



WASHINGTONIAN
WEDDINGS

2023 Media Kit



2021

City & Regional
Magazine Association's
Best Weddings Publication

Letter from the Editor



We've heard it, and we're sure you have too: There are more weddings happening right now than in decades. We're here for it! Getting to scroll the photos and read the stories of all the happy couples and their joyful celebrations is a highlight of this job and I say the more, the merrier. With each issue, we look forward to highlighting recent weddings and inspiring future ones with helpful tips, design ideas, and everything in between.

In January and July, amidst two of the most popular proposal seasons of the year, *Washingtonian Weddings* will again appear as a special section inside the pages of *Washingtonian* magazine (where we capture an audience of more than 93,000 readers).

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 continue to include our ultimate vendor and venue guide, which has served for more than a decade as the premier wedding-planning resource. Among the other things you can expect to see in print and online: trends we love, wedding fashion, and ways to make the most of your big day.

Thank you for considering a partnership with our award-winning magazine. We look forward to working with you. Cheers!

A handwritten signature of Amy E. Moeller in black ink.

AMY E. MOELLER
Editor in Chief
Washingtonian Weddings
@amymoeller

Distribution



Frequency

Washingtonian Weddings appears as a special section inside the pages of *Washingtonian* magazine, and hits newsstands twice a year; in the June 2023 and in the January 2024 issues.



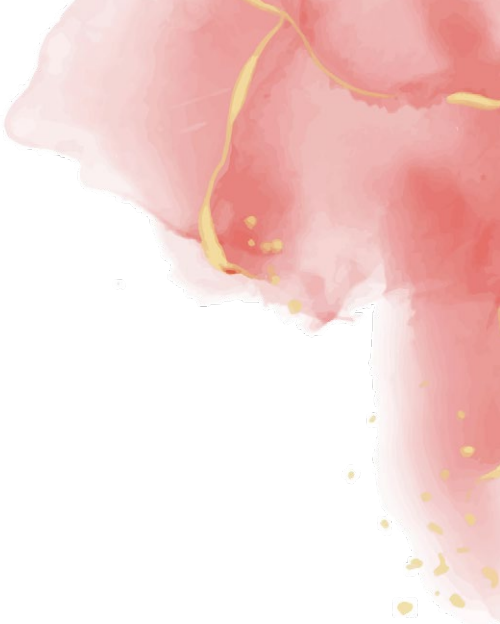
Circulation

93K+

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 2023

Space Reservation	4/27/23
Materials Due	5/10/23
On Newsstands	5/25/23

JANUARY 2024

Space Reservation	11/30/23
Materials Due	12/6/23
On Newsstands	12/21/23

1/4
PAGE

1/2 (H)
PAGE

1/2
(V)
PAGE

FULL
PAGE

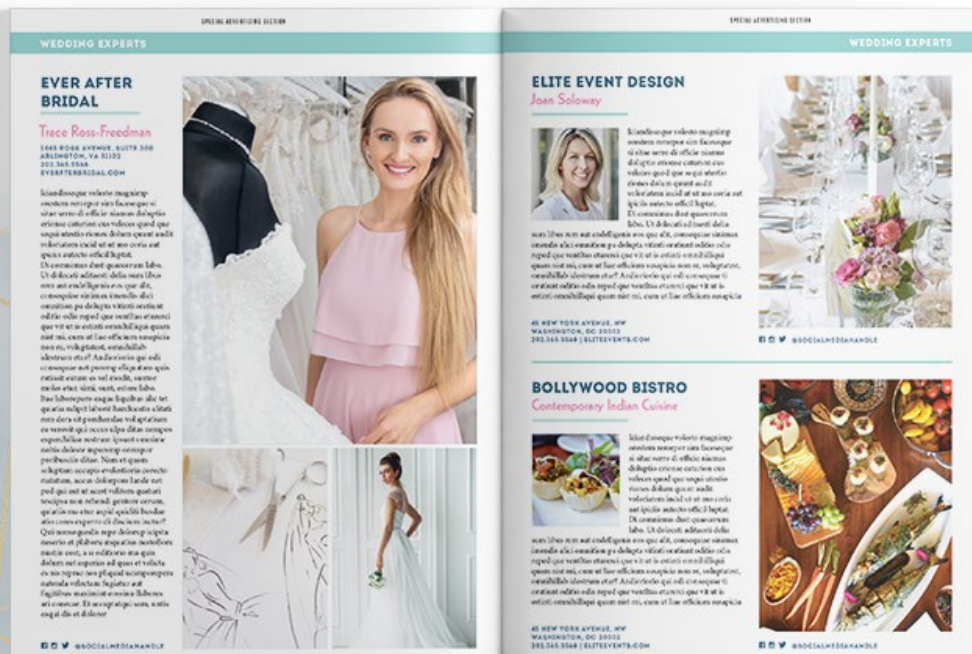
Specs

NON-BLEED	Do not add bleed allowance to these non-bleed ads
Spread	15.5" x 10"
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
Spread	16.75" x 11.125" Trim size: 16.5" x 10.875"
Full Page	8.5" x 11.125" Trim size: 8.25" x 10.875"

