# wv weddings
MAGAZINE

# 2020
# MEDIA KIT

# WV WEDDINGS PUBLICATION

## WV WEDDINGS

Bi-annual

**West Virginia's bridal bible.**

**average print count per issue**

**15,000**

**x average pass-along rate of 6***

**90,000**

**average readership per issue**

*INDUSTRY STANDARD CALCULATION OF PASS-ALONG RATE

# WV WEDDINGS READER STATS

**68,111** page views

8 of our top 10 hit web pages are venue and resource listings.

wvweddingsmagazine.com had

**125,599**

users from Nov 2018 through Nov 2019

**8,400 Subscribers to e-blasts**

**WV Weddings is sold on newsstands in 12 states**

**5,358+ copies are in WV hotels and resorts with a readership of**

# half a million per issue

## NATIONALLY

**Brides buy 7.5 million bridal magazines per year.**

**Brides buy 4 to 6 issues of their favorite bridal magazine.**

## SOCIAL MEDIA HABITS

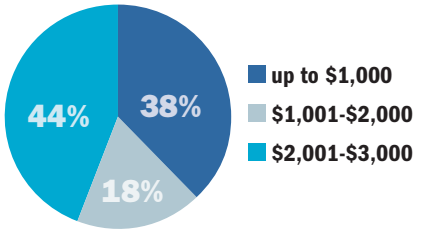
**6,131** Facebook followers

**5,873** Facebook likes

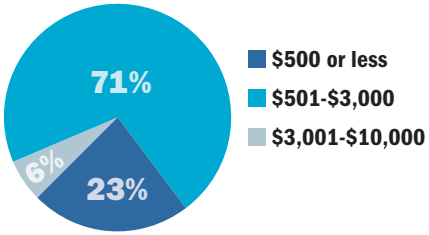
**4,100** Pinterest followers

**2,093** Instagram followers

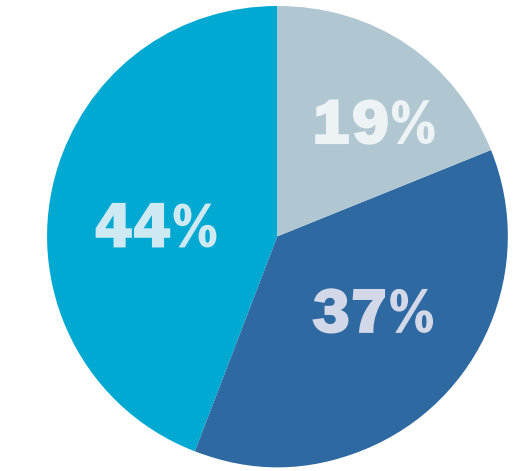
### READERS' AVERAGE PHOTOGRAPHY BUDGET




### READERS' AVERAGE GOWN BUDGET




### READERS' AVERAGE WEDDING BUDGET




**In 2015,**

**49%**

**of couples were married 200 miles or more from where they lived at the time they were married.**

**25%**

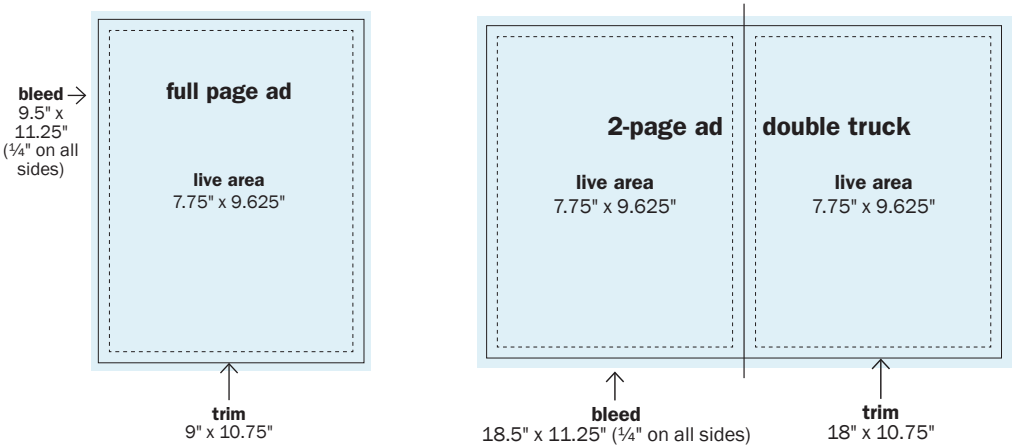
**of brides choose destination weddings.**

