



# WASHINGTONIAN WEDDINGS

2026 MEDIA KIT

# LETTER FROM THE EDITOR

---



**AMY E. MOELLER**  
Editor in Chief  
*Washingtonian Weddings*  
@amyemoeller

With every issue of *Washingtonian Weddings*, we look forward to highlighting recent weddings and inspiring future ones with helpful tips, ideas, and more. As part of the process, we pore over wedding photo galleries, read the stories of happy couples and their joyful celebrations, analyze trends, and survey local pros. Then we put it all together with the goal of serving local couples as the premiere wedding-planning resource. This year, *Washingtonian Weddings* will again appear as a special section inside the pages of *Washingtonian* magazine (where we capture an audience of more than 90,000 readers) in January and August—timed to the two most popular proposal seasons of the year. We look forward to showcasing beautiful designs, fun ideas, and local talent through real weddings that span all sizes, styles, and venue types—and, as always we'll include our ultimate guide to local vendors and venues, which has been a wedding-planning mainstay for the area for more than a decade. Among other things you can expect to see in print and online: trends we love, wedding fashion, and ways to make the most of your big day. Thank you for considering a partnership with our award-winning magazine. We look forward to working with you. Cheers!

A handwritten signature in black ink that reads "Amy". The signature is written in a cursive, flowing style with a large, elegant loop at the end of the name.

# DISTRIBUTION

## FREQUENCY

*Washingtonian Weddings* appears as a special section inside the pages of *Washingtonian* magazine, and hits newsstands twice a year; in the January and August issues.

## CIRCULATION: 90K+

*Washingtonian* magazine is prominently displayed and sold at more than 1,800 newsstand locations, including Whole Foods, Giant, Safeway, Harris Teeter, CVS, Barnes & Noble, and Hudson News, just to name a few.



# PRINT ADVERTISING

## AUGUST 2026

|                   |         |
|-------------------|---------|
| Space Reservation | 6/30/26 |
| Materials Due     | 7/7/26  |
| On Newsstands     | 7/23/26 |

## JANUARY 2027

|                   |          |
|-------------------|----------|
| Space Reservation | 12/1/26  |
| Materials Due     | 12/8/26  |
| On Newsstands     | 12/24/26 |



## SPECS

| NON-BLEED    | Do not add bleed allowance to these non-bleed ads |
|--------------|---|
| Spread       | 15.5" x 10"                                       |
| Full Page    | 7" x 10"  |
| 1/2 Page (V) | 3.5" x 9.5"                                       |
| 1/2 Page (H) | 7.361" x 4.575"                                   |
| 1/4 Page     | 3.5" x 4.575"                                     |

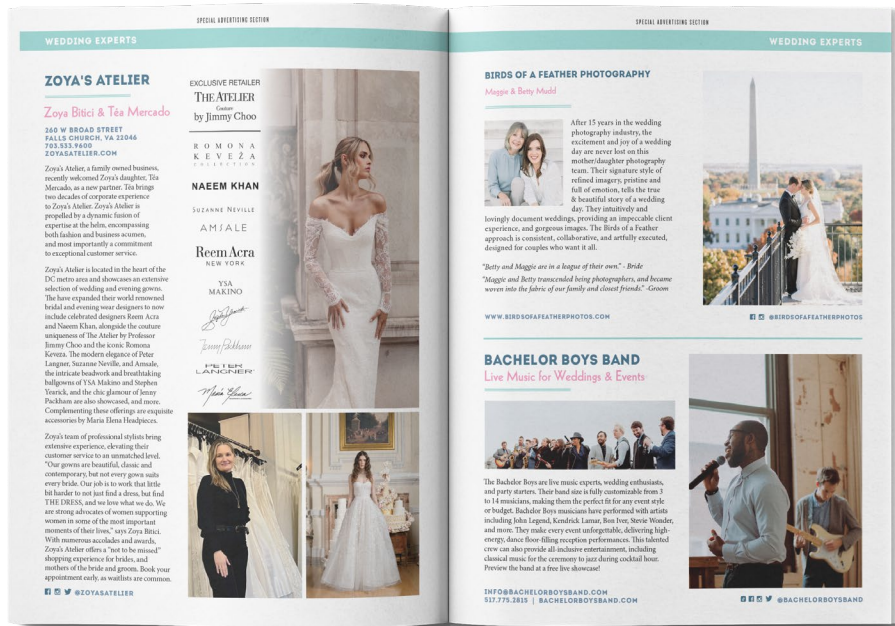
| BLEED     | Bleed size includes 1/8" bleed allowance on all sides |
|-----------|---|
| Spread    | 16.75" x 11.125"<br>Trim size: 16.5" x 10.875"        |
| Full Page | 8.5" x 11.125"<br>Trim size: 8.25" x 10.875"          |

Keep live matter (i.e. text, faces in images, etc) at least .25" from the trim size on all sides.



