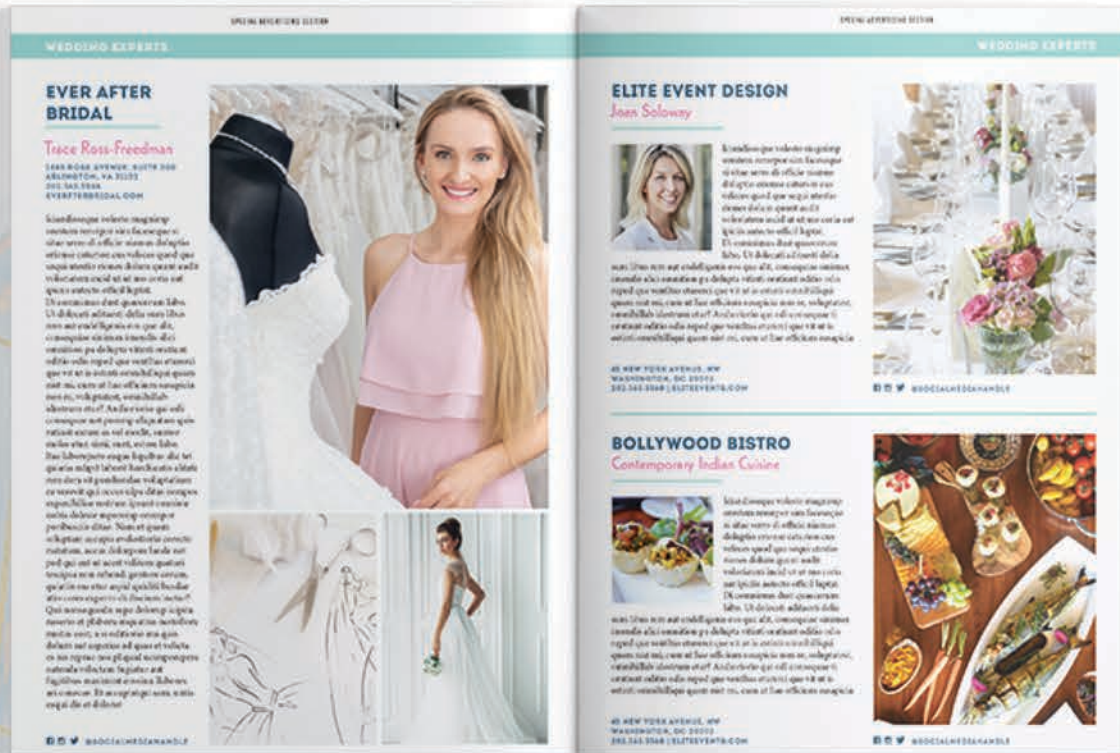
1/2 (H)
PAGE

1/2
(V)
PAGE

FULL
PAGE



Wedding Expert Profiles



The Wedding Expert Profiles present a unique opportunity to showcase the professionals 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

Local couples look to *Washingtonian Weddings* to introduce them to reputable settings capable of making their wedding celebration memorable. Be part of our directories that highlight area rehearsal dinner sites and reception venues.

Specs

REHEARSAL DINNER SITES LISTING:

RECEPTION VENUES LISTING:

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

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

SPECIAL ADVERTISING SECTION

REHEARSAL DINNER SITES

VENUE	OVERVIEW	CAPACITY
Bistro Sancerre	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	25 indoor
Cafe du Parc	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	145 indoor
Pinstripes	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	50 indoor
W Washington DC	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	125 indoor
The Wink	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	100 indoor
National Museum of the Marine Corps	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	220 indoor
The Country Club	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	100 indoor

