



# Baltimore weddings

2027 MEDIA KIT

PRINT | DIGITAL | EVENTS

# Baltimore weddings

2027

CELEBRATING 30 YEARS



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 MAGAZINE

20,500  
ANNUALLY

January & July  
ON NEWSSTANDS

## DIGITAL ANNUAL AVERAGES

182,000+  
PAGEVIEWS

5,000+  
NEWSLETTER SUBSCRIBERS

81,000+  
USERS

28%  
CTR

## SOCIAL INFLUENCE

INSTAGRAM  
15,700+

FACEBOOK  
5,500+

Age 25-34 29% | Age 35-44: 45% | Age 45+: 26%  
Female: 88% | Male: 12%

RESERVE YOUR SPACE TODAY: [adinfo@baltimoremagazine.net](mailto:adinfo@baltimoremagazine.net) | 443-873-3900

# PARTNER BENEFITS

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

## PRINT PACKAGES

### PLATINUM

- Print advertisement in *Baltimore Weddings*
- Complimentary enhanced vendor listing on *baltimoreweds.com*
- Participation in the 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 | Full-page

### GOLD

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

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

## PRINT & DIGITAL PACKAGE

- 1/6 size print advertisement in *Baltimore Weddings*
- Enhanced vendor listing on *baltimoreweds.com*
- Exclusive sponsored email with a timely offer, event, or piece of content sent to *Baltimore Weddings'* opt-in subscribers
- Sponsorship of *Baltimore Weddings* e-newsletter
- Instagram giveaway campaign or Instagram sponsored post
- Participation in the annual The Wedding Party event

## DIGITAL PACKAGE

- Enhanced vendor listing on *baltimoreweds.com*
- Exclusive sponsored email with a timely offer, event, or piece of content sent to *Baltimore Weddings'* opt-in subscribers
- Sponsorship of *Baltimore Weddings* e-newsletter
- Instagram giveaway campaign or Instagram sponsored post
- Participation in the annual The Wedding Party event

All rates are net and include color.



## THE WEDDING PARTY

### DEADLINES

#### SPACE RESERVATION

11/18/2026

#### PRINT READY MATERIALS DUE

11/20/2026

Baltimore  
**weddings**

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# THE WEDDING PARTY

SPRING 2027

## Inspired by and created for Charm City couples.

The Wedding Party event is our answer to the first question all couples ask themselves when planning their wedding: where do we start?

With hundreds of Charm City's recently engaged in attendance, vendors can build personal, face-to-face relationships with their ideal clientele, just as couples begin taking those first major steps towards planning their ultimate wedding day.

Thoughtfully designed to attract attendees planning both over-the-top celebrations and intimate elopements alike, The Wedding Party welcomes all vendors of various sizes and services—from ballroom venues and luxury transportation to live painters and content creators.

Begin nurturing meaningful relationships with your future couples—while aligning your business with the trusted expertise and authority of the *Baltimore Weddings* brand.

**Sponsorship Opportunities Available**



NESSA K PHOTOGRAPHY



Baltimore  
**weddings**

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# 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

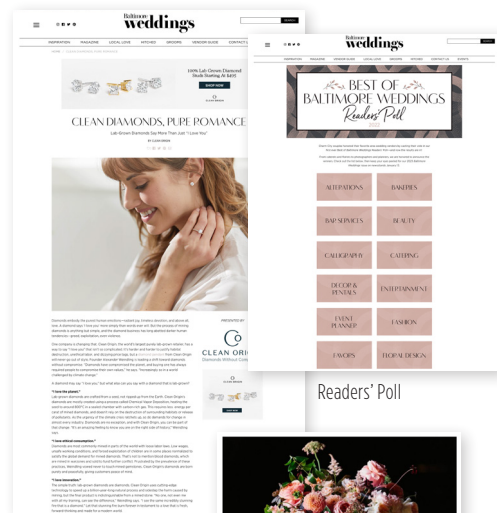
This exclusive email is an intimate and powerful way to reach brides and grooms on the go with a timely offer, event, or piece of content; sent to *Baltimore Weddings'* opt-in subscribers. Image size: 600x1000.

## E-NEWSLETTER SPONSORSHIP

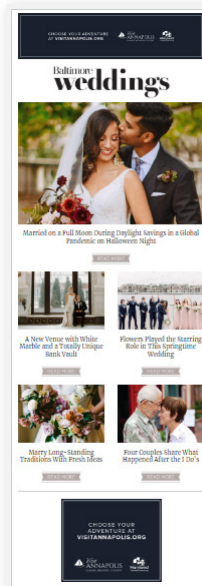
Deliver your message or special offer directly to the inboxes of *Baltimore Weddings'* opt-in subscribers. Assets: 1200x300 banner ad, (2) 300x250 medium rectangle; URL link (only one advertiser per newsletter, deploys twice per month).

## 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).



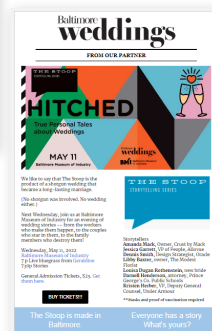
Branded Content



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