# WV WEDDINGS AD SIZES AVAILABLE

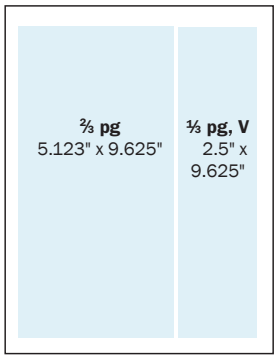
- ★ Cover wrap
- ★ Back cover (full page)
- ★ Inside front cover (full page)
- ★ Inside back cover (full page)
- ★ Page 1 (full page)
- Full page
- 2-page spread (double truck)
- ⅔ **page, vertical**
- ½ **page, vertical or horizontal**
- ⅓ page, vertical or block
- ⅙ page, vertical
- ⅙ page, vertical city page

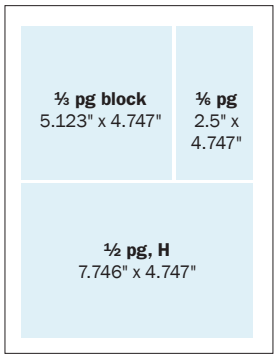
★ *indicates premium position*

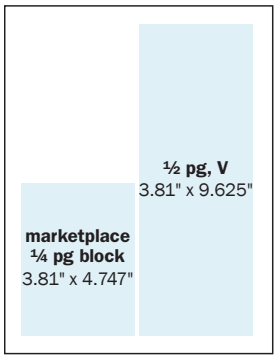
## AD SIZE SPECIFICATIONS




* *Images can be full bleed, but all text must stay within the "Live Area" margins in order not to fall into the gutter or accidentally get trimmed off at the edges when the final magazine is bound.*



