







INSIDE weddings.

In 2002, *Inside Weddings* **INNOVATED** wedding magazines as America's **FIRST** to feature real weddings and provide readers with all vendor information to help brides plan their own wedding.

Inside Weddings offers VALUE to readers by providing the HIGHEST RATIO of editorial to advertising – devoting half of every issue to featuring amazing weddings of real couples.

Inside Weddings' LOYAL and DEVOTED readers are eager to read each and every issue. Brides rely on Inside Weddings to make PURCHASE DECISIONS and turn to us for trends and direction.

Inside Weddings effectively **REACHES AFFLUENT COUPLES** planning their wedding. Our exclusive network of thoroughly screened professional vendors cater to the **LUXURY** bride.



$C_{\rm learly focused editorial}$

Inside Weddings provides readers with a rich source of inspirational and aspirational images and ideas. The magazine is published quarterly and distributed throughout the U.S. and select international markets.





$R_{ m Eal}$ weddings

Half of our editorial is devoted to showcasing in-depth coverage of real wedding events. Coordinating lists of the wedding professionals involved make it easy and convenient for our readers to identify and contact vendors.

$U_{ m ncluttered environment}$

With the highest ratio of editorial to advertising content, *Inside Weddings* is the premier bridal magazine committed to featuring the most real weddings and limiting advertisers to a select group of thoroughly screened professionals.

Loyal fans who read every issue

Inside Weddings is required reading for affluent and stylish brides, mothers, and professionals. Brides regularly tell us that they read our magazine from cover to cover and eagerly await each new issue.



Bridal fashion, jewelry & accessories

Inside Weddings provides unparalleled runway coverage from the latest couture bridal collections. We also feature lingerie, evening wear, bridesmaid attire, and flower-girl dresses.





The Luxury Consumer

	median
bride's age	29
groom's age	31
Median HHI	\$250,000
guest count	187
engagement	17 months

median
29
31
\$250,000
187
17 months

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Source: Featured couples financial survey required for publication. Data represents couples featured between 2004 and 2018.

Social Media

Inside Weddings is ranked among the top social media influencers in the world.

Over 1M Fans & Followers

Instagram
Pinterest
Facebook
Twitter

 $\begin{array}{r} 417,000+\\ 86,000+\\ 545,000+\\ 75,000+\end{array}$

Millions of Americans engage with Inside Weddings' social media posts every month.

INSIDEWEDDINGS.COM

Avg Monthly Unique Visitors*: 144,385 Average Monthly Page Views*: 251,964 73.42% OF TRAFFIC FROM UNITED STATES

*9/1/2019 - 8/31/2020



Audience Insights

MOSAIC USA - CUSTOMER SEGMENT AFFINITY

Significant Singles: Wired for Success 22.89x Young, mid-scale singles and couples living socially active lives

Power Elite: Jet Set Urbanites 13.97x Mix of affluent singles and couples living high-rise, fashionable lives in urban neighborhoods

Young, City Solos: Urban Edge 11.97x Younger, up-and-coming singles living big city lifestyles located within top CBSA markets

Significant Singles: Metro Fusion 10.87x Ethnically diverse, middle-aged singles living urban, active lifestyles

Original Traditionalists: 5.64x Loyal to their brands, stores, services, and their country; knowledgeable and the most environmentally responsible group to incorporate green practices on a regular basis. *Key Themes: experience, trust, and reliability*

Social Connectors: 4.63x Communication is central in their lives, and cell phones allow them to keep up-to-date with friends and social events.

Healthy Holistics: 4.31x Committed to exercise and making healthy choices when they shop or eat

According to Quantcast and Experian's MOSAIC USA, these customer segments are more likely to be present on INSIDEWEDDINGS.COM than in the general internet population.

AUDIENCE AFFINITY INDEX: How much more likely someone who visits our site compared to the average Internet user.

Home Valued Over \$1M+: 6.18x* Luxury Travelers: 6.11x** Investable Assets \$1M+: 3.63x* Upscale Apparel: 3.16x** Weddings: 18.25x Source:* Experian; ** VISA Vue GENDER