SPECIAL ADVERTISING SECTION

RECEPTION VENUES

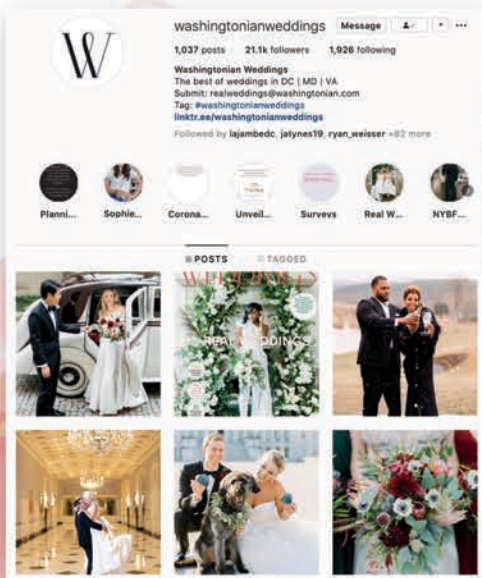
VENUE	OVERVIEW	CAPACITY
Fairmont Dallas	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	30 indoor
The Bellevue Center	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	25 indoor
Ceresville Mansion	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	50 indoor
City Winery	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	100 indoor
Middleburg Barn	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	125 indoor
National Museum of Natural History	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	200 indoor
Stone Manor Country Club	 <p>Elle est un lieu unique d'élégance, où l'ambiance est parfaite. Elle est idéale pour un dîner de mariage ou un dîner de famille. Elle est située à 14 Drogan Street, Washington, DC dcsocials.com</p>	325 indoor

Perfect Pair Instagram Story Posts

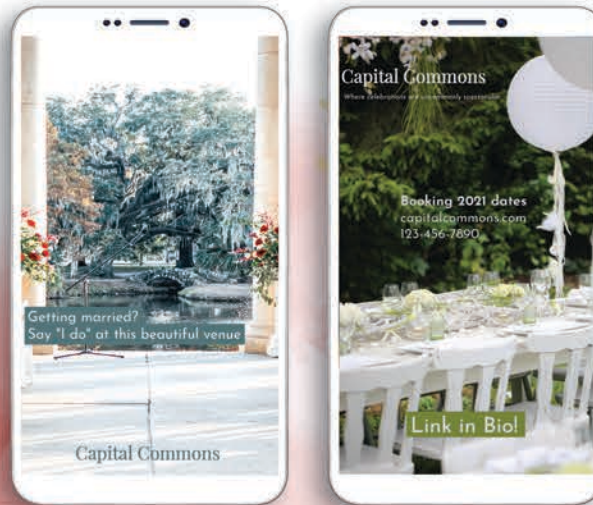


Say “I do” to “The Perfect Pair” — a highly targeted and interactive way to share your offerings and openings with *Washingtonian Weddings*’ 22K+ Instagram followers.

INSTAGRAM HIGHLIGHT



INSTAGRAM STORIES



How it Works

- Send two photos along with business availability and contact information.
- *Washingtonian Weddings* will post a pair of Instagram Stories about your venue or company on a specified date with other participating venues and vendors.
- Stories stay live for 24 hours, and the Stories are shareable with advertisers’ followers as well.
- Stories will be fixed within a Highlight on *Washingtonian Weddings*’ Instagram profile page for two weeks.

E-Newsletter Sponsorship

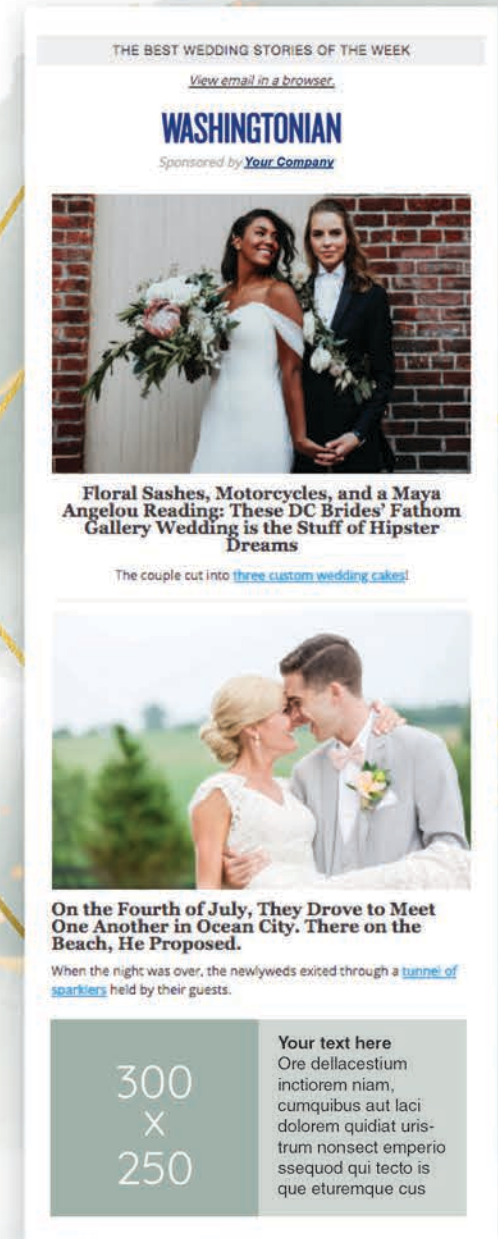


E-newsletter sponsorships allow you to deliver your message or special offer directly to the inboxes of *Washingtonian Weddings* readers.