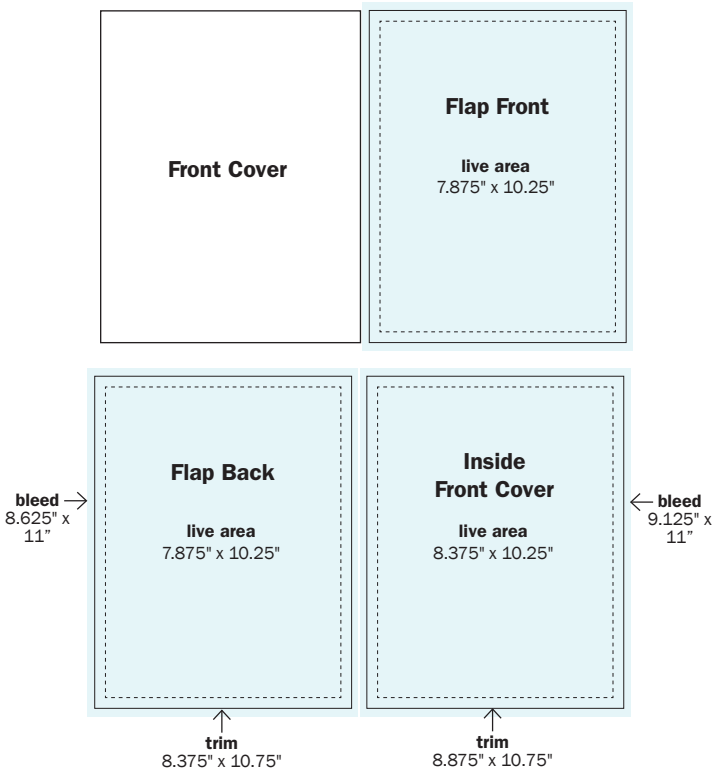




## IMPORTANT NOTES

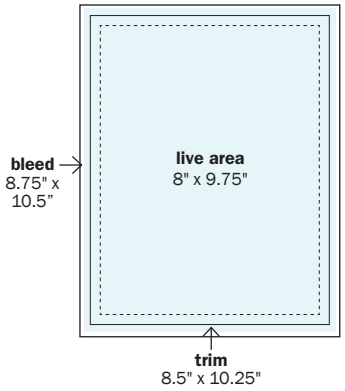
- Title ad file with the advertiser and the issue as follows: "Company_WVWeddingSpring-Summer20_ad."
- All ads must be submitted as high-res (300 dpi) tifs or PDFs.
- All fonts must be outlined/flattened. We will not accept ads with live or embedded fonts.
- Do not include crop marks.
- Images can be full bleed, but all text must stay within the "Live Area" margins, as applicable. We will not be held responsible for text that is trimmed or bound into the gutter.
- Advertisers will receive two opportunities to edit their ads before final placement, after which an excessive proof fee of $75 will be applied.

