



WASHINGTONIAN

Weddings

2025 MEDIA KIT

LETTER FROM THE EDITOR



AMY E. MOELLER
Editor in Chief
Washingtonian Weddings
@amyemoeller

With every issue of *Washingtonian Weddings*, we look forward to highlighting recent weddings and inspiring future ones with helpful tips, ideas, and more. As part of the process, we pore over wedding photo galleries, read the stories of happy couples and their joyful celebrations, analyze trends, and survey local pros. Then we put it all together with the goal of serving local couples as the premiere wedding-planning resource. This year, *Washingtonian Weddings* will again appear as a special section inside the pages of *Washingtonian* magazine (where we capture an audience of more than 90,000 readers) in January and August—timed to the two most popular proposal seasons of the year. We look forward to showcasing beautiful designs, fun ideas, and local talent through real weddings that span all sizes, styles, and venue types—and, as always we'll include our ultimate guide to local vendors and venues, which has been a wedding-planning mainstay for the area for more than a decade. Among 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 in black ink, reading "Amy". The signature is written in a cursive, flowing style.

DISTRIBUTION

FREQUENCY

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



CIRCULATION: 90K+

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.

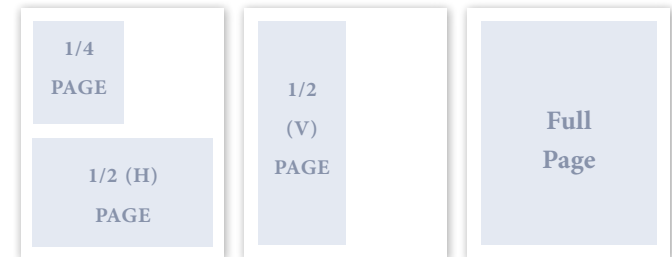
PRINT ADVERTISING

AUGUST 2025

Space Reservation	6/30/25
Materials Due	7/7/25
On Newsstands	7/24/25

JANUARY 2026

Space Reservation	11/23/25
Materials Due	12/1/25
On Newsstands	12/18/25



SPECS

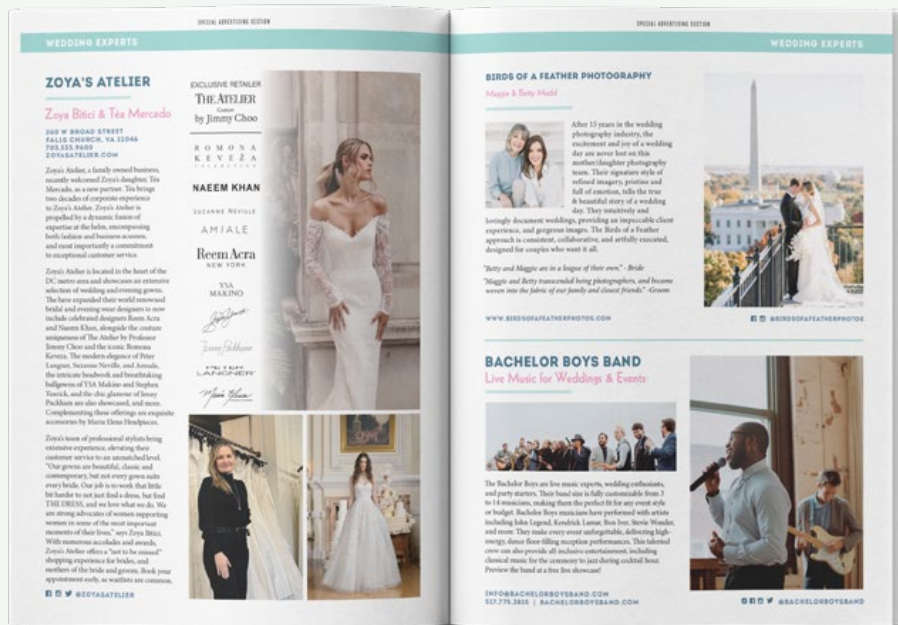
NON-BLEED	Do not add bleed allowance to these non-bleed ads
Spread	15.5" x 10"
Full Page	7" x 10"
1/2 Page (V)	3.5" x 9.5"
1/2 Page (H)	7.361" x 4.575"
1/4 Page	3.5" x 4.575"

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

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.

