

# charleston weddings



PHOTOGRAPHS BY CORBIN GURKIN

## The guide for Lowcountry brides since 2005

We are the tastemakers our readers, users, and followers (plus their families, besties, little sisters, and more) trust most. They turn to us to give national trends a Charleston accent, to celebrate the best of the Lowcountry, and to lead them to their dream team of wedding pros. We're honored to partner with our advertisers—the region's top wedding industry folk—whose shops, products, and brands we enthusiastically and consistently showcase.

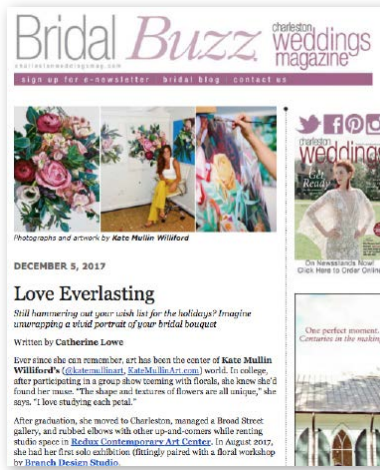
# Platform Portfolio

## PRINT

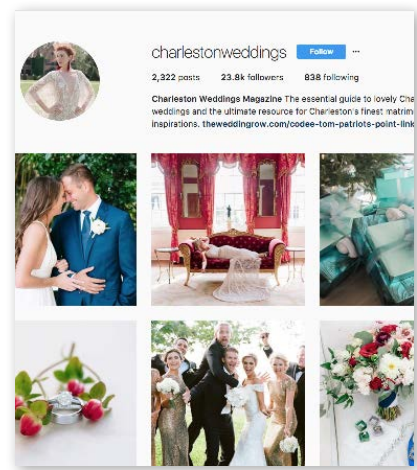


CORBIN GURKIN

## BRIDAL BUZZ



## SOCIAL



### Contents

#### Fashion Features

Off-the-runway gowns from premier national and Lowcountry designers—only those sold in Charleston area boutiques and studios

#### Real-Life Wedding Stories

Spectacular real-life Big Days stories from the greater Charleston area

#### Aisle Style Jewels + Accessories

For the happy couple, plus their wedding party.

#### Around Town Buzz

Shopping, etiquette, tips, trends, buzz, and ideas with a local accent

#### Ideas + Tips

Inspirational shoots, savvy solutions to Big Day roadblocks, and real-life advice. Includes stationery, florals, and much more

### Plus!

#### Insider's Guide

A vendor directory of the wedding professionals, venues, services, and more advertising included in issue

*The hottest weekly newsletter celebrating Charleston's rich wedding world*

#### SPOTLIGHTS

local industry vendors, locations, news, and events

#### EMBEDDED LINKS

connect readers with advertisers, charlestonweddingsmag.com, and more

#### ARCHIVED

in perpetuity on CharlestonWeddings-Mag.com.

#### TELL us how YOU want it to look

Work with our in-house marketing team to create an irresistible ad that generates direct response to YOUR brand.

#### WE can help brand your biz

Need help honing your company image? Our designers translate your objectives into a brand customers will flock to.

### SOCIAL MEDIA



Instagram

24K followers



Facebook

6K followers



Twitter

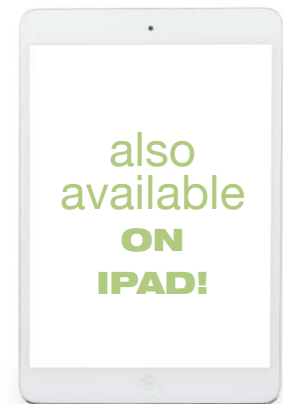
2.8K followers



Pinterest

4k followers

6.5k pins



Sources: Charleston Weddings, The Charleston Area Convention & Visitors Bureau, The Wedding Row, The Knot Market Intelligence Destination Weddings Study; Charleston County Probate Court and The Wedding Report





# Statistics

**1,000+**

Hand-picked vendors populate the curated online vendor directory of CharlestonWeddingsMag.com—more select Lowcountry vendors on one place than anywhere else online or in print

**500+**

Submissions are received annually for daily blog consideration

**400+**

Announcements and story submissions are received annually for print consideration



AARON & JILLIAN PHOTOGRAPHY



*I love reading The Wedding Row and Charleston Weddings. Both were so helpful to me when I was planning my wedding. Even though I am not planning any more, I love reading couple's stories in your magazine and looking at people's wedding day pictures on your blog. You do an amazing job!"*

—Anna Cale  
Reader-follower

**104,000**

AVERAGE READERSHIP PER ISSUE

**20,000**

TOTAL AVERAGE PRINT RUN PER ISSUE

**5.2 readers**

AVERAGE PASS-ALONG RATE PER ISSUE

**75%**

AVERAGE SELL-THROUGH RATE PER ISSUE



*Step one of getting married in Charleston: Read Charleston Weddings from cover to cover! If you want to have a wedding in Charleston, it's the first place to look. The magazine truly captures the facts, essence, and thrills of getting married in Charleston. From beaches to mansions, resorts to plantations, Charleston Weddings is THE authority of all things weddings in Charleston."*

