City & Regional Magazine Association’s Best Weddings Publication 2021
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!

AMY E. MOELLER
Editor in Chief
Washingtonian Weddings
@amyemoeller
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 August 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

### specs

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>15.5” x 10”</th>
<th>7” x 10”</th>
<th>3.5” x 9.5”</th>
<th>7.361” x 4.575”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
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<tr>
<td>Full Page</td>
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<td>1/2 Page (V)</td>
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<td>1/2 Page (H)</td>
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<tr>
<td>1/4 Page</td>
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### Bleed

<table>
<thead>
<tr>
<th>Bleed Size</th>
<th>16.75” x 11.125”</th>
<th>8.5” x 11.125”</th>
<th>3.5” x 4.575”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>Trim size: 16.5” x 10.875”</td>
<td>Trim size: 8.25” x 10.875”</td>
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</tr>
<tr>
<td>Full Page</td>
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</tbody>
</table>

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

### rates

<table>
<thead>
<tr>
<th>AD Size</th>
<th>January 2024</th>
<th>August 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$9,855</td>
<td>$9,290</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,797</td>
<td>$5,465</td>
</tr>
<tr>
<td>1/2 Page (V)</td>
<td>$3,197</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/2 Page (H)</td>
<td>$1,627</td>
<td>$1,542</td>
</tr>
</tbody>
</table>

All rates are net and include full color.

### dates

- **Space Reservation**
  - January 2024: 11/30/23
  - August 2024: 6/29/24

- **Materials Due**
  - January 2024: 12/6/23
  - August 2024: 7/12/24

- **On Newsstands**
  - January 2024: 12/21/23
  - August 2024: 7/27/24
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**

**REHEARSAL DINNER SITES LISTING:**
- Up to 50 words of copy
- 1 square image
- Phone number
- Address
- Website
- Indoor 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’ 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)
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 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
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

<table>
<thead>
<tr>
<th>AD</th>
<th>SIZE (IN PIXELS)</th>
<th>DESKTOP</th>
<th>MOBILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970x250</td>
<td>✤</td>
<td></td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970x90</td>
<td>✤</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>✤</td>
<td></td>
</tr>
<tr>
<td>High-Impact In-Article</td>
<td>600x300</td>
<td>✤</td>
<td></td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>✤</td>
<td>✤</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320x50</td>
<td>✤</td>
<td></td>
</tr>
</tbody>
</table>

50K pageviews per month

Specs

- Jpeg, gif, png, HTML 5, & third-party tags accepted
- Files must be less than 1MB
- Hyperlink

Weddings Section Traffic

970x250

Specs

- CPM = cost per thousand impressions
- Rate
- Weddings Section Traffic
- 970x250
- 300x300
- 300x250
- 50K pageviews per month
- $25 CPM