

ASHEVILLE

wedding guide

2018 MEDIA KIT



THE ULTIMATE GUIDE TO GETTING MARRIED IN ASHEVILLE

*An exciting new publication from the creators of WNC magazine
and High Country Wedding Guide*

Asheville Wedding Guide is the essential resource for saying "I do" in Asheville and the surrounding areas. The inaugural issue is full of real-life inspiration and details on top-notch vendors servicing the area. Gorgeous real-life weddings, a Venue Guide, advice and ideas from local experts, and a curated Vendor Directory will help countless brides make confident choices when planning their dream wedding in Asheville and Western North Carolina. The guide can be found at key locations throughout Asheville and surrounding areas starting in the spring of 2018 and delivers to a readership that reaches far beyond.

P.O. Box 1330, Asheville, NC 28802 | (828) 210-5030 | TheAshevilleWeddingGuide.com

DISTRIBUTION & READERSHIP

Asheville Wedding Guide is produced annually each spring with an expected readership of over 39,000.*

To be distributed in over 150 Asheville and surrounding area businesses, the guide will include wedding venues, photography studios, bridal boutiques, and other wedding-related businesses. We also distribute to local restaurants, hotels, resorts, tourists attractions, speciality shops, and convention and visitors bureaus.

Advertisers receive a supply of guides throughout the year to provide to customers and prospective clients.

Asheville Wedding Guide is offered at New York Bridal Week, *Charleston Weddings* Spring Bridal Show, High Country Wedding Expo and at a number of regional trunk shows and bridal expos.

* Readership based on a minimum guaranteed print run of 7,500 copies and minimum expected readership of 5.2 readers per copy.



JULIA WADE PHOTOGRAPHY

BRIDAL LEADS

Advertisers enjoy the benefit of receiving leads from brides-to-be who opt in on TheAshevilleWeddingGuide.com requesting more information from local advertisers. Following up on these leads is a great way to convert your advertising dollars to business.

DIGITAL BENEFITS

In addition to the print publication, the *Asheville Wedding Guide* website, TheAshevilleWeddingGuide.com, provides further exposure year-round via our beautifully curated blog. Updated frequently, the blog expands on features from the print guide and presents fresh, must-have content.

The print publication and blog work hand in hand with our growing social media presence to share captivating imagery and content throughout the year.

ASHEVILLE WEDDING GUIDE
SOCIAL MEDIA PLATFORMS INCLUDE:



FACEBOOK

FACEBOOK.COM/
THEASHEVILLEWEDDINGGUIDE



INSTAGRAM

INSTAGRAM.COM/
AVLWEDDINGGUIDE

2,300+

PROJECTED AVERAGE MONTHLY PAGE VIEWS ON
THEASHEVILLEWEDDINGGUIDE.COM

Asheville Wedding Guide is available online at:
TheAshevilleWeddingGuide.com

INTERACTIVE BRANDING

with GulfStream Communications

What can you gain from advertising with GulfStream Communications? From Western North Carolina to the South Carolina coast, you'll gain access to the most lucrative consumer markets across the Carolinas with the *Asheville Wedding Guide*, *High Country Wedding Guide*, *Charleston*, *Charleston Weddings*, *Grand Strand*, and *WNC* magazines. Brand your company through integrated, expert marketing strategies in print, multimedia, web, and event platforms.

IN EVERY ISSUE



JULIA WADE PHOTOGRAPHY

STYLED FEATURES

A collection of articles highlighting the latest trends created and designed by local vendors

VENUE GUIDE

A special section featuring must-have information for premiere local wedding venues

REAL WEDDINGS

A collection of our favorite recent weddings in the Asheville area

VENDOR ADVICE

A variety of articles with pointers on cakes, flowers, food, and more

VENDOR DIRECTORY

A useful resource guide of local wedding professionals, including advertisers and contributors

