2021
City & Regional Magazine Association’s Best Weddings Publication
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
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

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E-mail completed advertising files to readyads@washingtonian.com

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.
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
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**

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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.

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)
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 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

FACEBOOK FOLLOWERS = 162K+

TWITTER FOLLOWERS = 314K+
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**

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**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.