> 75% Female < 25% Male

AGE 18-44 Website: 68% Instagram: 82%

EDUCATION College Degree: 73% Grad School: 25%





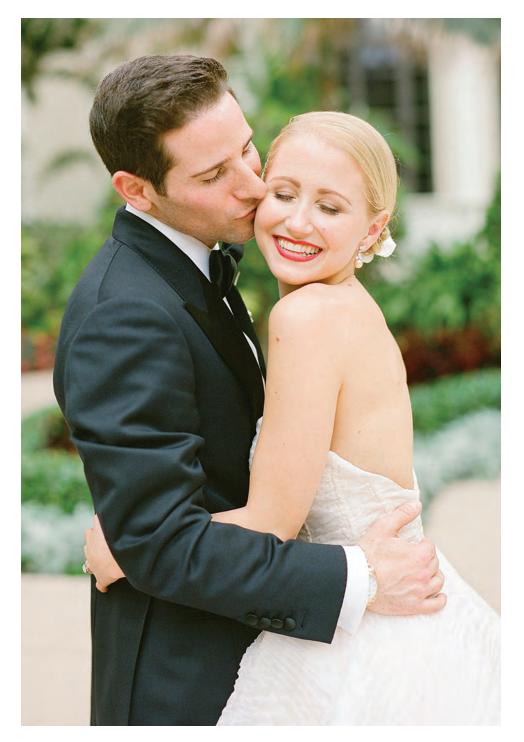
Top Markets



US DMA's

- 1. New York NY
- 2. Los Angeles CA
- 3. Chicago IL
- 4. Dallas–Ft. Worth TX
- 5. Houston TX
- 6. Atlanta GA
- 7. San Francisco–Oakland-San Jose CA
- 8. Washington, DC (Hagerstown MD)
- 9. Boston MA–Manchester NH
- 10. San Diego CA
- 11. Austin TX
- 12. Philadelphia PA
- 13. Charlotte NC
- 14. Seattle–Tacoma WA
- 15. Nashville TN
- 16. Phoenix AZ
- 17. Raleigh–Durham NC
- 18. Orlando–Daytona Beach–Melbourne FL
- 19. Denver CO
- 20. Miami–Ft. Lauderdale FL
- 21. Minneapolis–St. Paul MN
- 22. Las Vegas NV
- 23. Columbus OH
- 24. San Antonio TX
- 25. San Jose CA





THE MAGAZINE

Inside Weddings is published

quarterly

and distributed throughout the United States and select markets internationally. **GROSS RATES**

4 COLOR

BLEED No additional charge

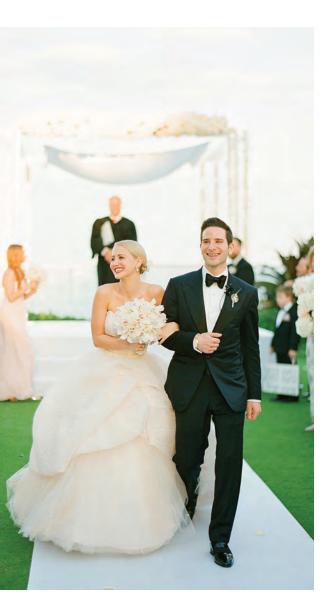
FREQUENCY Discounts are earned based on the number of issues in which ads are run annually.

DISTRIBUTION TOTAL PER ISSUE 200,000

	bleed		trim	
	width	height	width	height
Spread	17.00"	<i>11.125</i> "	16.75"	10.875"
Full Page	8.625"	11.125"	8.375"	10.875"



2022 Print Closing Dates & Editorial Calendar *



* <i>Winter 2022</i>	Ad Closing 10/7/21	Materials Due 10/21/21	On-Sale 12/21/21	
* <i>Spring 2022</i>	Ad Closing 1/6/22	Materials Due 1/20/22	On-Sale 3/22/22	
* <i>Summer 2022</i>	Ad Closing 4/7/22	Materials Due <i>4/21/22</i>	On-Sale 6/21/22	
* Fall 2022	Ad Closing 7/7/22	Materials Due 7/21/22	On-Sale 9/20/22	
* <i>Winter 2023</i>	Ad Closing 10/6/22	Materials Due 10/20/22	On-Sale 12/20/22	

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Material Specifications

PUBLICATION TRIM SIZE

8.375 " x 10.875 "

PRINTING

Web Offset (SWOP); Perfect-binding; 175 line screen

SAFETY

Keep live matter .25" from trim on all sides.

Gutter Safety: Essential matter on facing pages should not be closer than .1875" to center fold on each side.

Publisher can not guarantee perfect alignment of type across the gutter of spreads.

NO ADDITIONAL CHARGE FOR BLEED

COLOR

A rich black should be constructed of: 60% cyan, 40% magenta, 40% yellow, 100% black.

PREFFERED FILE FORMAT

PDF/X-1a

No application files will be accepted. PDF/X-1a files MUST have:

All fonts embedded I True Type fonts cannot be used for printing.

The color space must be CMYK or Grayscale.

No RGB, LAB or embedded color profiles (such as ICC profiles).

All PMS colors must be converted to CMYK.

No files with PMS colors will be accepted without prior notification.

Resolution: 350 dpi | Maximum ink density: 300 total

All partial ads must have position marks indicating bleed and trim.

All full page ads should be centered on a Trim Size Document and have marks indicating trim and bleed outside the trim size document.

ΤΥΡΕ

Type reversed out of images should not be smaller than 8 points. For store listings, use sans serif fonts no smaller than 6.5 pt.

PROOF REQUIREMENTS

Preferred proof is Epson, running color managed SWOP 3 profiles on type 3 substrate.

Kodak Approval, running managed SWOP 3 profiles on type 3 100# or higher substrate.

All proofs must include the IDEAlliance Color Control Bar (to download color strip go to idealliance.org).

All proofs should clearly indicate the type of proof it is and the name, address and phone of the prepress service provider.

In compliance with our policy, you are REQUIRED to submit a SWOP 3 certified proof. By choosing not to supply a SWOP certified proof with your ad submission the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SWOP certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the file content within your ad.

	bleed		trim	
	width	height	width	height
Spread	17.00"	<i>11.125</i> "	16.75"	10.875"
Full Page	8.625"	11.125"	8.375 <i>"</i>	10.875"







CONTACT US

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