Sent to 8,000+ 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



Don't like to share the attention? Own the entire message space to promote your services, sales, events and more by sending a dedicated e-mail. Message is sent on any day to 8,000+ opt-in subscribers (based on availability).

Specs

- 600x1,000 pixels in size
 - jpeg, png, or HTML file needed
- Subject line
- Hyperlink(s)

An email banner for I. Gorman Jewelers. It features a gold chain at the top, followed by the brand name. The main title is 'SINGLE STONE TRUNK SHOW' with dates 'September 21 & 22'. Below is a stack of diamond jewelry. A paragraph describes the collection as vintage stones in handcrafted settings. A photo of the designers, Ari and Corina Madilian, is shown. A quote from them is included, and the banner ends with more jewelry and a gold chain at the bottom.

I. Gorman
JEWELERS

**SINGLE STONE
TRUNK SHOW**
September 21 & 22

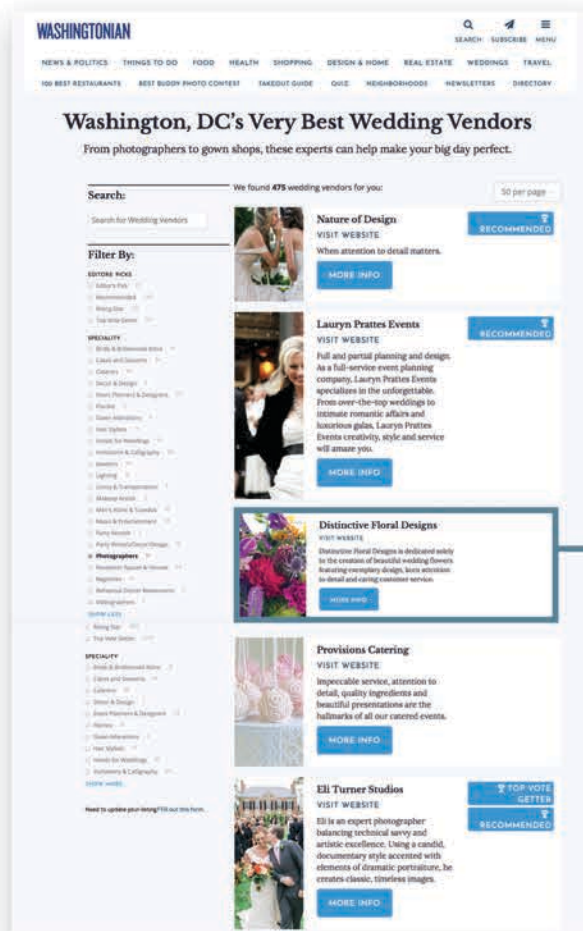
*Vintage stones meet
handcrafted settings*

