



Baltimore  
**weddings**

2021 MEDIA KIT

PRINT | DIGITAL | EXPERIENTIAL

# Baltimore weddings 2021



Let us introduce you to Baltimore's most desirable couples.

*Baltimore Weddings* is the only local luxury weddings publication and website specifically tailored to Charm City couples.

#### FREQUENCY

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

#### DISTRIBUTION

Paid distribution points throughout the state of Maryland including major grocery stores, bookstores, markets, and convenience stores. Copies are also distributed to over 100 upscale retail locations throughout the Baltimore metro area.

#### MEDIA

Several times a year, *Baltimore Weddings* editor appears as a guest expert on local television and radio stations to report on the wedding industry in Baltimore, highlight wedding trends, and offer tips on tying the knot in style.

#### BREAKFAST WITH THE EDITOR

Throughout the year, the *Baltimore Weddings* team meets with select groups of local wedding vendors to network, discuss their businesses, the local wedding industry, and trends. The intimate breakfast is also an opportunity to learn about the publication and how to best submit your ideas and real weddings.

## PRINT

25,000  
ANNUALLY

January & July  
ON NEWSSTANDS

## WEBSITE ANNUAL AVERAGES

108,000+  
PAGEVIEWS

1,600+  
NEWSLETTER  
SUBSCRIBERS

37,500+  
VISITS

16%  
OPEN RATE

## SOCIAL INFLUENCE

INSTAGRAM  
14,000+

FACEBOOK  
5,000+

# PRINT PARTNER BENEFITS

Through a custom, multi-platform approach, we connect you to the most desirable couples in town.

## PLATINUM

- Print advertisement in *Baltimore Weddings*
- Complimentary enhanced vendor listing on *baltimoreweds.com*
- Participation at both of The Wedding Party events (winter and summer)
- Table and specialty linen provided at The Wedding Party event
- 25% off all The Wedding Party sponsorship packages
- Preferred vendor call-out on The Wedding Party event website
- Invitation to participate in *Baltimore Weddings* Breakfast with the Editor
- 100 copies of *Baltimore Weddings* delivered directly to you for distribution to your engaged couples and partners

**Spread** \$5,355\* | **Full-page** \$3,020 | **Cover 2** \$4,250 | **Cover 3** \$3,995 | **Cover 4** \$4,200

## GOLD

- Print advertisement in *Baltimore Weddings*
- Basic vendor listing on *baltimoreweds.com*
- Opportunity to participate in one of the The Wedding Party events (either winter or summer event)
- Table and basic linen provided at The Wedding Party event
- 50 copies of *Baltimore Weddings* delivered directly to you for distribution to your engaged couples and partners

**2/3-page** \$2,550 | **1/2-island** \$1,960 | **1/2-horizontal** \$1,960 | **1/3-square** \$1,660

## SILVER

- Print advertisement in *Baltimore Weddings*
- Basic vendor listing on *baltimoreweds.com*

**1/6-page** \$660

All rates are net and include color.



## DEADLINES

### SPACE RESERVATION

11/2/2020

### PRINT READY MATERIALS DUE

11/4/2020



## THE WEDDING PARTY

Inspired by and created for Charm City couples, The Wedding Party is a ticketed event featuring the area's premier wedding professionals. Attendees engage with local vendors while sipping bubbly, tasting wedding cakes, and sampling local restaurants and faves from caterers.

**Winter** TBD | **Summer** TBD





# DIGITAL ADVERTISING OPPORTUNITIES

## INSTAGRAM

Grow your Instagram following and entice visitors to your business by partnering with *Baltimore Weddings* on an Instagram giveaway campaign or Instagram sponsored post (*exclusive to one per month*).

**Per Campaign** \$300

## BRANDED CONTENT

Branded content is a powerful way to positively impact your brand perception on *baltimoreweds.com*.

**Per Campaign** \$1,000+

## ENHANCED VENDOR LISTING

Optimize how you highlight your business year-round for prospective brides and grooms who search our site for trusted vendor referrals. Your vendor listing will appear in a highlighted box at the top of search results. Includes contact information, photos, URL link, description (up to 200 words) and social media links.

**Per Year** \$900 (discounts available for print advertisers)

## SPONSORED EMAIL

This exclusive email is an intimate and powerful way to reach brides and grooms on the go with a timely offer, event, or piece of content; sent to *Baltimore Weddings'* opt-in subscribers. Image size: 600x1000

**Per Email** \$500

## E-NEWSLETTER SPONSORSHIP

Deliver your message or special offer directly to the inboxes of *Baltimore Weddings'* opt-in subscribers. Assets: 300x250 medium rectangle; URL link (*only one advertiser per newsletter*)

**Per Newsletter** \$250

## DISPLAY ADVERTISING

Engage with our digital loyal audience with a schedule of impressions on *baltimoreweds.com*.

Available sizes: 970x250 (high impact), 728x90, 300x600, 300x250, 320x50

**CPM** \$10

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