



2022
media kit

INSIDE
weddings®



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.

CLEARLY 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.



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.



UNCLUTTERED 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.



REAL 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.



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

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 417,000+

Pinterest 86,000+

Facebook 545,000+

Twitter 75,000+

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%



KT MERRY PHOTOGRAPHY

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

Material Specifications

10

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.

PREFERRED FILE FORMAT

PDF/X-1a

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

All fonts embedded | 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.

TYPE

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"	11.125"	16.75"	10.875"
Full Page	8.625"	11.125"	8.375"	10.875"



CONTACT US

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