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Boston

weddings

MEDIA KIT ■ 2012





Boston Weddings, the most trusted, comprehensive and visually stunning resource for New England brides from the editors of *Boston* magazine, connects local brides with the area's most exceptional experts via innovative, original editorial content and striking photography, and offers a curated take on national trends. Written, photographed, designed and edited by people who live here and know the local market, *Boston Weddings* showcases the many elements that are part of planning a picture perfect wedding. An established guide with a fresh, modern sensibility, *Boston Weddings* is a true reflection of the expectations, tastes and honored traditions of the New England bride and her family.

What You'll Find Inside

THE PLANNER

Section Includes: Fashion, Beauty, Body, The Breakdown, Tried & True, Loot, Getaways, and Reality Checks, this is the go-to guide for brides for every aspect of their wedding.

THE EXPERTS

Tips, Tricks and Advice. This section features local experts and highlights business owners in the wedding industry.

VENUES

A look at the region's most sought-after reception venues and wedding locales.

FEATURES

Subjects include: Fashion, Flowers, and Real New England Weddings.

THE REGISTRY

Everything and everyone a Boston bride needs to know—from bands and djs, to dance instructors and caterers, to transportation and reception sites—all in a convenient listing format.

ADVERTISEMENT



With an eye for stylish detail, we create stunning events from start to finish. Contact us today to schedule a complimentary consultation.

Mimosa Fresh Flower Design
mimosastyle.com

Our clients love this customized, finished design. Our handmade albums are locally made with raw silk to complement any color accent in your favorite photograph. If you want a personalized experience from a professional you can trust, call Theresa Johnson Herlitz at Johnson Photography, Inc.

Johnson Photography
johnsonphotography.com
617.489.5433



Love that!

INSPIRATION FOR YOUR WEDDING...
DOWNTOWN CHIC



On your special day it's all about the details! This lace bustier with intricate embroidery, and crystal embellished bow, can be found at Bloom—a chic and inviting boutique located in Hingham, MA.

Bloom Lingerie
bloomlingerieboutique.com
781.743.0063

Cakes for Occasions is a boutique-style cake and pastry shop, specializing in creating elegant, edible designs, paired with delicious flavor combinations for every wedding cake.

Cakes for Occasions
978-774-4545
cakes4occasions.com



This vintage-inspired invitation by Vera Wang is engraved on Oyster White paper and features romantic swashes and elegant fonts. It's perfect for a downtown soiree.

Invitations & Company
917.227.2127
bestinvite.com



Love That!

This page features local wedding vendors providing inspiration for our readers' big day. Each Love That! page will explore a new, fun wedding theme such as "Downtown Chic," and allow each retailer to promote themselves with 25-30 words of copy, photograph, and contact information.

Investment: \$750



BOSTONMAGAZINE.COM/WEDDINGS

The place local brides go to find useful information for their wedding. They can browse slideshows of gorgeous gowns, colorful bridesmaids' dresses, hairstyles created by local pros, chic make-up looks, stunning cakes, or fresh bouquets. Brides can find inspiration from real weddings and engagement stories. The site also features a robust resource directory of local vendors.

The *Boston Wedding* page on bostonmagazine.com receives **30,000** monthly page views and **4,000** unique visitors.

Source: Google Analytics, June 2010.

Rates

Banner ad rotation throughout wedding pages	\$19/CPM
Exclusive email blast to wedding list	\$500/each
Enhanced Directory Listing	\$1000/year
Enhanced Directory Listing with print purchase	\$600/year
Roadblock on wedding homepage (3 ad units).....	\$1200/month
Ad unit exclusivity on wedding homepage	\$800/week
Slideshow sponsorship (three month minimum)	\$250/month
• Roadblock on slideshow page	
• Ad inserted into slideshow (two slides)	

Customized packages available



Distribution

30,000 copies per issue

Boston Weddings targets high-end brides-to-be throughout New England, delivering 60,000 copies a year (30,000 per issue) to interested readers in Massachusetts, Southern New Hampshire, and Rhode Island.

NEWSSTAND

27,600*

Boston Weddings enjoys prominent presence at upscale and accessible newsstand locations, including Barnes & Noble, Whole Foods, Borders, and Shaw's.

UPSCALE RETAIL

19,600*

Boston Weddings is found at the finest bridal registries and wedding vendors in the area, influencing our audience at critical times in their decision-making, and purchasing process.

BRIDAL EVENTS & TARGETED PROMOTIONS

12,800*

Boston Weddings selects key, high-traffic bridal events taking place throughout New England, and partners with them to ensure our magazine finds its way into the right hands.