# WEDDING EXPERT PROFILES

The Wedding Expert Profiles present a unique opportunity to showcase the professionals behind some of the city's most notable wedding businesses. This special section is an editorialized, photo-driven advertising platform that introduces our readers to you and why they should hire you.



## SPECS

### FULL PAGE:

- Up to 215 words of copy
- Headshot
- 2 images

### HALF PAGE:

- Up to 90 words of copy
- Headshot
- 1 image

# RECEPTION VENUE DIRECTORY

Local couples look to *Washingtonian Weddings* to introduce them to reputable settings capable of making their wedding celebration memorable. Be part of our directory that highlight area reception venues.

## SPECS

### RECEPTION VENUES LISTING:

- Up to 50 words of copy
- 1 square image
- Phone number
- Address
- Website
- Indoor space capacity
- Outdoor space capacity

SPECIAL ADVERTISING SECTION

---

RECEPTION VENUES

| VENUE  | OVERVIEW   | CAPACITY                          |
|--|--|-----------------------------------|
| <b>Addy Sea Historic Oceanfront Inn</b>                      | <br>Ideally located on the oceanfront in Bethany Beach, DE, the Addy Sea Historic Oceanfront Inn embodies the history of a 120-year-old Inn with coastal charm and the finest hospitality. Collaborate with our chef and event manager to curate a weekend you and your guests will never forget. Truly, endless possibilities on the oceanfront.<br>302.559.3707   99 Ocean View Pkwy, Bethany Beach, DE 19930   addysea.com   | 28<br>indoor<br>120<br>outdoor    |
| <b>Belmont Manor &amp; Historic Park</b>                     | <br>Belmont Manor & Historic Park is operated by Howard County Department of Recreation & Parks. This estate is a premier outdoor venue for ceremonies and receptions. It features 68 acres of rolling hills, the Belmont Manor House, 60x100ft event tent, historic barn, formal gardens, pond, and aqua garden.<br>410.312.0200   6555 Belmont Woods Rd, Elkridge, Maryland 21075   belmontmanor.md   | 125<br>indoor<br>250<br>outdoor   |
| <b>Historic Waverly Mansion</b>                              | <br>Historic Waverly Mansion is operated by Howard County Department of Recreation & Parks. This estate is an elegant outdoor venue for ceremonies and receptions. The property features the Waverly Mansion, 60x100ft event tent, historic barn, and formal gardens.<br>410.312.0200   2300 Waverly Mansion Dr, Marriottsville, MD 2104   historicwaverlymansion.md  | 50<br>indoor<br>125<br>outdoor    |
| <b>President Lincoln's Cottage</b>                           | <br>This beautiful, Gothic Revival mansion is the perfect backdrop for your special day. Abraham Lincoln spent a quarter of his presidency living at the Cottage. This historic venue offers indoor and outdoor spaces, tenting options, plentiful parking, and more. You'll love this bucolic retreat in the heart of DC.<br>202.688.3732   140 Rock Creek Church Rd, Washington, DC 20011   lincolncottage.org  | 200<br>indoor<br>1000+<br>outdoor |
| <b>Ronald Reagan Building and International Trade Center</b> | <br>A quintessential DC wedding venue with contemporary interiors and breathtaking views overlooking Pennsylvania Avenue. Signature spaces are adorned with soaring ceilings, natural light and stunning architecture, complementing ceremonies and receptions of any style. In-house culinary team can create internationally inspired dishes and experienced event planners can make your vision a reality.<br>202.312.1300   1300 Pennsylvania Avenue NW, Washington, DC 20004   rrbkic.com | 300+<br>indoor<br>300+<br>outdoor |
| <b>Tudor Place Historic House &amp; Garden</b>               | <br>Tudor Place offers unique and intimate settings perfect for weddings and special occasions seeking a romantic oasis framed by seucer magnolias, a cozy garden with limestone pedestals or the charm of a Victorian house. A National Historic Landmark, Tudor Place sits on 5.5 acres in the heart of historic Georgetown. Photo: L Hewitt Photography<br>202.965.0400   1644 31st Street NW, Washington, DC 20007   tudorplace.org   | 35<br>indoor<br>70<br>outdoor     |
| <b>Wylder Hotel Tilghman Island</b>                          | <br>Wylder is an all-inclusive, Waterfront Eastern Shore destination perfect for the outdoor wedding weekend of your dreams! Set on 9 acres, with 50 hotel rooms & over 4,000 square feet of indoor & outdoor event space. Guests can enjoy a heated saltwater pool, kayaks, bikes, bocce pits, a wood fired sauna & lawn games galore!<br>410.886.7121   21551 Chesapeake House Drive, Tilghman, MD 21671   wylderhotel.com  | 200<br>indoor<br>250<br>outdoor   |