Keep live matter (i.e. text, faces in images, etc) at least .25" from the trim size on all sides.

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

SPECIAL ADVERTISING SECTION			
REHEARSAL DINNER SITES			
VENUE	OVERVIEW	CAPACITY	
Bistro Sancerre		25 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		10 outdoor	
Cafe du Parc		145 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		10 outdoor	
Pinstripes		50 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		125 outdoor	
W Washington DC		160 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		125 outdoor	
The Wink		100 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		15 outdoor	
National Museum of the Marine Corps		220 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		115 outdoor	
The Country Club		100 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		200 outdoor	

SPECIAL ADVERTISING SECTION			
RECEPTION VENUES			
VENUE	OVERVIEW	CAPACITY	
Fairmont Dallas		30 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		50 outdoor	
The Bellevue Center		25 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		150 outdoor	
Ceresville Mansion		50 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		125 outdoor	
City Winery		100 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		25 outdoor	
Middleburg Barn		125 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		175 outdoor	
National Museum of Natural History		200 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		245 outdoor	
Stone Manor Country Club		325 indoor	123.456.7890 14 Dragons Street, Washington, DC decedragon.com
		300 outdoor	

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:

- 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

Sponsored Instagram Posts



Say “I do” to these sponsored social media placements—
a highly targeted and interactive way to share your offerings and
openings with *Washingtonian Weddings*’ 23K+ Instagram followers.

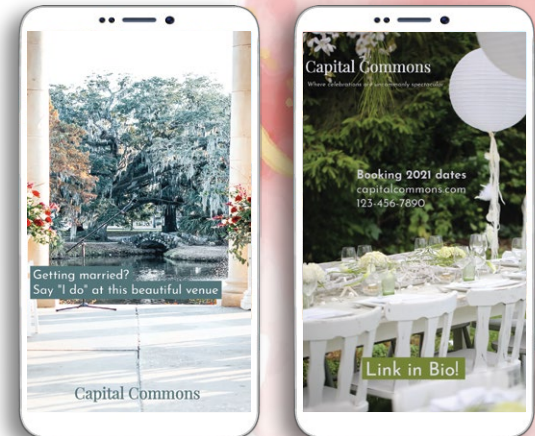
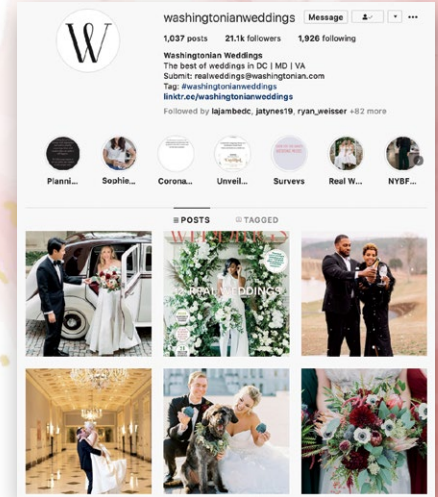
Perfect Pair Instagram Story Posts

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.

Sponsored Instagram Posts & Stories

One post, giveaway, or static story—which will be subtly marked with #sponsored—within the @WashingtonianWeddings feed. Select any run date based on availability.



