



# Baltimore weddings

2024 MEDIA KIT

PRINT | DIGITAL | EVENTS



# Baltimore weddings 2024



## PRINT

25,000  
ANNUALLY

January & July  
ON NEWSSTANDS

## WEBSITE ANNUAL AVERAGES

140,000+  
PAGEVIEWS

3,200+  
NEWSLETTER  
SUBSCRIBERS

65,000+  
USERS

28%  
CTR

## SOCIAL INFLUENCE

INSTAGRAM

15,000+

FACEBOOK

5,600+

Google Analytics and Hubspot, 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.

# 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](http://baltimoreweds.com)
- Participation in annual The Wedding Party event
- Preferred vendor call-out on The Wedding Party event website
- 100 copies of *Baltimore Weddings* delivered directly to you for distribution to your engaged couples and partners

Spread | Cover 2 | Cover 4 | Cover 3 | Full-page

## GOLD

- Print advertisement in *Baltimore Weddings*
- Basic vendor listing on [baltimoreweds.com](http://baltimoreweds.com)
- Participation in annual The Wedding Party event
- 50 copies of *Baltimore Weddings* delivered directly to you for distribution to your engaged couples and partners

2/3-page | 1/2-island | 1/2-horizontal | 1/3-square

## SILVER

- Print advertisement in *Baltimore Weddings*
- Basic vendor listing on [baltimoreweds.com](http://baltimoreweds.com)

1/6-page-vertical | 1/6-horizontal

All rates are net and include color.



## DEADLINES

### SPACE RESERVATION

11/27/2023

### PRINT READY MATERIALS DUE

11/29/2023



## 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 tasting wedding cakes and sampling local restaurants and faves from caterers.

Winter 2024







# DIGITAL ADVERTISING OPPORTUNITIES

## DISPLAY ADVERTISING

Engage with our digital loyal audience with a schedule of impressions on *baltimoreweds.com*. Available sizes: 970x90, 300x250.

## BRANDED CONTENT

Branded content is a powerful way to positively impact your brand perception on *baltimoreweds.com*. Our branded content opportunities include a robust campaign. Your content is featured on the site for 30-60 days, and pushed to our audience via social media promotion.

## 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. (discounts available for print advertisers)

## BEST OF BALTIMORE WEDDINGS READERS' POLL

Sponsor our annual Best of Baltimore Weddings Readers Poll. This annual poll highlights the best of the best in the wedding industry including planners, caterers, florists and photographers.

## SPONSORED EMAIL

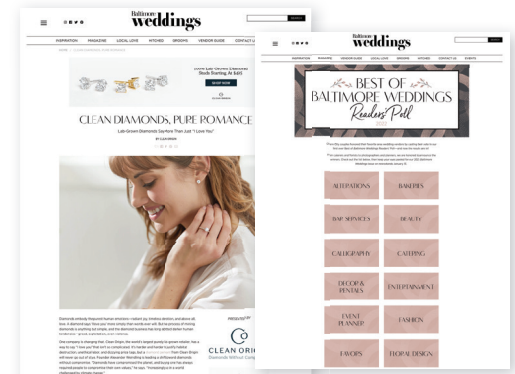
This exclusive email is an intimate and powerful way to reach brides and grooms on the go with a timely offer, event, or piece of content; sent to *Baltimore Weddings'* opt-in subscribers. Image size: 600x1000.

## E-NEWSLETTER SPONSORSHIP

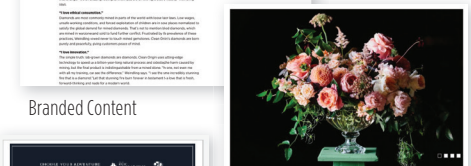
Deliver your message or special offer directly to the inboxes of *Baltimore Weddings'* opt-in subscribers. Assets: 1200x300 banner ad, (2) 300x250 medium rectangle; URL link (only one advertiser per newsletter, deploys twice per month).

## INSTAGRAM

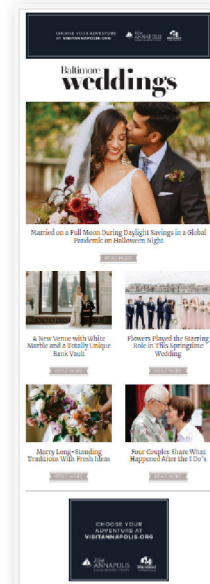
Grow your Instagram following and entice visitors to your business by partnering with *Baltimore Weddings* on an Instagram giveaway campaign or Instagram sponsored post (exclusive to two per month).



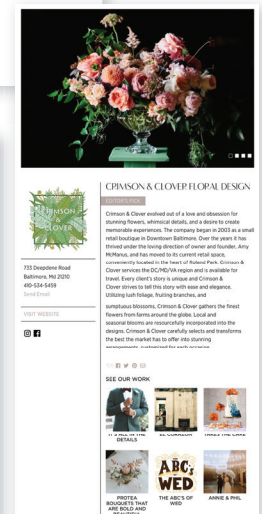
Readers' Poll



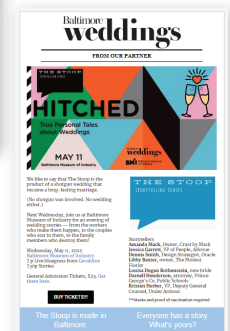
Branded Content



E-Newsletter Sponsorship



Enhanced Vendor Listing



Sponsored Email

Baltimore  
**weddings**

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