S P E C S

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

SPECIAL ADVERTISING SECTION

REHEARSAL DINNER SITES

Photo	Business Name	Address	Phone	Website	Capacity
	Bistro Sauternes	1000 14th St NW, Washington, DC 20005	(202) 462-1100	bistro-sauternes.com	250
	Cafe du Parc	1000 14th St NW, Washington, DC 20005	(202) 462-1100	cafe-du-parc.com	145
	Piazzette	1000 14th St NW, Washington, DC 20005	(202) 462-1100	piazzette.com	50
	W Washington DC	1000 14th St NW, Washington, DC 20005	(202) 462-1100	washingtondc.com	160
	The Wink	1000 14th St NW, Washington, DC 20005	(202) 462-1100	thewink.com	100
	National Museum of the Marine Corps	1000 14th St NW, Washington, DC 20005	(202) 462-1100	marinemuseum.com	220
	The Country Club	1000 14th St NW, Washington, DC 20005	(202) 462-1100	thecountryclub.com	200

SPECIAL ADVERTISING SECTION

RECEPTION VENUES

Photo	Business Name	Address	Phone	Website	Capacity
	Aldi Sea Historic Overlook Inn	1000 14th St NW, Washington, DC 20005	(202) 462-1100	aldi-sea.com	120
	Belmont Manor & Historic Park	1000 14th St NW, Washington, DC 20005	(202) 462-1100	belmontmanor.com	125
	Historic Waverly Mansion	1000 14th St NW, Washington, DC 20005	(202) 462-1100	historicwaverly.com	250
	President Lincoln's Cottage	1000 14th St NW, Washington, DC 20005	(202) 462-1100	lincolncottage.com	50
	Ronald Reagan Building and International Trade Center	1000 14th St NW, Washington, DC 20005	(202) 462-1100	ronaldreagan.com	125
	Taylor Place Historic House & Garden	1000 14th St NW, Washington, DC 20005	(202) 462-1100	taylorplace.com	200
	White House	1000 14th St NW, Washington, DC 20005	(202) 462-1100	whitehouse.com	300+

SPONSORED INSTAGRAM POST

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.

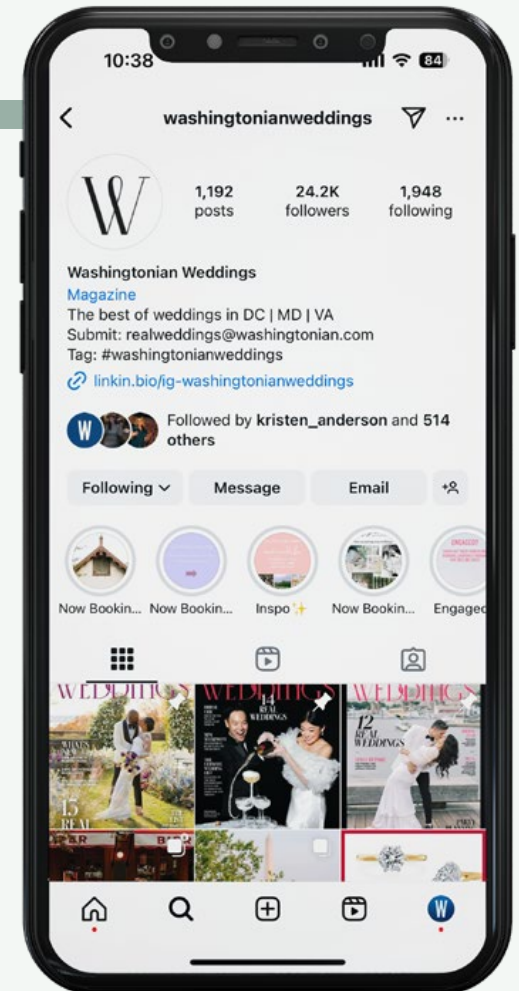
Perfect Pair Instagram Story Posts

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.