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



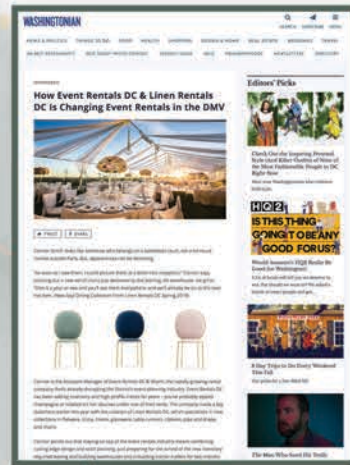
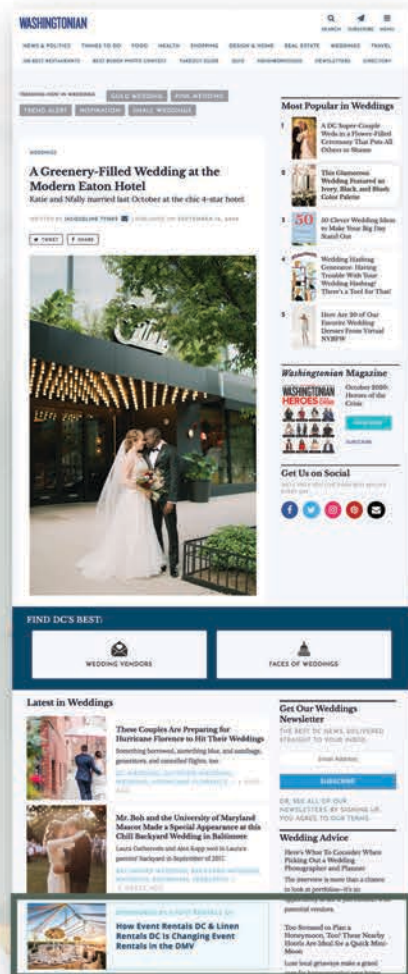
Prominently display your business within Washingtonian.com's online guide of local event vendors to capture readers as they research professionals to hire for their wedding day.

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 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.



FACEBOOK FOLLOWERS = 162K+



TWITTER FOLLOWERS = 314K+

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.

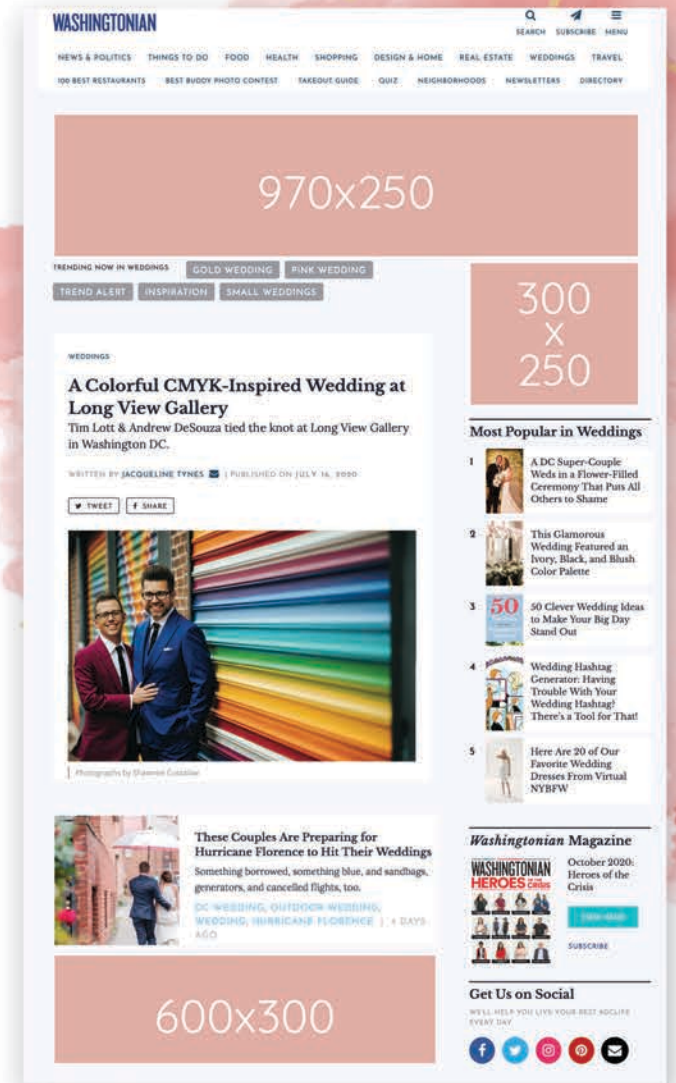
Weddings Section Traffic

52K pageviews 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
- Hyperlink



Unveiled Bridal Showcase

Washingtonian Weddings presents Unveiled, a unique experience for the most discerning engaged couples! As one of the most highly anticipated bridal showcases throughout the year, Unveiled will blend in-person and virtual event components to bring the DMV's very best of the bridal industry to life. Guests will have direct access to the top vendors in the area through ticketed events that will include complimentary cocktails, hors d'oeuvres tastings and more. Accompanying virtual events will feature discussions with these expert event professionals that anyone planning a wedding needs to have—with topics ranging from how to set your budget to what to look for in a wedding photographer to how to make hybrid ceremonies a reality.

