

2015
MEDIA KIT

Baltimore
Bride

bride.baltimoremagazine.net

WE ♥ REAL
WEDDINGS!



FROM THE CREATIVE TEAM

Welcome to Baltimore Bride!

Baltimore Bride was created in 1997 by the editors of *Baltimore* magazine, an award-winning lifestyle publication in the Baltimore metropolitan area. In the past sixteen years, we have evolved our bridal brand from style and content to also including social media and the web.

But one thing remains the same; we want to make sure our focus centers locally. There are a zillion magazines, blogs, and websites out there for the newly engaged (a lot of them we love!), but we make our magazine strictly for the Charm City bride by concentrating on local boutiques, couples, and experts.

With each issue of *Baltimore Bride*, we strive to provide notable results for our advertisers and content that is alluring to our readers. We welcome you to the *Baltimore Bride* family and can't wait for you to be part of the next issue.

EDITORIAL LINEUP

Aisle Style

Great ideas for everything wedding-related.

Real Weddings

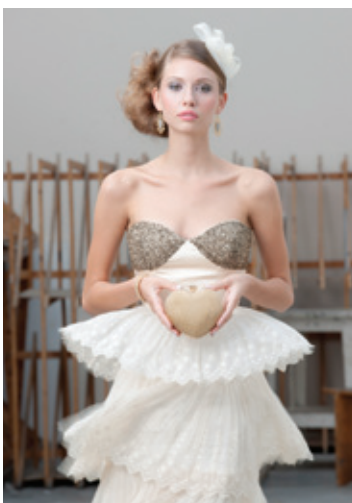
We love to support talented local photographers!

Unveiled

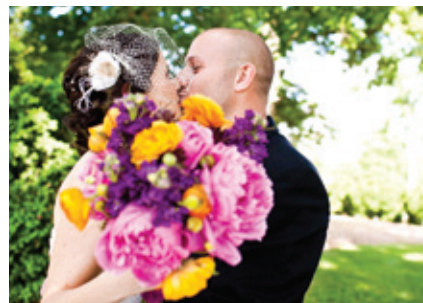
We talk to experts about flowers, invitations, food, and more.

Features

Fashion, décor, table setting ideas, bridal showers, and more.



PERFECT VENUES



FABULOUS FASHION

CREATIVE DECOR

WE ♥ REAL WEDDINGS!



CLOCKWISE FROM BOTTOM LEFT: DAVID COLWELL, MERKLE PHOTOGRAPHY, JENNIFER HUGHES (2), ANDREA & RENATA PHOTOGRAPHY, GARY LANDSMAN

\$29,725

AVERAGE COST OF A BALTIMORE WEDDING IN 2013



11%

HIGHER THAN NATIONAL AVERAGE

\$503,541,500

ESTIMATED WEDDING-RELATED EXPENDITURES IN 2013

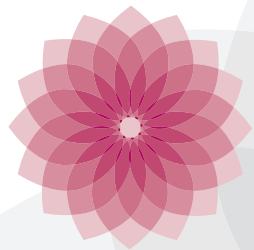
THE WEDDING REPORT, 2012

For advertising information, contact your *Baltimore Bride* magazine Account Executive today at **410-752-4200**.



Baltimore
Bride

THE MAGAZINE AT A GLANCE



11,200
250 NEWSSTAND LOCATIONS



2,000
EVENTS



1,300
SALONS & SPAS



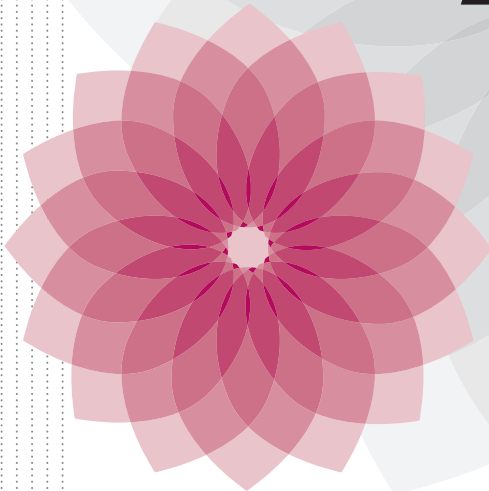
250
REGISTRIES

PRINT CIRCULATION

25,000
copies



200
HOTELS



10,050
BRIDAL RETAILERS



2 issues per year!

