**Distribution**

**Frequency**
Washingtonian Weddings hits newsstands twice a year with our Winter/Spring issue in December and our Summer/Fall issue in June. Each issue is replenished with different covers mid-cycle to ensure our advertisers have maximum newsstand exposure.

**Circulation**
60,000 (Annually)
Washingtonian Weddings is prominently displayed and sold at more than 1,200 newsstand locations, including Whole Foods, Barnes & Noble, Hudson News, and many more at the height of the wedding planning season—December and June. In addition, the issue is circulated in upscale bridal retail locations throughout the surrounding area, where it is placed directly into the hands of brides and grooms. Readers can also register for a free copy of Washingtonian Weddings on Washingtonian.com.
**Reader Demographics**

83% of readers have an annual household income of $100,000 or more

29 average age of brides

31 average age of grooms

35% of readers are engaged 3 months to 1 year

44% are engaged 1 year to 1.5 years

10% are engaged 1.5 years to 2 years

76% will have 100+ or more wedding guests

*2016 Washingtonian Weddings Reader survey*
Print Advertising Rates & Info

Sizes

<table>
<thead>
<tr>
<th>NON-BLEED</th>
<th>Do not add bleed allowance to non-bleed ads.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>7.5” x 9.625”</td>
</tr>
<tr>
<td>1/2 PAGE (V)</td>
<td>3.625” x 9.5”</td>
</tr>
<tr>
<td>1/2 PAGE (H)</td>
<td>7.5” x 4.625”</td>
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<tr>
<td>1/4 PAGE</td>
<td>3.625” x 4.625”</td>
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<td>9.25” x 11.125”</td>
</tr>
<tr>
<td>SPREAD</td>
<td>18.25” x 11.125”</td>
</tr>
</tbody>
</table>

PAGE TRIM SIZE: 9” x 10.875”
SPREAD TRIM SIZE: 18” x 10.875”
SAFETY MARGIN: Keep live matter .25” from the trim size on all sides.

E-mail completed advertising files to readyads@washingtonian.com
FTP SITE INFORMATION AVAILABLE UPON REQUEST.

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WINTER/SPRING 2019

<table>
<thead>
<tr>
<th>SPACE CLOSE</th>
<th>10/15/18</th>
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<tbody>
<tr>
<td>MATERIAL CLOSE</td>
<td>10/31/18</td>
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<tr>
<td>ON-SALE DATE</td>
<td>12/15/18</td>
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</table>

SUMMER/FALL 2019

<table>
<thead>
<tr>
<th>SPACE CLOSE</th>
<th>4/15/19</th>
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<tbody>
<tr>
<td>MATERIAL CLOSE</td>
<td>4/30/19</td>
</tr>
<tr>
<td>ON-SALE DATE</td>
<td>6/15/19</td>
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</tbody>
</table>
When one of the country’s top event experts walked down the aisle—you know it’s going to be #weddinggoals! But even many planners would balk at the decision of DC-based Rachael Glaws (Principal at RGI events + public relations) to forgo a “venue” altogether and instead build a ballroom in a field on her family’s long-held estate at the foot of the White Mountains, NH. “This was a logistical challenge for sure—above even many of the large-scale outdoor events we produce. We had to build infrastructure like we do for huge festivals—before we could even begin designing the event.”

As for design, Rachael’s trademark ethereal aesthetic and “more-is-more” motto (she donned a couture cape for the occasion!) resulted in a no-detail-overlooked day, perfectly reflecting the couple and stunning their guests. “We had suppliers coming in from Boston, New York City, Maine, Rhode Island—all over New England—for a wedding of 50 people. You’d think it was insane unless you know me, then you’d think this wedding was every bit as extra as I am.”

VENUE: Army Navy Country Club
PHOTOGRAPHER: Gonzalez J. Photography & Design Studio
DRESS: The Bustle Bridal Boutique
GROOM & GROOMSMEN’S ATTIRE: Hugo Boss for Groom and Men’s Wearhouse
FLORIST: Alisa Rabinovich
CAKE: Heidelberg Bakery
STATIONERY: Paperworks Susan Hyre Paperworks

The Sponsored Weddings feature is a perfect opportunity to organically showcase your work in Washingtonian Weddings, featuring photos that you hand-pick and text that you provide. This sponsored section will appear in print and online at Washingtonian.com/weddings.

