

A wedding couple is shown from behind, walking away from the camera in a bright conservatory. The bride is wearing a long, white, lace-trimmed gown with a long train, and the groom is in a dark suit. They are holding hands and looking back over their shoulders. The conservatory is filled with lush green vines and white flowers hanging from the ceiling. In the background, there are round tables with white tablecloths and gold chairs, suggesting a wedding reception area.

**20<sup>th</sup>**  
**D Weddings**

PRINT+ DIGITAL | 2023-2024



Let us introduce you to Dallas' most desirable couples-to-be

Dallas-Fort Worth weddings mean business.

Dallas-Fort Worth boasts the sixth highest average wedding expenses of **933** metropolitan areas in the United States.

2.6 million weddings

WERE PLANNED IN THE U.S. IN 2022, A 40-YEAR HIGH.



JOSE VILLA



2022

9,736+

NEW COUPLES VISIT DWEDDINGS PER MONTH

16,378+

PAGEVIEWS

7,762+

"LOVE NOTES" NEWSLETTER SUBSCRIBERS

**D Weddings Social Influence:**

INSTAGRAM FOLLOWERS

16,300+

FACEBOOK FOLLOWERS

8,900+

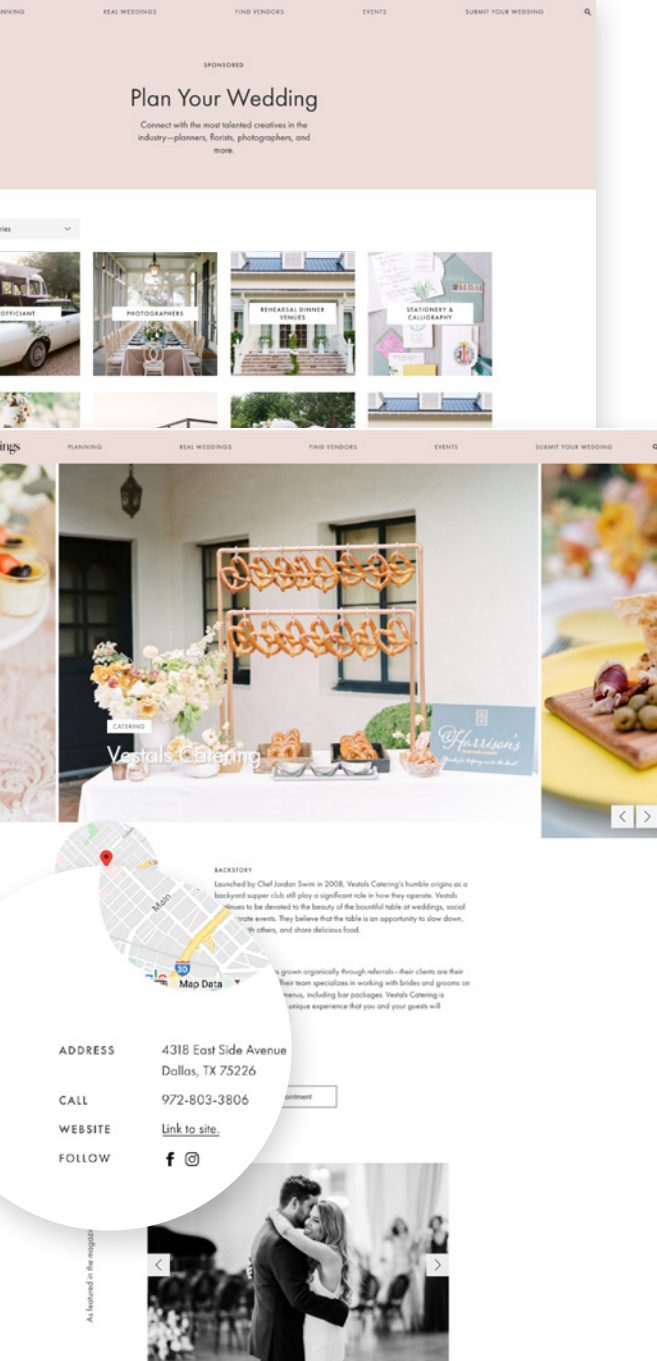
PINTEREST FOLLOWERS

3,800+

PINTEREST REACH

132,000+

MONTHLY VIEWS



## Digital Marketing Opportunities: Vendor Directory Options

Reach engaged couples searching for your services with a [dweddings.com](https://www.dweddings.com) Vendor Directory Listing

Place your business in front of couples looking for the best local wedding professionals in Dallas- Fort Worth. Unlike national wedding directories, Dallas-Fort Worth area couples know that the listings found at [dweddings.com](https://www.dweddings.com) are relevant, curated, and local. Plus our directory is optimized for SEO.