E-Newsletter Sponsorship

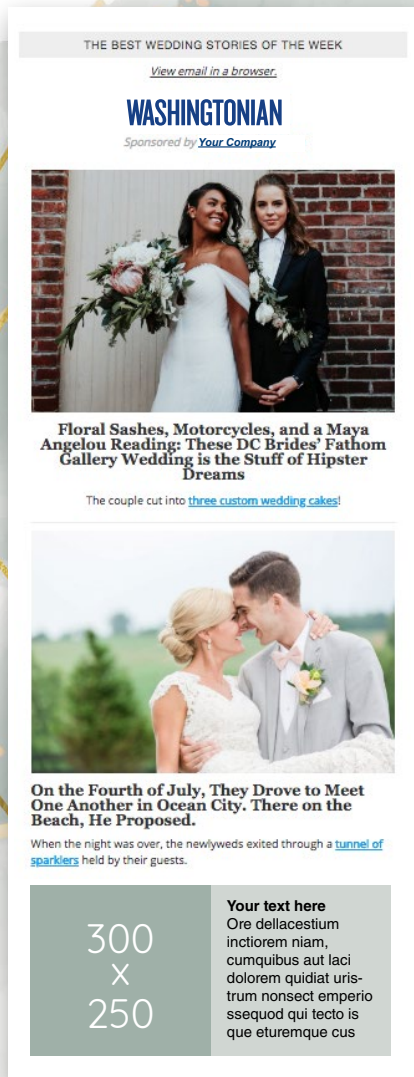


E-newsletter sponsorships allow you to deliver your message or special offer directly to the inboxes of *Washingtonian Weddings* readers.

Sent to 8K+ 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)
- Call-to-action button text (1-3 words max)



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 8K+ opt-in subscribers (based on availability).

Specs

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

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 Medlian

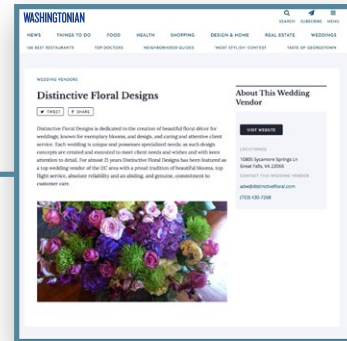
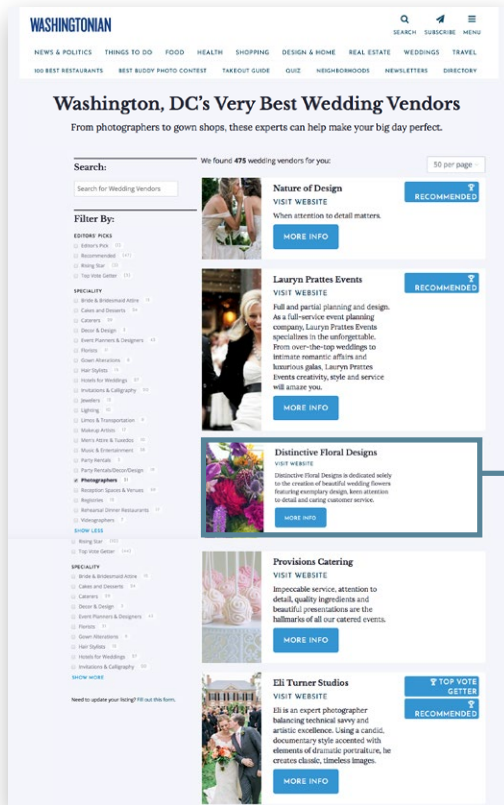


Online Vendor Listing

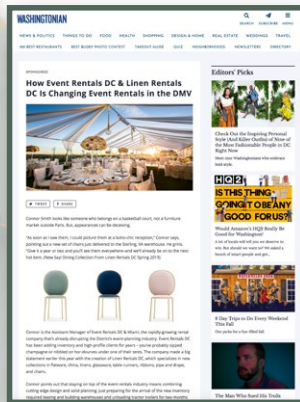
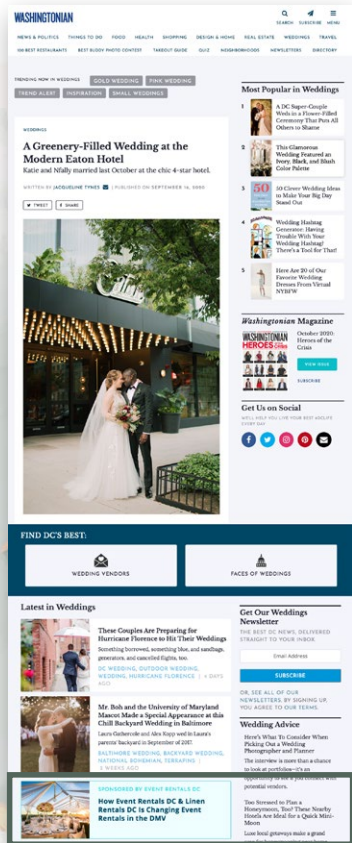
Prominently display your business within Washingtonian.com's online guide of local event vendors to capture readers as they research professionals to hire for their wedding day.

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 = 165K+

TWITTER FOLLOWERS = 321K+

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

50K 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