—Manny Gonzales, owner, Tiger Lily

**4,500**

NEWSSTAND DISTRIBUTION

**3,400**

REGISTRY DISTRIBUTION

**1,900+**

FASHION EVENTS, TRUNK SHOWS, & BRIDAL EXPOS

**4,500**

HOTEL & RESORT DISTRIBUTION

**2,000**

WAITING ROOM DISTRIBUTION

**up to 300**

BRIDAL DATABASES

**700**

DIRECT ORDERS (MAILED COPIES)

# Advertising

## PRINT

Print Rates (all rates are net)

Four-Color	1x	2x	3x
Spread	\$4,200	\$3,700	\$3,400
Full page	\$2,600	\$2,200	\$1,950
2/3 page	\$2,100	\$1,900	\$1,700
Island	\$1,950	\$1,750	\$1,550
1/2 horizontal	\$1,750	\$1,450	\$1,350
1/3 horizontal	\$1,450	\$1,250	\$1,150
1/3 vertical	\$1,450	\$1,250	\$1,150

Covers	1x	2x	3x
Back cover (annual buy only)*		\$5,800	
Inside front cover spread	\$5,600	\$5,200	\$4,900
Inside back cover	\$3,700	\$3,400	\$3,200

**Full Page**  
9" x 10.875" (trim)  
9.25" x 11.125" (bleed)  
8 3/8 x 10 1/4  
(suggested live area)

[Image area not intended to be trimmed must be 5/16" from the trim size]

**2/3 Page Vertical**  
4.767" x 9.311"

**1/3 Page Vertical**  
2.283" x 9.311"

**1/3 Page Horizontal**  
4.767" x 4.553"

**1/2 Page Horizontal**  
7.25" x 4.553"

**Island**  
(runs as the only ad on a page)  
4.767" x 7.031"  
(limited availability)

**Double Truck Spread**  
18" x 10.875" (trim)  
18.25" x 11.125" (bleed)

*Preferred Placement Note: Preferred ad positioning is only available to advertisers with annual agreements. A 10% premium will be applied to these placements. Preferred positions are classified as right-hand read pages that fall before the feature well, typically in the first 50% of the issue. Placement is offered and slotted on a space-available basis determined by the publisher.*

## ONLINE

➔ REACH your target audience

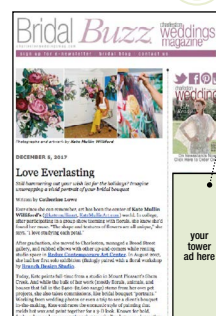
84% of surveyed brides plan their weddings using online sites. These brides also say they rely more on local media than national media.

### A WEBSITE



**SIZE: 300 X 250 PIXELS**  
Ads are featured on the home page and rotate on all web pages  
**COST: \$350/PER MONTH**

### B TOWER AD



**SIZE: 160 X 600 PIXELS**  
Appears on Bridal Buzz newsletter. Emailed to targeted list of more than 1,500 active, opt-in bridal subscribers weekly. Tower ads link from the Buzz to your site.

**COST: \$375**

#### ACCEPTED FILE FORMATS

- **File Type:** pdf, jpg, or gif
- **Color and Size:** RGB, 72 dpi
- **Max file size:** 30K

#### SPRING 2018

Space reservation deadline: December 26, 2017  
Ad materials due: December 29, 2017  
Available: February 2018

#### SUMMER 2018

Space reservation deadline: April 27, 2018  
Ad materials due: May 27, 2018  
Available: June 2018

#### FALL-WINTER 2018

Space reservation deadline: August 24, 2018  
Ad materials due: September 28, 2018  
Available: October 2018

#### SPRING 2019

Space reservation deadline: December 21, 2018  
Ad materials due: January 21, 2019  
Available: February 2019

# Advertising Packages

## “THE FLOWER GIRL”

1

You get:

- 1/3-page print ad (\$1,150)
- Preferred vendor listing in print and online resource guides for the year
- Online skybox ad: \$350/month x 4 months (\$1,400)

**TOTAL VALUE: \$2,550**

PACKAGE RATE  
OFFERED AT 15% OFF

**\$1,500**

## “THE BRIDESMAID”

2

You get:

- 1/2-page print ad (\$1,350)
- Preferred vendor resource listing in print and online
- Tower ad in two *Bridal Buzz* e-newsletters (over the course of 4 months): \$375/issue x 2 issues (\$750)
- Online skybox ad: \$350/month x 4 months (\$1,400)

**TOTAL VALUE: \$3,500**

PACKAGE RATE  
OFFERED AT 15% OFF

**\$2,975**

## “THE BRIDE”

3

You get:

- Full-page print ad (\$1,950)
- Preferred vendor resource listing in print and online
- Tower ad in four *Bridal Buzz* e-newsletters (over the course of 4 months): \$375/issue x 4 issues (\$1,500)
- Online skybox ad: \$350/month x 4 months (\$1,400)

**TOTAL VALUE: \$4,850**

PACKAGE RATE  
OFFERED AT 15% OFF

**\$4,125**

Prices are per print issue, per package  
(\*To get discount, partners must sign on for a full year)



GAYLE BROOKER



ALEX THORTON