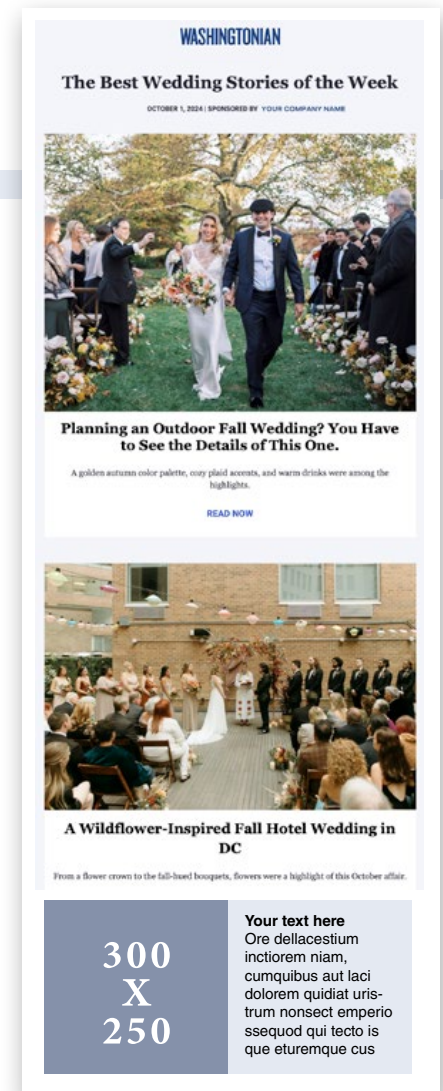
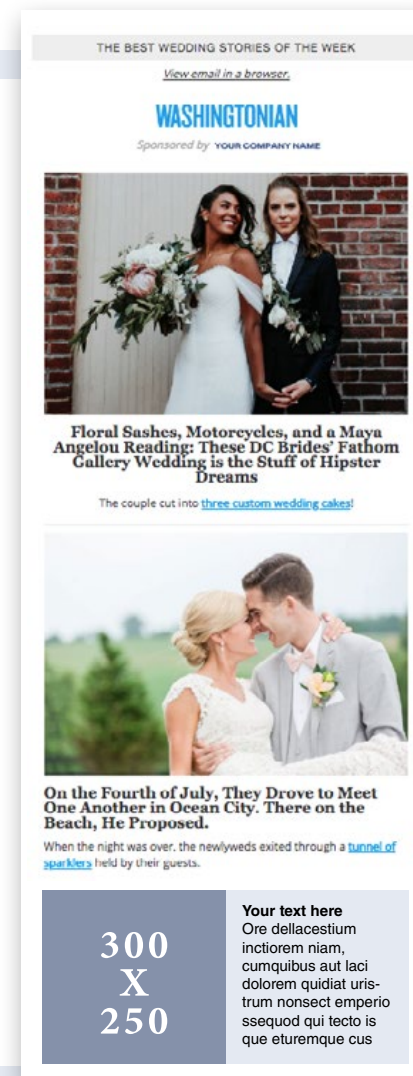


NEWSLETTER SPONSORSHIP

E-mail newsletter sponsorships allow you to deliver your message or special offer directly to the inboxes of *Washingtonian Weddings* readers. Sent to 7K+ opt-in subscribers on Tuesdays; one sponsor per newsletter.

SPECS:

- 300 x 250 pixel jpeg or png file
- 35 character headline (max)
- 40 words of text (max)
- Hyperlink(s)
- Call-to-action button text (1-3 words max)



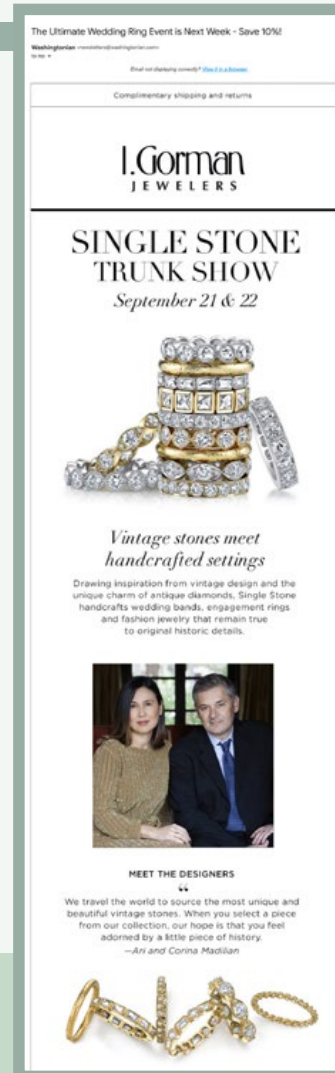
DEDICATED E-MAIL

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 7K+ opt-in subscribers (based on availability).

