



WASHINGTONIAN

# WEDDINGS

*2024 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 95,000 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 January 2024 and in the June 2024 issues.



## Circulation

95K+

*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

## JANUARY 2024

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

## JUNE 2024

Space Reservation	4/27/24
Materials Due	5/10/24
On Newsstands	5/25/24

## 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"

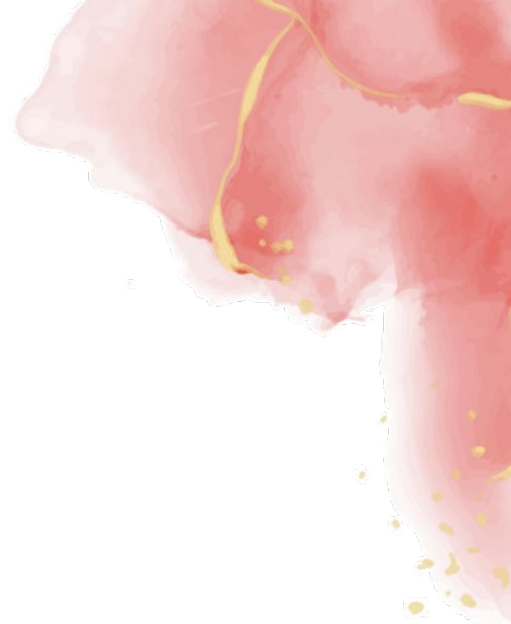
Keep live matter (i.e. text, faces in images, etc) at least .25" from the trim size on all sides.