When you add your business to our wedding directory, you benefit from year-round exposure to couples searching for vendors at [dweddings.com](https://www.dweddings.com) and via Google.

Customize your wedding directory listing with features including video, photos, business hours, contact us, and more. Packages can also include advertising exposure ROS display ads on [dmagazine.com](https://www.dmagazine.com) and [dweddings.com](https://www.dweddings.com)

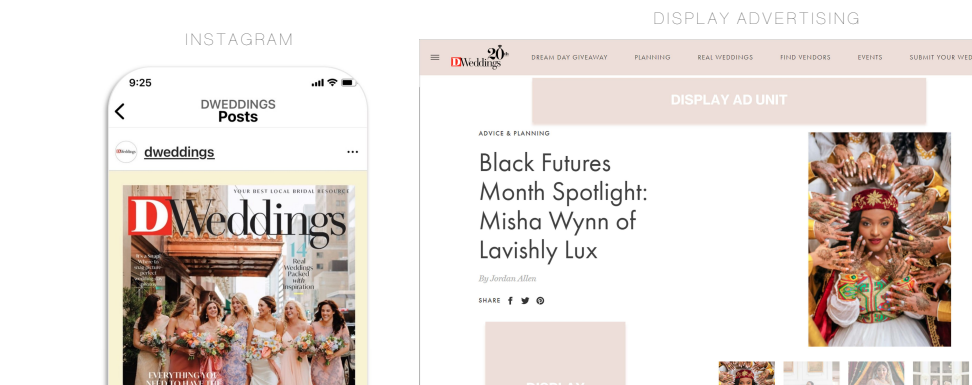
### VENDOR DIRECTORY OPTIONS

- ROS Display ads @DWeddings.com
- Re-targeting Display ads @DMagazine.com
- Instagram "Vendor Spotlight" Post @dweddings
- Photo/video carousel gallery
- About us | "Make an appointment" form, business hours, rates and more
- Contact Information, including Instagram handle

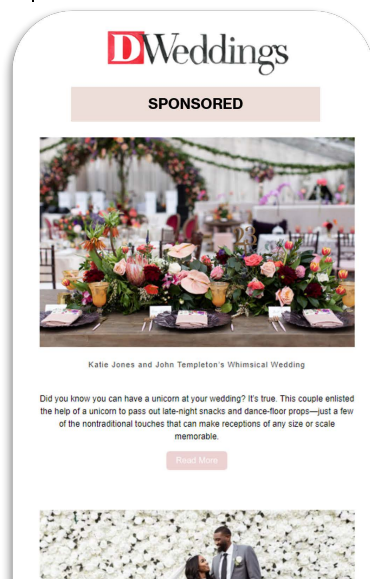
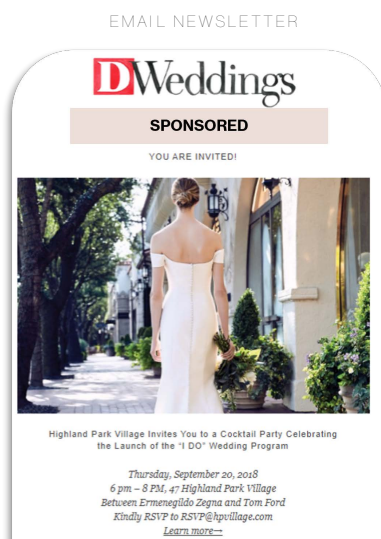
PRINT VENDOR GUIDE + DIGITAL ENHANCED VENDOR DIRECTORY LISTING: \$1,000  
ENHANCED DIGITAL VENDOR DIRECTORY LISTING: \$600

# Digital Marketing Opportunities and Rates 2023

EMAIL OFFERINGS	PRICING	DIGITAL SPECS*
6"Love Notes" newsletter sponsor	\$1,250 per email	Exclusive to one sponsor per mailing Hi- res logo (300dpi) (3) 480x150 banner Copy length is up to 150 words
Standalone email blast	\$1,250 per email	Client owns all content and banners in email Copy length is up to 300 words Hi- res logo (300dpi) (1-3) 480x150 banners (1) 1800x1200 hero image
Sponsored post in "Countdown to I Do" newsletter	\$550 for 12 months	Copy length is up to 150 words Hi- res logo (300dpi) Up to 3 480x150 banners (1) 1800x1200 hero image
Presented by in timed all timed emails	\$2,000 for 12 months	Copy length is up to 150 words Up to 3 480x150 banners (1) 1800x1200 hero image