SPECS:

- 600 x 1,000 pixel jpeg or png file (HTML also accepted)
- Subject line
- Hyperlink(s)

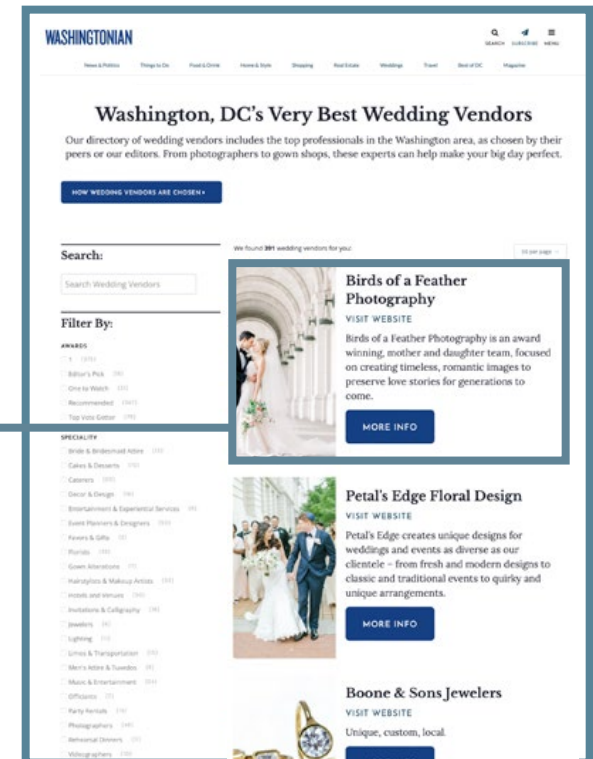


ONLINE VENDOR LISTING

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.

LISTING INCLUDES:

- Rotation amongst the top enhanced listing spots
- Listing image (600 x 600 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 minimum 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 X feeds.

SPECS:

ARTICLE:

- Supplied article text
- Headline
- Hyperlink(s)
- Up to four images (featured image must be 1024 x 576 pixels in size) or videos (YouTube or Vimeo link needed)

SOCIAL MEDIA:

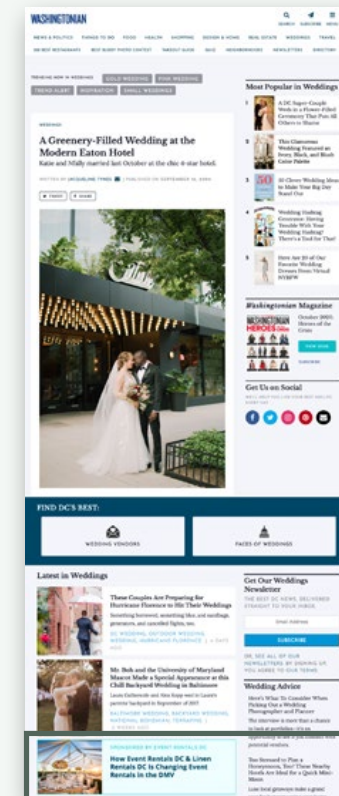
- Engaging teaser for Facebook post
- Up to 140 characters for X post
- Both posts will include #sponsored and article link



FACEBOOK
FOLLOWERS = 180K+



X FOLLOWERS = 310K+



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:

40K pageviews per month

AD TYPE	SIZE (IN PIXELS)	DESKTOP	MOBILE
Billboard	970 x 250	●	
Super Leaderboard	970 x 90	●	
Half Page	300 x 600	●	
High-Impact In-Article	600 x 300	●	
Medium Rectangle	300 x 250	●	●
Mobile Leaderboard	320 x 50		●

SPECS:

- Jpeg, gif, png, HTML5 and third-party tags accepted
- Files must be less than 1 MB
- Hyperlink

