2021

City & Regional Magazine Association’s Best Weddings Publication
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 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 August, 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 92,000 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
Frequency

Washingtonian Weddings appears as a special section inside the pages of Washingtonian magazine, and hits newsstands twice a year; in the August 2024 and in the January 2025 issues.

Circulation

92K+

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

<table>
<thead>
<tr>
<th>AUGUST 2024</th>
<th>JANUARY 2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Reservation</td>
<td>6/29/24</td>
</tr>
<tr>
<td>Materials Due</td>
<td>7/9/24</td>
</tr>
<tr>
<td>On Newsstands</td>
<td>7/25/24</td>
</tr>
</tbody>
</table>

### Specs

**NON-BLEED**
- Do not add bleed allowance to these non-bleed ads

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

**BLEED**
- Bleed size includes 1/8” bleed allowance on all sides

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

Keep live matter (i.e. text, faces in images, etc) 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
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:**
- 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’ 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.

Rate

Perfect Pair Instagram Story Posts $250

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.

Rate

Sponsored Instagram Posts & Stories $1,000 per post
Newsletter Sponsorship

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 pixel jpeg or png file
- 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 pixel jpeg or png file (HTML also accepted)
- 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.

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 X 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 X 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

<table>
<thead>
<tr>
<th>AD</th>
<th>Size (in Pixels)</th>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
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<td>✤</td>
<td></td>
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<tr>
<td>Super Leaderboard</td>
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<tr>
<td>High-Impact In-Article</td>
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<tr>
<td>Medium Rectangle</td>
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<tr>
<td>Mobile Leaderboard</td>
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<td>✤</td>
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Specs
- Jpeg, gif, png, HTML5 and third-party tags accepted
- Files must be less than 1 MB
- Hyperlink