



Baltimore  
**weddings**

2019 MEDIA KIT



PRINT | DIGITAL | EXPERIENTIAL

# We're pleased to announce the launch of *Baltimore Weddings*.

Debuting in 2019, *Baltimore Weddings* is a complete rebrand of the *Baltimore Bride* publication. Drawing upon the allure and beauty of our favorite city, *Baltimore Weddings* will provide content tailored specifically to the Charm City couple.

Our new name reflects the changing faces of our couples. However, while our name is new, our purpose and commitment to our readers and advertisers remains the same. We'll continue to bring an elevated and heartfelt view of the area's wedding experience to the pages of our magazine that serve as our usual love letter to the city. Filled with local weddings, feature shoots, curated inspiration for nuptials, and an insider's guide to substance and style you can only find here. We will continue to rely on our engaged audience to help guide us in terms of their wedding needs. And you'll see changes not just within the pages of our magazine but in a brand-new website that is as beautiful as it is user friendly.



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## **PRINT CIRCULATION**

25,000 annually

## **FREQUENCY**

Published once a year and restocked with a fresh cover mid-cycle. The magazine hits newsstands in January and July.

## **DISTRIBUTION**

Upscale Retailers, Venues, Spas and Salons, Registries, Events

## **NEWSSTANDS**

Atomic Books, BWI Marshall Airport, Barnes & Noble, Books A Million, Canton Market, Eddies, Giant, Grauls, Greetings and Readings, Harris Teeter, Rite Aid, Royal Farms, Safeway, Shoppers, Wegmans, Weis, Whole Foods

# Baltimore weddings

## YOUR 2019 PACKAGE INCLUDES:

1  
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### PRINT ADVERTISEMENT

On newsstands for a full year and distributed to local businesses. Advertisers will receive 40 copies of each issue.

### EVENT ACTIVATION

Opportunity to participate and engage with the area's most upscale couples at Aisle Style.

### BASIC VENDOR LISTING

Includes business name, address, URL on [bmag.co/weddings](http://bmag.co/weddings)



### AISLE STYLE

Inspired by and created for Charm City couples, Aisle Style is a ticketed event featuring more than 100 of the area's premier wedding professionals. Attendees engage with local vendors while sipping bubbly, tasting wedding cakes, and sampling from local restaurants and caterers. The evening concludes with a glamorous, upbeat fashion show debuting the latest bridal trends.

### RATES

Spread	\$6,300
Full-page	\$3,550
2/3-page	\$3,000
1/2-island	\$2,660
1/2-horizontal	\$2,300
1/3-square	\$1,950
1/6-page	\$780
Cover 2	\$5,000
Cover 3	\$4,700
Cover 4	\$5,200

### DEADLINES

Space Reservation	11/5/2018
Print Ready Materials Due	11/7/2018
Spring/Summer	January 2019
Fall/Winter	July 2019

All rates are gross and include color. Each advertisement includes an online basic vendor listing. Premium advertisers are companies that place a 1/3-square or larger in *Baltimore Weddings*; these advertisers are invited to participate in *Baltimore Weddings*' Aisle Style.



## DIGITAL ADVERTISING

Our website offers couples a variety of resources including a local vendor guide, blogs, and inspiration galleries.

### TARGETED BANNER ADVERTISING

Engage with our loyal digital readership via a schedule of banner impressions. Available sizes: 728x90, 300x250, 300x600

**Rate** **\$10 CPM**

### ENHANCED VENDOR LISTING

Free and accessible online resource guide for all visitors of *bmag.co/weddings* year-round. Your vendor listing will appear in a highlighted box at the top of search results.

- Includes photos, contact information, URL link, description (up to 100 words), and social media links
- Photo on both the listing page and secondary page

**Annual** **\$400**  
**\$150 for existing advertisers**

\*Print advertisements include basic vendor listing

### DEDICATED EMAIL

Own and craft your entire message or announcement to our 4,500+ opt-in subscribers.

- Image size: 600x1000

**Rate** **\$500/email**

### E-NEWSLETTER SPONSORSHIP

Deliver your message or special offer directly to the inboxes of *Baltimore Weddings'* 4,500+ opt-in subscribers.

- Only one advertiser per newsletter.
- Assets: medium rectangle 300x250; Up to 25 words of text; URL link

**Rate** **\$250/newsletter**

## MONTHLY AVERAGES

7,000+  
VISITS

14,000+  
PAGEVIEWS

5,500+  
UNIQUE VISITORS

1:20  
TIME SPENT ON  
SITE (MINUTES)

49%  
MOBILE/TABLET  
VISITS

# Baltimore weddings

RESERVE YOUR SPACE TODAY!

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