1/4  
PAGE

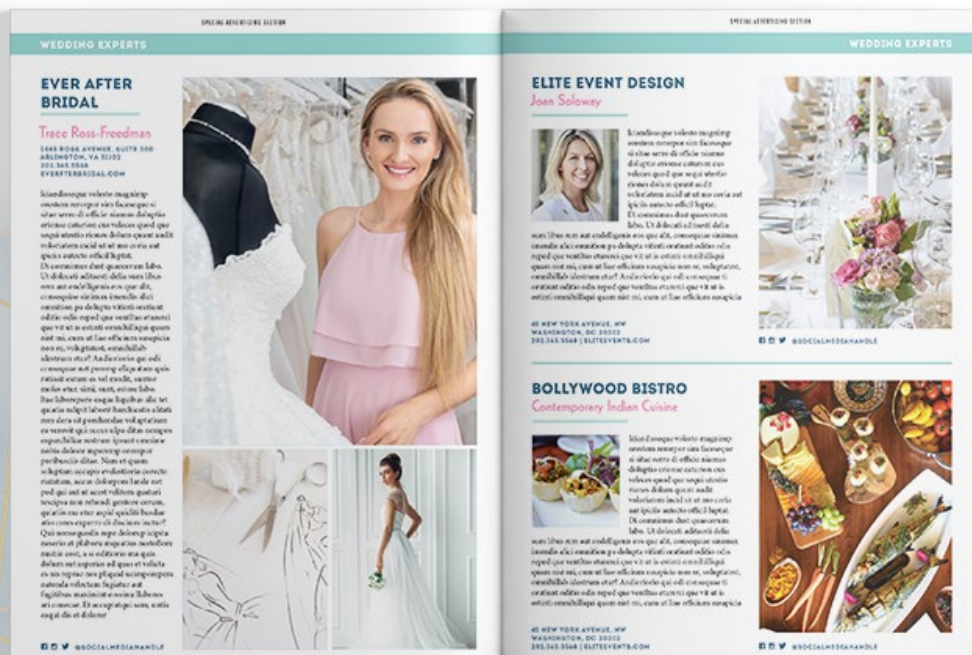
1/2 (H)  
PAGE

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

SPECIAL ADVERTISING SECTION

REHEARSAL DINNER SITES			
VENUE	OVERVIEW	CAPACITY	
Bistro Sancerre		25 indoor	123.456.7890   14 Dragons Street, Washington, DC   <a href="#">decsandragon.com</a>
		10 outdoor	
Cafe du Parc		145 indoor	123.456.7890   14 Dragons Street, Washington, DC   <a href="#">decsandragon.com</a>
		10 outdoor	
Pinstripes		50 indoor	123.456.7890   14 Dragons Street, Washington, DC   <a href="#">decsandragon.com</a>
		125 outdoor	
W Washington DC		160 indoor	123.456.7890   14 Dragons Street, Washington, DC   <a href="#">decsandragon.com</a>
		125 outdoor	
The Wink		100 indoor	123.456.7890   14 Dragons Street, Washington, DC   <a href="#">decsandragon.com</a>
		15 outdoor	
National Museum of the Marine Corps		220 indoor	123.456.7890   14 Dragons Street, Washington, DC   <a href="#">decsandragon.com</a>
		115 outdoor	
The Country Club		100 indoor	123.456.7890   14 Dragons Street, Washington, DC   <a href="#">decsandragon.com</a>
		200 outdoor	

SPECIAL ADVERTISING SECTION

RECEPTION VENUES		
VENUE	OVERVIEW	CAPACITY
Fairmont Dallas		30 indoor
		50 outdoor
The Bellevue Center		25 indoor
		150 outdoor
Ceresville Mansion		50 indoor
		125 outdoor
City Winery		100 indoor
		25 outdoor
Middleburg Barn		125 indoor
		175 outdoor
National Museum of Natural History		200 indoor
		245 outdoor
Stone Manor Country Club		125 indoor
		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:

### 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

# 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*’ 24K+ Instagram followers.

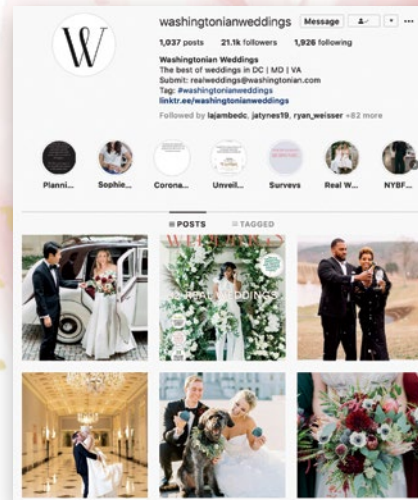
## Perfect Pair Instagram Story Posts

### 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

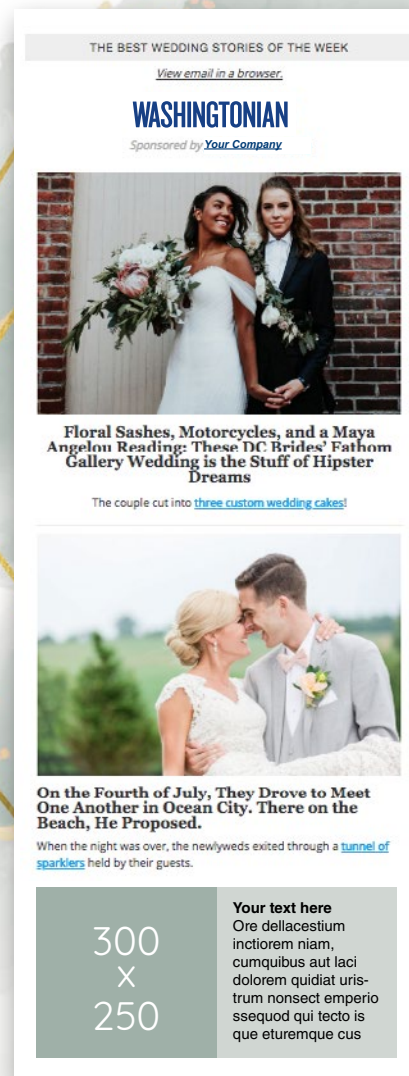


E-newsletter sponsorships allow you to deliver your message or special offer directly to the inboxes of *Washingtonian Weddings* readers.