SOCIAL MEDIA OPTIONS	PRICING	DIGITAL SPECS
D Weddings Instagram Post	\$500 per post	Copy length is up to 150 words Up to 5 images (video accepted) Client provides Instagram handle
D Weddings Instagram takeover (post + story)	\$650 1 post & 1 story	Copy length is up to 150 words Up to 5 images (video accepted) Client provides Instagram handle
DISPLAY ADVERTISING		
Run of Site (ROS) display ads	\$450 per month	728x90   970x250   300x250   320x50 45k impressions on dweddings.com and overflow on dmagazine.com Home and Living sections
Sponsored blog post	\$750 per month	Client owns all content and banners in email Copy length is up to 300 words Hi- res logo (300dpi) (1-3) 480x150 banners (1) 1800x1200 hero image

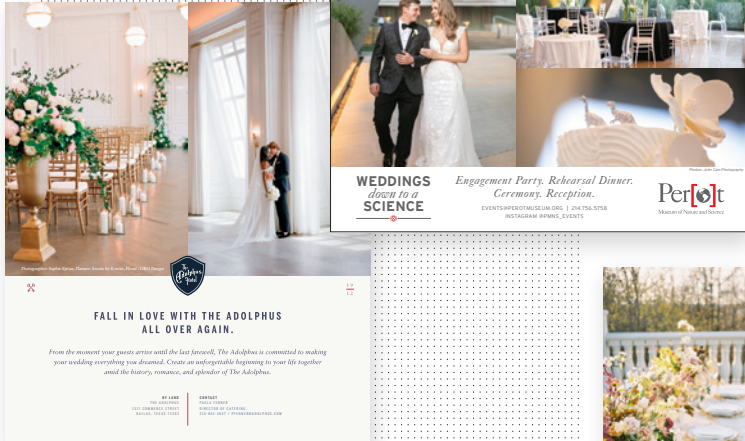


OVENOTESL NEWSLETTER

\* Client provides all digital assets



# Print Rates 2023



## ADVERTISING LOCAL DISPLAY RATES (1 YEAR 2X):

**SPREAD** \$7,425 | **FULL PAGE** \$4,125 | **2/3 PAGE** \$3,415  
**1/2 PAGE** \$2,750 | **1/3 PAGE** \$1,750

## ADVERTISING COVERS DISPLAY RATES (1 YEAR 2X):

**INSIDE FRONT** \$6,245 | **INSIDE BACK** \$5,260 | **BACK COVER** \$7,505

## SPECIAL SECTIONS:

**“WHO’S WHO” PERSONALITY PROFILES** Full-page ad: \$4,500 | Half-page ad: \$3,125  
 (Photographer provided for headshot)

## FLORALS (SPRING/SUMMER) | CAKES (FALL/WINTER)

1/4 page with photo: \$1500 | 1/2 page with photos and copy: \$1,950

## LISTINGS:

- CUSTOM CATERERS:** \$1,200
- REHEARSAL DINNER SITES:** \$1,200
- RECEPTION SITES WE LOVE:** \$1,200
- PRINT VENDOR GUIDE + DIGITAL ENHANCED VENDOR DIRECTORY LISTING:** \$1,000
- ENHANCED DIGITAL VENDOR DIRECTORY LISTING:** \$600

**Pricing is per issue and a full year commitment** is required to receive all the stated benefits of online, social and events. 30 percent deposit due at space reservation. Payment plans available. Monthly rates based on 30% deposit and then remainder in 11 monthly payments to a credit card. Profiles will be created by *D Weddings*. Advertiser supplies text and photo.

## AD CREATION:

**FULL PAGE** \$350 | **2/3 PAGE** \$300 | **1/2 PAGE** \$250 | **1/3 PAGE** \$150

ANY TYPE CHANGES, ADDING LOGOS, ETC: \$50 | CHANGE TO AD AFTER TWO REVISIONS: \$50  
 CHANGE TO AD AFTER APPROVAL: \$100 | AD MATERIALS AFTER DEADLINE: \$100

Publisher reserves the right to refuse any advertising. All rates are four-color and agency commissionable. Black-and-white rates are available. Guaranteed premium positions, e.g. opposite table of contents, add 20%. Bleed advertisements incur a 15% up-charge.

## 2023–2024 Deadlines

	FW'23	SS'24
Space Close	28 - APR	03 - NOV
Materials Due	8 - MAY	06 - NOV
On Newsstands	15 - JUN	14 - DEC