# SPONSORED INSTAGRAM POST

Say “I do” to these sponsored social media placements— a highly targeted and interactive way to share your offerings and openings with *Washingtonian Weddings*’ 25K+ Instagram followers.

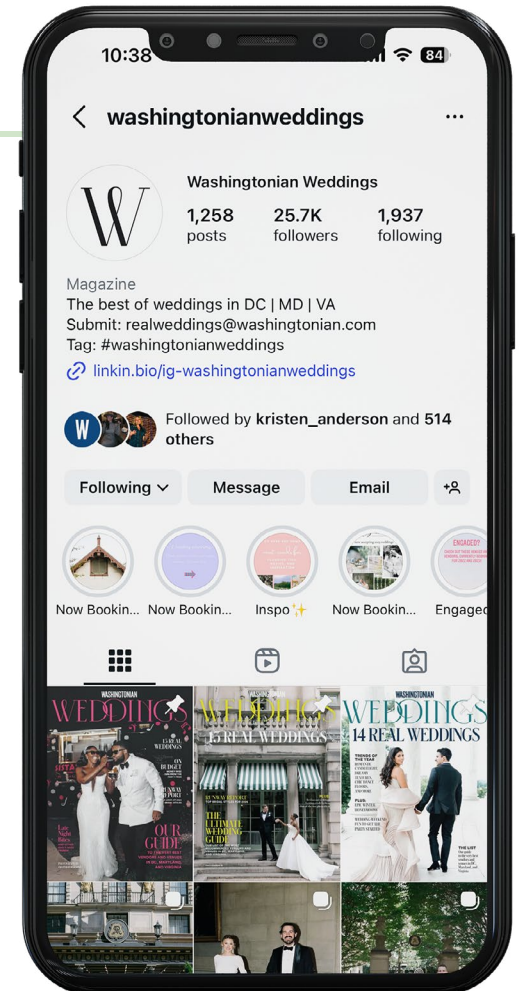
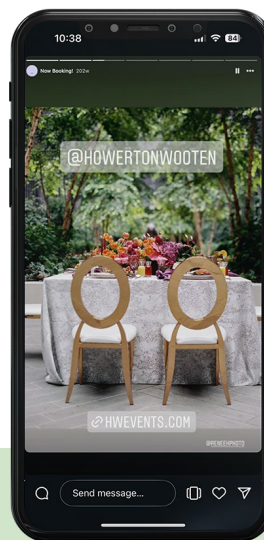
## PERFECT PAIR INSTAGRAM STORY POSTS

### How it works:

- Send two photos along with business availability and contact information.
- *Washingtonian Weddings* will post a pair of Instagram Stories about your venue or company on a specified date with other participating venues and vendors.
- Stories stay live for 24 hours, and the Stories are shareable with advertisers’ followers as well.
- Stories will be fixed within a Highlight on *Washingtonian Weddings*’ Instagram profile page for two weeks.

## SPONSORED INSTAGRAM POSTS & STORIES

- One post, giveaway, or static story—which will be subtly marked with #sponsored— within the @WashingtonianWeddings feed. Select any run date based on availability.



# NEWSLETTER SPONSORSHIP

E-mail newsletter sponsorships allow you to deliver your message or special offer directly to the inboxes of *Washingtonian Weddings* readers. Sent to 7K+ opt-in subscribers on Tuesdays; one sponsor per newsletter.

## SPECS:


- 300 x 250 pixel jpeg or png file
- 35 character headline (max)
- 40 words of text (max)
- Hyperlink(s)
- Call-to-action button text (1-3 words max)



WASHINGTONIAN

**The Best Wedding Stories of the Week**


JANUARY 21, 2025 | SPONSORED BY [YOUR COMPANY NAME](#)



**This Wedding Was Filled With Candles and Red Roses**

Other highlights included a musical performance by the groom and late-night McDonald's.

