



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.



CANTON JOYCE

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
2
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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.

BASIC VENDOR LISTING

Includes business name, address, URL on bmag.co/weddings



TRCZ PHOTOGRAPHY



THE WEDDING PARTY

Inspired by and created for Charm City couples, The Wedding Party 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.

DEADLINES

Space Reservation
11/5/2018

Print Ready Materials Due
11/7/2018

Spring/Summer
January 2019

Fall/Winter
July 2019



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

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

*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

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

MONTHLY AVERAGES

7,000+
VISITS

14,000+
PAGEVIEWS

5,500+
UNIQUE VISITORS

1:20
TIME SPENT ON
SITE (MINUTES)

49%
MOBILE/TABLET
VISITS

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RESERVE YOUR SPACE TODAY!

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