DIGITAL

5,000
MONTHLY VISITS

11,000
MONTHLY PAGEVIEWS



SOCIAL MEDIA



2,400+
LIKES



600+
FOLLOWERS



650+
FOLLOWERS



175+
FOLLOWERS

EVENTS

Display to 150+ guests at our bridal events twice a year.



MEAGHAN ELLIOTT

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BALTIMORE BRIDE SPRING/SUMMER & FALL/WINTER

THE WHOLE PACKAGE

Baltimore Bride offers advertisers multiple touchpoints to reach the bridal market: in-print, online, and one-on-one at our bridal events.

YOUR AD PACKAGE INCLUDES:

PRINT ADVERTISEMENT:

Print advertisement will be featured in *Baltimore Bride* 2x a year

AISLE STYLE WEDDING EVENTS BOOTH SPACE:

- Bridal Event held twice a year in January and March*
- 150+ brides, etc and 40+ vendors attend each
- Giveaway opportunities
- Opt-in lead list
- Full-page advertisers may attend both events

ONLINE VENDOR PROFILE:

- Premium listing for full-page and 2/3-page advertisers (business description, contact info, photos)
- Featured listing for 1/3 and 1/6-page advertisers (business description, contact info, photos)

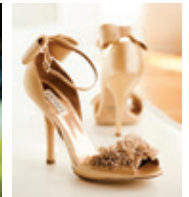
MAGAZINE COPIES:

Receive 40 copies of each issue of *Baltimore Bride* magazine



* Advertisers only. Must be a 1/3-page or larger to participate in event(s).

WE ♥ REAL WEDDINGS!



CLOCKWISE FROM TOP LEFT: JENNIFER HUGHES, MARIA VICENCIO, JENNIFER HUGHES, MEAGHAN ELLIOTT, PROCOPIO PHOTOGRAPHY, JENNIFER HUGHES

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-page	\$1,950
1/6-page	\$780
Cover 2	\$5,000
Cover 3	\$4,700
Cover 4	\$5,200

All rates are gross and include four-color advertising. Rates include design and production. Ad agencies are eligible for a 15% discount for supplying print-ready ads.

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DIGITAL ADVERTISING & E-MAIL MARKETING

Launched in January 2013, our redesigned website offers brides a variety of resources, including local vendors, blogs, inspirational galleries.



BRIDE.BALTIMOREMAGAZINE.NET

VENDOR LISTINGS:

- Premium listing for full-page and 2/3-page advertisers (business description, contact info, photos)
- Featured listing for 1/3 and 1/6-page advertisers (business description, contact info, photos)

GIVEAWAYS:

- Homepage and social media promotion featuring the giveaway*
- Client to provide images, description of item, and delivery of item to winner

BANNER ADVERTISING:

Run of Site

Leaderboard	728x90	\$100/month
Med. Rectangle	300x250	\$75/month
Tile	145x145	\$50/month

E-MAIL

E-NEWSLETTERS:

Quarterly newsletter emailed to 1,000+ subscribers with an impressive 21% average open rate.

E-newsletter ad	\$200/quarter
Dedicated blast**	\$500/blast

* Value must be \$100 or more.
** Two permitted per month.