**Numbers per distribution channel are shown as annual totals and are approximate.*

Planning Calendar

Issue: **Fall/Winter 2012**

Space Close: **April 27**

Material Deadline: **May 11**

On Sale: **June 26**

Issue: **Spring/Summer 2013**

Space Close: **September 28**

Material Deadline: **October 12**

On Sale: **November 20**



***Boston Weddings* makes a difference to your marketing plan.**

PHOTOGRAPHY

"We recently decided to place a full page ad in the inside front cover and have already booked several events from clients who mentioned they found us in your magazine."

Jill Person and Lauren Killian
Person + Killian Photography

WEDDING PLANNING

"*Boston Weddings* is one of the only publications that truly produces high quality clients for our business. The magazine is thoughtfully laid out and is always full of pertinent information for vendors and couples."

Linnea Tangorra
Tangorra Wedding Planning

VENUE

"Our partnership with *Boston Weddings* is absolutely delightful. The people are accommodating; the quality of the publication is superb; and the results of advertising in the magazine have been rewarding."

Edwina A. Kluender
Mandarin Oriental Boston

FLORAL DESIGN

"This is my fourth year advertising in *Boston Weddings*. Simply put: it brings in the business! The people are accessible, easy to work with, and the process is streamlined, including proof reviews. It continues to be an excellent investment for my studio."

Faxon Green
Elegant Floral and Event Design

Save the Date

For additional information, please call the numbers listed below.

Wedding Day Expositions
Wedding Day Expositions has been producing quality bridal shows for more than 20 years. Each wedding you attend to meet your dream wedding at a Wedding Day Exposition event.

BOSTON BRIDAL SHOWS
October 20, 2012 Boston Home Magazine
January 20, 2013 World Travel Center Boston

LOCAL BRIDAL SHOWS
January 21, 2012 Worcester, MA
January 21, 2012 Lowell, MA
January 21, 2012 Worcester, MA
January 21, 2012 Worcester, MA
February 10, 2012 Worcester, MA
February 10, 2012 Worcester, MA
February 10, 2012 Worcester, MA
February 10, 2012 Worcester, MA
February 10, 2012 Worcester, MA
February 10, 2012 Worcester, MA

2009-2010 Bridal Shows
Jenks Productions, Inc. is the leading Northeast wedding show organizer... **2009-2010 Bridal Shows**
Jenks Productions, Inc. is the leading Northeast wedding show organizer... **2009-2010 Bridal Shows**
Jenks Productions, Inc. is the leading Northeast wedding show organizer...

Save the Date

Highlight an upcoming event with 30 words of copy, including the date, address, phone number, and website. Photos accepted.

Aisle Style

Fusing classic and modern with your flowers.

Picking a beautiful ring.

Chic wedding dress trends.

Transforming spaces.

For more information, please call the numbers listed below.

Aisle Style

This page features four area experts who share their advice and tips to help brides throw the chicest wedding possible. Each tip will come directly from the advertiser and will also feature company information. Photos accepted.

WEDDING ALBUM

A highlight of Boston Weddings partner-related events and promotions.

L'Andane Diner
On May 12, 2012, L'Andane Diner... **L'Andane Diner**
On May 12, 2012, L'Andane Diner...

GI Given Giveaway
On December 7, 2011, GI Given... **GI Given Giveaway**
On December 7, 2011, GI Given...

Wedding Album

This column highlights Boston Weddings partner-related events and promotions. Simply supply up to 4 photos, image captions, and information on the event.

Ask the Photographer

A comprehensive Q&A with some of the best wedding photographers in and around the city.

Q: Why is lighting so important for great photographs?

Over the past couple of years lighting has become increasingly important at wedding receptions. We are seeing more and more couples who are looking for a professional lighting service to enhance their wedding reception.

Lighting helps to create the perfect atmosphere to capture those special moments. We are seeing more and more couples who are looking for a professional lighting service to enhance their wedding reception.

Ask the Photographer

This page will showcase commonly asked questions from brides-to-be with answers from wedding photographers. Up to 4 photographers will be featured in each issue. Simply supply a question and answer equaling no more than 50 words with a photo and we will create the listing.

Settings to Remember

A highlight of some of the best reception facilities and venues in the Boston area.

Taj Boston
Whether an intimate rehearsal dinner, a wedding ceremony or a grand reception, Taj Boston has the perfect location for every occasion.

Boston Marriott Cambridge
Highly recognized as one of the best wedding venues in the Boston area, the Boston Marriott Cambridge features an elegant ballroom, a grand ballroom, and a grand ballroom.

Old Sturbridge Village
Old Sturbridge Village is a living history museum that offers a unique and beautiful setting for your wedding reception.

Settings to Remember

Settings to Remember features reception facilities with vital information for brides. Advertisers can highlight their venue by supplying 50 words of copy and a photo.