# SPECIALTY FEATURE ADD-ON SIZES

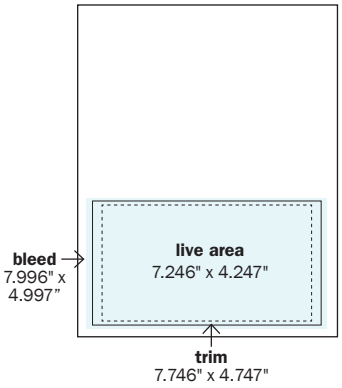
## Single Gatefold Cover



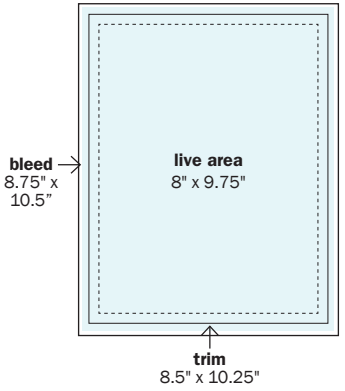

## Tipping Full Size



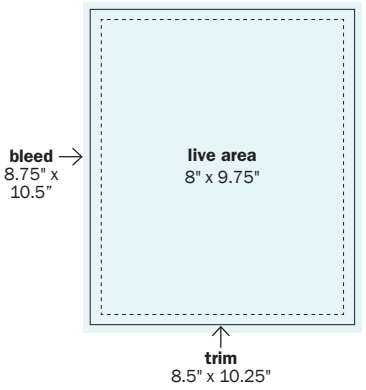

## Tipping Less Than Full Size



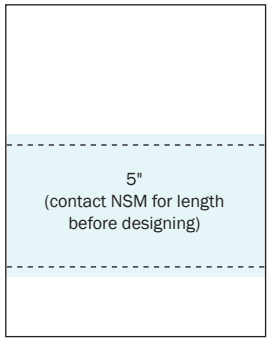

## 2-Page Cover Tip




## 2-Page Insert Tip

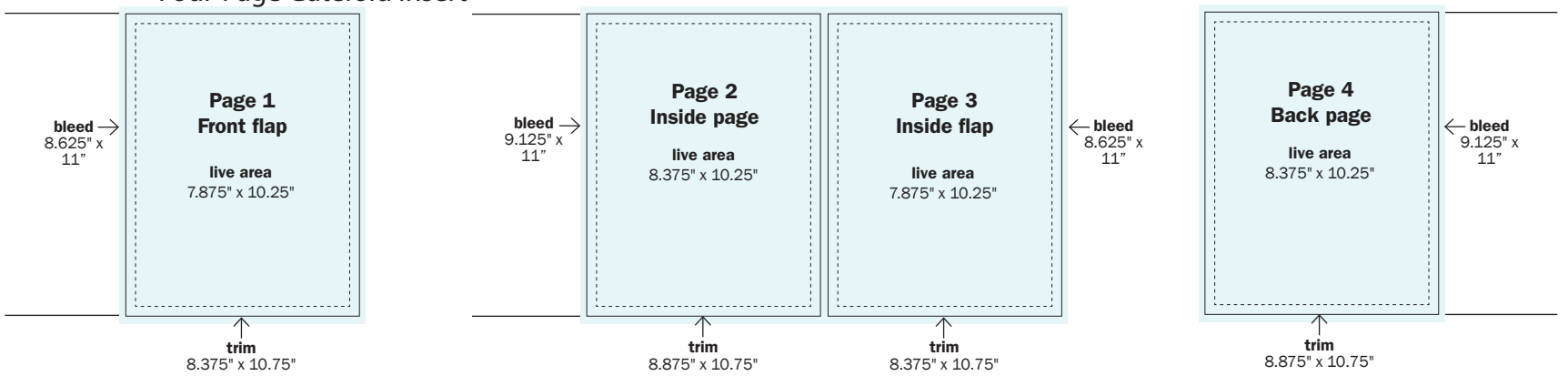



## Cover Wrap / Belly Band

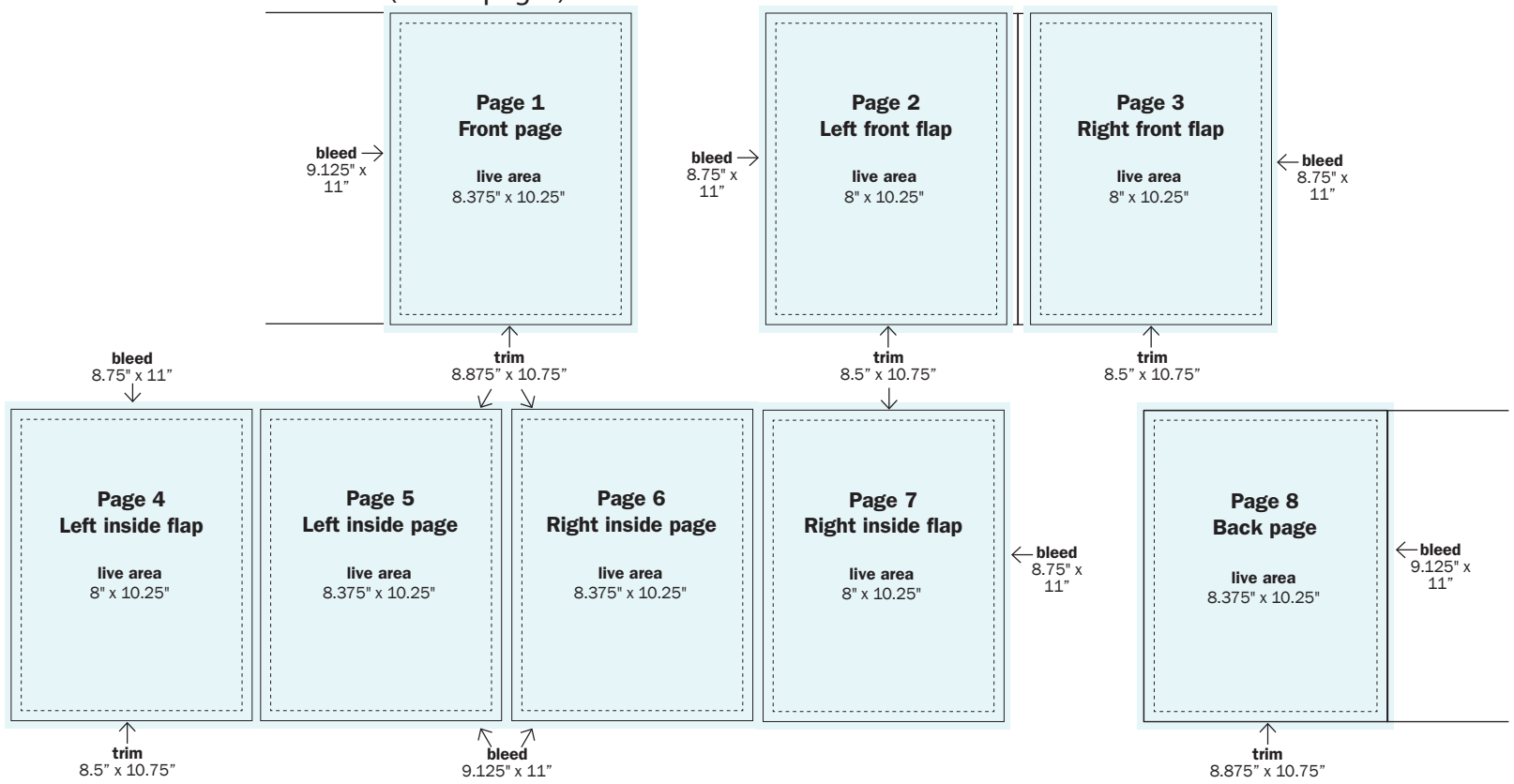


# SPECIALTY FEATURE ADD-ON SIZES

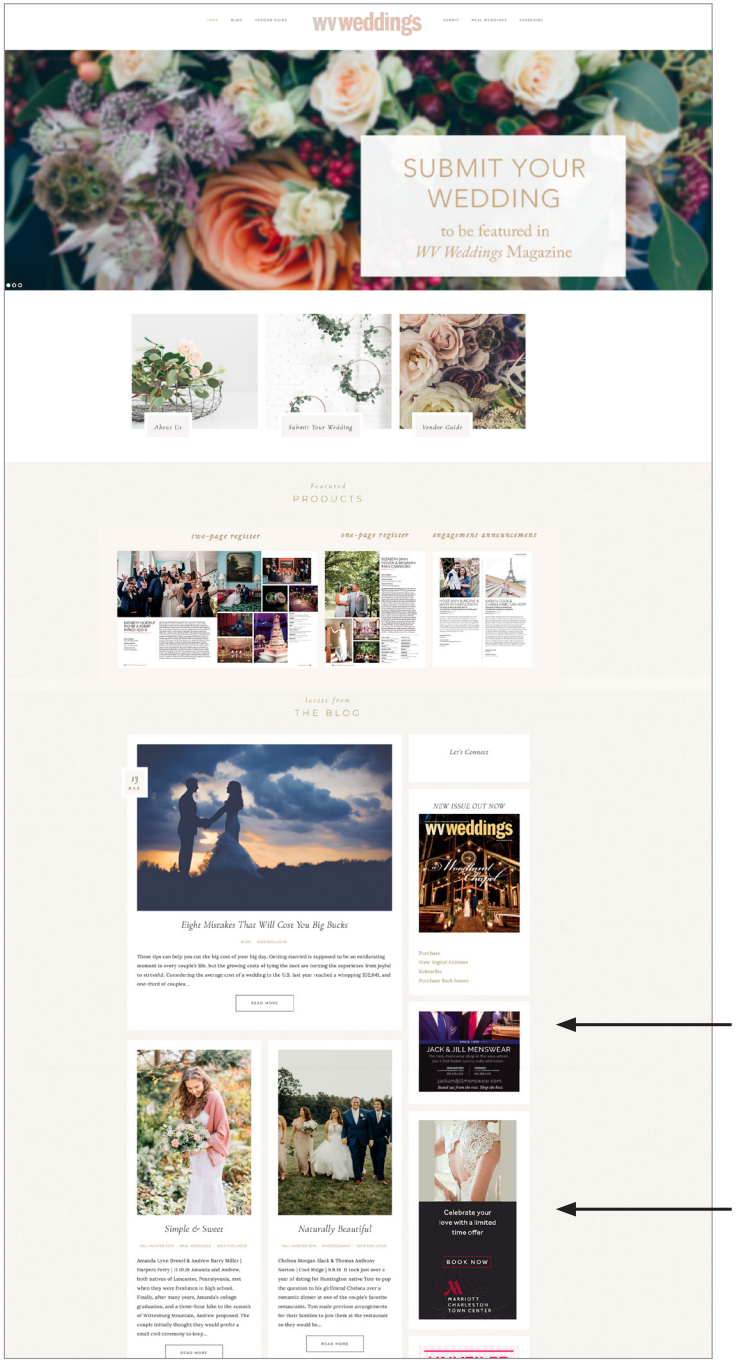
## Four-Page Gatefold Insert




## Double Gatefold Insert (8 total pages)



# ADVERTISING ON WVWEDDINGSMAGAZINE.COM




**Statistics show that more than 80% of all brides and grooms use the Internet to assist in planning some portion of their weddings.** With interactive content supplemental to *WV Weddings* magazine, *wvweddingsmagazine.com* is the premier online source for planning ceremonies, receptions, rehearsals, and honeymoons and connects brides from around the world with West Virginia's finest businesses.