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)



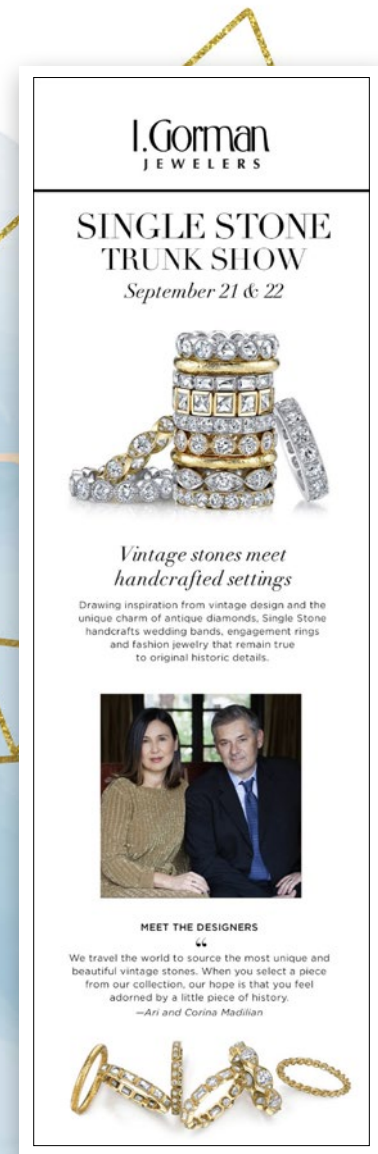
# Dedicated E-Mail



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 Madilian

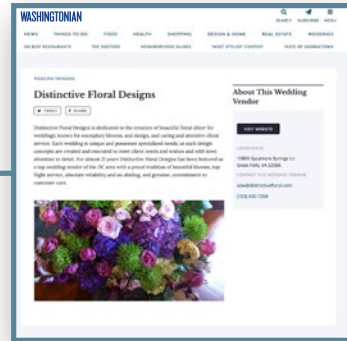
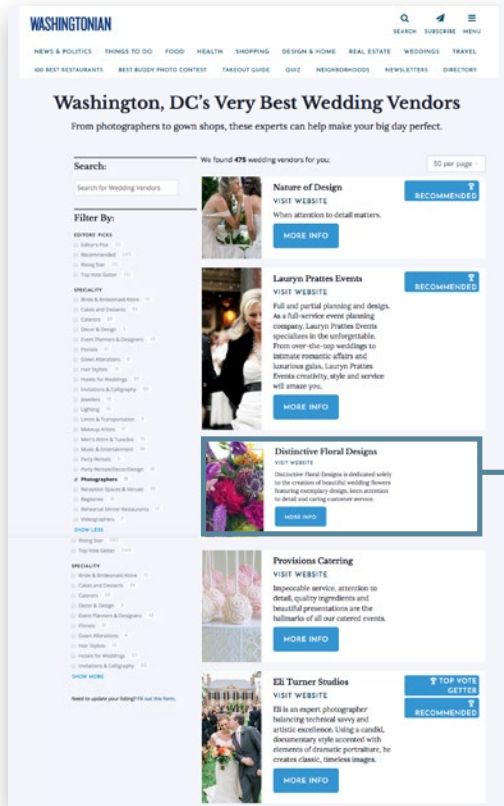


# Online Vendor Listing

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.

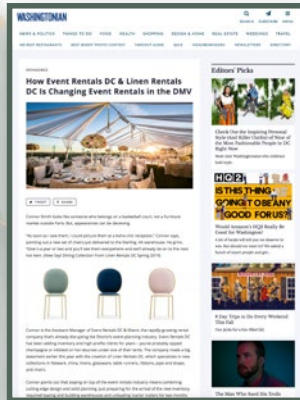
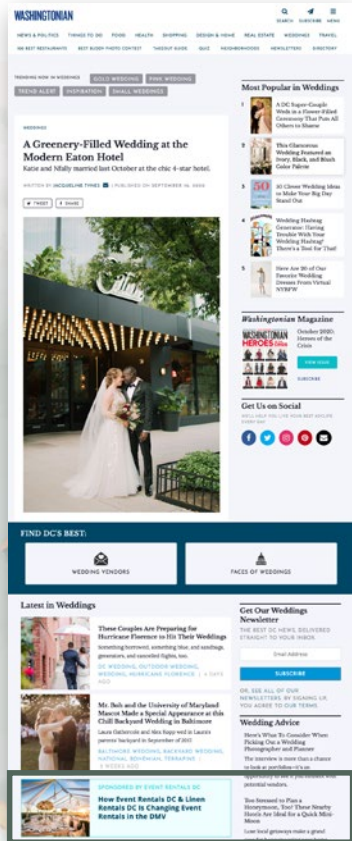
## Online Listing Includes:

- 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.

## 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 = 168K+

 TWITTER FOLLOWERS = 317K+

# 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