MONTHLY AVERAGES

5,000
VISITS

11,000
PAGEVIEWS

4,000
ABSOLUTE UNIQUE VISITORS

2.20
PAGES PER VISIT

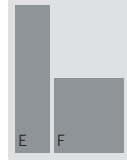
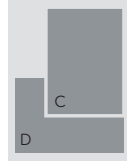
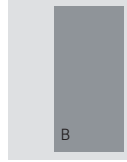
1.36
TIME SPENT ON SITE
(MINUTES)

38%
MOBILE VISITS

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ADVERTISING SPECIFICATIONS



Display Size		Width	Depth
Spread, bleed		16 1/4"	10 3/4"
Spread, trim		16"	10 1/2"
Full-page, bleed		8 1/4"	10 3/4"
Full-page, trim	A	8"	10 1/2"
Full-page, non-bleed		7"	9 5/8"
2/3-page	B	4 5/8"	9 5/8"
1/2-island	C	4 5/8"	7 1/4"
1/2-horizontal	D	7"	4 3/4"
1/3-vertical	E	2 1/4"	9 5/8"
1/3-square	F	4 5/8"	4 3/4"
1/6-vertical	G	2 1/4"	4 3/4"
1/6-horizontal	H	4 5/8"	2 1/4"

Live Area 7 1/2" x 10"

Binding Perfect bound

Print Method Web offset

Materials Adobe InDesign packaged with fonts and links, Quark Xpress collected with fonts and links, Adobe Illustrator (type converted to outlines; saved as EPS), Adobe Photoshop (saved as a PDF with PDFX/1a settings), Adobe PDF created to the PDFX/1a standard.

Fonts No Multiple Master fonts.

Color Convert colors to CMYK; do not embed color profiles in image files. Spot colors are not allowed in ads. Convert all Spot colors to CMYK.

Artwork All artwork should be 300 ppi at the size it is placed in the file. All color art must be CMYK. The maximum ink density is 300%. Line art must be 1200 ppi at the size it is placed and be save as a bitmap tiff file. All graphic images must be saved as eps, tiff or psd (single layer and no alpha channels).

Email Submit files to cameraready@baltimoremagazine.net and cc your Account Executive.

FTP Address ftp.baltimoremagazine.net. Submit files using a FTP client such as Cyberduck (Mac), Coreftp (PC) or Fetch. Please contact your Account Executive for a FTP set-up.



CLOCKWISE FROM UPPER LEFT: MARIA VICENCIO, ANNE SACHS, PROCOPIO PHOTOGRAPHY, JENNIFER HUGHES

DEADLINES

SPACE RESERVATION

11/10/2014

WORK UP MATERIALS DUE

11/10/2014

PRINT READY MATERIALS DUE

11/12/2014

ON NEWSSTAND

January 2015

Spring/Summer

July 2015

Fall/Winter

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Baltimore Bride TESTIMONIALS

Baltimore Bride's Aisle Style year after year is our bridal show of choice. Our brides love it because it features Baltimore's elite vendors, and we love it because it features Baltimore's elite brides. The elegant show brings together couples who are actively seeking wedding vendors and it gives us a chance to speak with them in an intimate setting amongst our industry peers.

Averil Christens-Barry
Sales & Marketing Manager
Truffles Catering & Belvedere Restaurant Group

The Aisle Style event is one of my favorite events to be a part of each year! From the back end, it is incredibly organized which makes doing what I do so much easier. The brides that attend the event are truly looking for good vendors and thanks to *Baltimore Bride* I believe that is what they are presented. For a high quality bride, I definitely recommend being a part of Aisle Style!

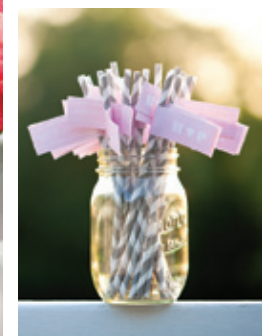
Diana Venditto
Senior Planner & Designer
eventi planning

This year's Aisle Style event was awesome. I got the chance to network with many local wedding vendors, while sampling from the menus of some of the top caterers in Baltimore. I walked away feeling a lot less stressed, knowing that the tools needed to plan my December wedding are so easily accessible. Every bride-to-be needs to attend this wonderful event.

Breck Kelly, guest

The Aisle Style in January was wonderful!! I loved the set up, the vendors, and the samples. The giveaways were really fun and added that special touch to the event. Overall, it was great!

Emily Wood, guest



CLOCKWISE FROM TOP: MEAGHAN ELLIOTT (2), PROCOPIO PHOTOGRAPHY, JENNIFER HUGHES, MEAGHAN ELLIOTT

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