**Block Ad**
300w x 250h pixels

$150/month
$800/6 months
$1500/year

**Skyscraper Ad**
300w x 690h pixels

$150/month
$800/6 months
$1500/year

## Ad Specifications

**Block Ads & Skyscraper Ads**
Block and Skyscraper ads can be accepted in the following file formats: .jpg, .gif, animated .gif, and Flash. All files must be sized to the exact listed dimensions at 72dpi. Advertisers must provide the URL to which the ad will link.

## Social Media Integration

Sharing buttons for Facebook, Instagram, and Pinterest allow our content to easily be shared by our readers across multiple platforms.

The Facebook comment plug-in allows readers to share their thoughts on *wvliving.com* and Facebook simultaneously.

These features promote sharing and bring thousands of page views.

# E-BLASTS

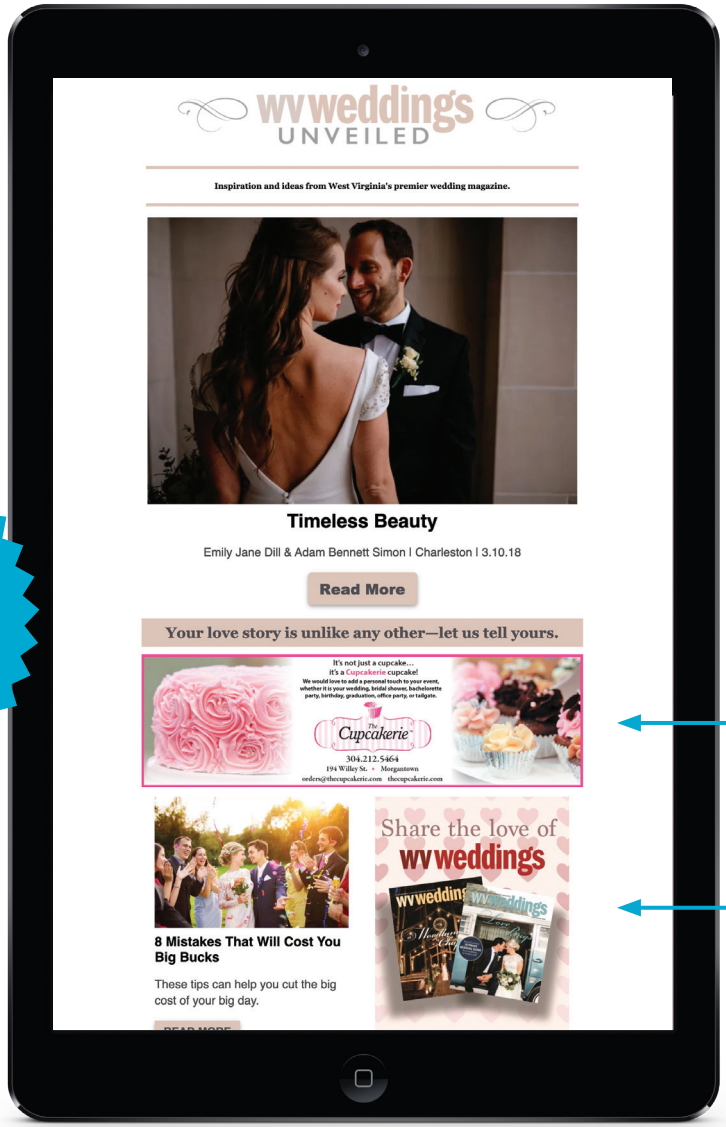
Reach an unparalleled audience of vested readers with our **weekly** and **monthly newsletters.**

**16,500**
**Weekly Subscribers**

**Banner Ad**
394w x 123h pixels
$20/month

**Block Ad**
250w x 300h pixels
$30/month

**Available as companion to print advertising only.**




**8,400**
**Monthly Subscribers**

**Banner Ad**
394w x 123h pixels
$20/month

**Block Ad**
250w x 300h pixels
$30/month