GULFSTREAM PRINT TITLES



GULFSTREAM SIGNATURE EVENTS

BAKER MOTOR COMPANY
**CHARLESTON
FASHION
WEEK**


Giving Back Awards



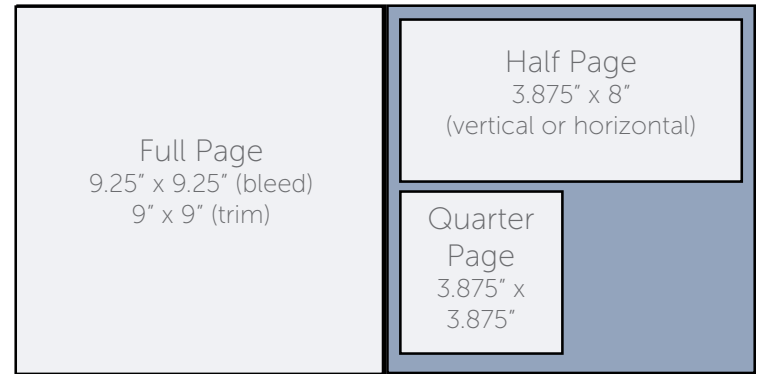
GULFSTREAM ONLINE

TheAshevilleWeddingGuide.com
HighCountryWeddingGuide.com
WNCmagazine.com
CharlestonMag.com
GrandStrandMag.com
CharlestonWeddings.com
CharlestonFashionWeek.com
TheWeddingRow.com



ADVERTISING RATES

Inside Front Cover Spread	\$3,900
Back Cover	\$3,500
Inside Back Cover	\$3,000
Two-page Spread	\$1,750
Venue Guide*	\$1,100
Full Page	\$900
Half Page	\$675
Quarter Page	\$450



The 2018 issue will be available from April 2018 to March 2019. All advertisers receive a preferred vendor listing in the Vendor Directory and online at TheAshevilleWeddingGuide.com. Preferred positions are on a space-available basis as determined by the publisher and cost an additional 10%. *The Venue Guide ad package includes a full-page ad in the Venue Guide section, inclusion on the Venue Guide Locator Map, inclusion in the Venue Guide Comparison Grid, inclusion in both the print Resource Guide and preferred vendor listing online, and a steady stream of bridal leads throughout the year.

ADVERTISING SPACE RESERVATIONS

- Space reservation due by: **MARCH 9, 2018**
- Ad Materials due by: **MARCH 23, 2018**

*Payment is due within 15 days of space reservation and prepayment is required for all new advertisers.

graphics not intended to trim should be positioned at least 1/4" (0.25") inside of the trim.

BLEED SPECIFICATIONS

Material intended to bleed must be furnished with a minimum of 1/8" (0.125") image area beyond the trim (making the document size 9.25" x 9.25". On anything less than 1/8" bleed, publisher cannot guarantee consistent bleed.

AD SPECS

ACCEPTED FILE FORMATS

PDF (see PDF Specifications); InDesign CC (packaged with fonts and images); Photoshop (flattened and converted to CMYK); Illustrator (fonts outlined and converted to CMYK). Please Note: If changes are to be made to an ad, source files must be provided. If an ad is submitted that does not contain a rule around the outside, we retain the right to add one if we deem necessary. If you are working through an ad agency or a graphic designer and do not understand the process, it is your responsibility to make sure that we receive file formats with which we can work. *Asheville Wedding Guide* cannot be held responsible for printing errors due to incorrectly created files.

PDF SPECIFICATIONS

Prior to the creation of the PDF, colors and images should be converted to CMYK (not spot colors or RGB). Finished PDF should be high-resolution with fonts and images embedded. Simply export the file as a "press quality" PDF. If there are any questions about creating your PDF, please e-mail the advertising production department at keely@wncmagazine.com.

DPI SPECIFICATIONS

Asheville Wedding Guide is printed with a 133 line screen. Provide all photos at 300 dpi. Line art should be provided at 600-1200 dpi.

TRIM SIZE (full page ads only)

9" x 9"- All copy should be placed 3/8" (0.375") from the gutter on full page ads. All type or

VENUE GUIDE

For Venue Guide ads, please submit three high quality, 300 dpi images, one horizontal that is at least 9.25" x 4.6" and two verticals that are 2.25" x 2.75". We recommend photos of ceremony sites, reception locations, and beautiful scenery so the bride can envision her wedding at your location.

AD PRODUCTION

We have the capability to produce your ad or can recommend freelance graphic designers. If you wish to utilize our services, please have photos, copy, and any other materials needed to produce your ad by the materials deadline to allow for design time and approvals. We can only provide up to three proofs.

EDITORIAL

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ADVERTISING

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