[READ NOW](#)



**A Hot-Pink Rooftop Wedding With Late-Night Shake Shack**

The ceremony florals at this intimate summer soirée are an all-time favorite.

**300  
x  
250**

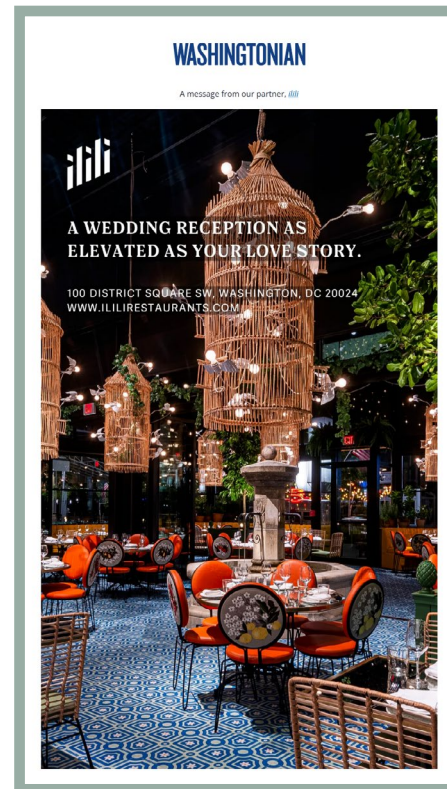
*Your text here*  
Ore dellacestium  
inctiorem niam,  
cumquibus aut laci  
dolorem quidiat uris-  
trum nonsect emperio  
ssequod qui tecto is  
que eturemque cus

# DEDICATED E-MAIL

Don't like to share the attention? Own the entire message space to promote your services, sales, events and more by sending a dedicated e-mail. Message is sent on any day to 7K+ opt-in subscribers (based on availability).

## SPECS:

- 600 x 1,000 pixel jpeg or png file (HTML also accepted)
- Subject line
- Hyperlink(s)



# ONLINE VENDOR LISTING

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.

## LISTING INCLUDES:

- Rotation amongst the top enhanced listing spots
- Listing image (600 x 600 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 minimum width, 1025 pixels maximum width)
- Contact information
- Social media links



The screenshot shows a detailed vendor listing for Soliloquy Bridal Couture. It includes a header with the Washingtonian logo and navigation links. The main heading is "Soliloquy Bridal Couture" with social media icons for Instagram and Facebook. Below this is a paragraph of text describing the boutique's location in Herndon, VA, and its recognition by industry awards. A secondary heading "About This Wedding Vendor" is followed by a photo of a bride and groom. At the bottom, there is a "LOCATION(S)" section with the address "754 Elden Street Suite #103 Herndon, VA 20170" and a "FOLLOW THIS WEDDING VENDOR" section with social media icons.

The screenshot shows the "Washington, DC's Very Best Wedding Vendors" directory page. It features a search bar, a "Filter By" section with various categories like "Bridal & Bridesmaid Attire" and "Cakes & Desserts", and a list of vendor cards. The first card is for Soliloquy Bridal Couture, and the second is for Petal's Edge Floral Design. Each card includes a photo of the vendor's work and a "MORE INFO" button. The page also has a "HOW WEDDING VENDORS ARE CHOSEN" section and a "SEARCH" bar.

# SPONSORED CONTENT

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 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 X feeds.

## SPECS:

### ARTICLE:

- Supplied article text
- Headline
- Hyperlink(s)
- Up to four images (featured image must be 1024 x 576 pixels in size) or videos (YouTube or Vimeo link needed)



### SOCIAL MEDIA:

- Engaging teaser for Facebook post
- Up to 280 characters for X post
- Both posts will include #sponsored and article link

 FACEBOOK FOLLOWERS = 193K+

 X FOLLOWERS = 284K+



# 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.

| Ad Type                | Size (in pixels) | Desktop | Mobile |
|------------------------|------------------|---------|--------|
| Billboard              | 970 x 250        | ●       |        |
| Super Leaderboard      | 970 x 90         | ●       |        |
| Half Page              | 300 x 600        | ●       |        |
| High-Impact In-Article | 600 x 300        | ●       |        |
| Medium Rectangle       | 300 x 250        | ●       | ●      |
| Mobile Leaderboard     | 320 x 50         |         | ●      |

WEDDINGS SECTION TRAFFIC: 40K PAGEVIEWS PER MONTH

## SPECS:

- Jpeg, gif, png, HTML5 and third-party tags accepted
- Files must be less than 1 MB
- Hyperlink