**Specs**

Spread: Up to 75 words of copy + 15 images  |  Full Page: Up to 75 words of copy + 8 images
Washingtonian Weddings presents a unique opportunity to showcase the wedding experts behind some of the city’s most notable wedding businesses. The Wedding Expert Profiles section is an editorialized, photo-driven special advertising platform that introduces our readers to you and why they should hire you.

**Specs**

**Full Page:** Up to 220 words of copy + headshot + 2 images | **Half Page:** Up to 90 words of copy + headshot + 1 image
Targeted Banner Ads

Engage with our large, loyal online readership via a schedule of banner ads targeted to the Weddings section. Washingtonian.com is designed for optimal user experience on a desktop, tablet, and mobile device.

WEDDINGS SECTION TRAFFIC
72,000 PAGEVIEWS/MONTH

<table>
<thead>
<tr>
<th>Ad</th>
<th>Size (in pixels)</th>
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<th>Mobile</th>
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<tbody>
<tr>
<td>Billboard</td>
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<tr>
<td>Super Leaderboard</td>
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<tr>
<td>Half Page</td>
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<tr>
<td>High-Impact In-Article</td>
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<tr>
<td>Mobile Leaderboard</td>
<td>320x50</td>
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<td>✤</td>
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</tbody>
</table>

Specs
- Jpeg, gif, png, HTML 5, & third party tags accepted
- Files must be less than 1MB
- Includes hyperlink
Sponsored content posts appear on the Weddings section homepage for one week. Advertiser sets their own messaging by providing all text and photos for the article (a *Washingtonian* writer is available to assist for an additional fee). The post will be subtly marked as sponsored, and will be shared on the magazine’s Facebook and Twitter feeds.

**Specs:**

**Article:**
- Supplied article text
- Headline
- Hyperlink(s)
- Up to four images (featured image must be 1024x576 pixels in size) or videos (YouTube or Vimeo link needed)

**Social Media:**
- Engaging teaser for Facebook post
- Up to 100 characters for Twitter post

*Both posts will include #sponsored and article link*
E-Newsletter Sponsorship

E-newsletter sponsorships allow you to deliver your message or special offer directly to the inboxes of Washingtonian Weddings readers.

Sent to 7,000+ opt-in subscribers on Tuesdays; one sponsor per newsletter.

Specs

- **300x250 pixels (jpeg or png)**

- **Sponsored teaser within newsletter:**
  - Up to 45 character headline
  - 50 words of text (max)

- **Include hyperlinks for each ad unit**
Dedicated E-Mail

Utilize Washingtonian's unique and affluent e-mail list by sending a dedicated e-mail. Advertiser owns entire message space. E-mail is sent on any available day, as requested, to 7,000+ opt-in subscribers.

Specs

- **600x1,000 pixels in size**
  (jpeg, png, or PDF file needed)

- **Include subject line and hyperlink**

Single Stone Trunk Show

September 21 & 22

I. Gorman Jewelers

Vintage stones meet handcrafted settings

Drawing inspiration from vintage design and the unique charm of antique diamonds, Single Stone handcrafts wedding bands, engagement rings and fashion jewelry that remain true to original historic details.

Meet the designers

"We travel the world to source the most unique and beautiful vintage stones. When you select a piece from our collection, our hope is that you feel adorned by a little piece of history."

—Ari and Corina Madilian
Prominently display your business within Washingtonian.com’s online guide of local event vendors to capture readers as they research professionals to hire for their wedding day.

**Online Listing Includes:**

- Rotation amongst the top enhanced listing spots
- Listing image (600x600 pixels in size)
- Sentence teaser about business
- Secondary article page to share more details with readers
- Company description blurb (provided by vendor, no word limit)
- Up to 5 photos to include on page (650 pixels maximum width, 1025 pixels maximum width)
- Contact information
- Social media links
Unveiled Bridal Showcase

January 27, 2019 | Mandarin Oriental, Washington, DC

Created for Washington’s luxury-loving brides and grooms, Washingtonian Weddings presents its annual Unveiled showcase, a ticketed event that highlights the area’s finest wedding vendors and attracts affluent brides and grooms in the region. Guests pay $65 per ticket to sample cocktails, hors d’oeuvres, cake, and meet all of the Washingtonian-recommended vendors who make dream weddings a reality. The event is capped off with a beautiful designer wedding gown runway show.

(Pricing and packages available upon request)