# WESTCHESTER HudsonValley

and the

Published by Westchester and Hudson Valley Magazines

MEDIA KIT | 2023

## FROM "YES!" TO "I DO!"

Local couples are again busy planning their dream-come-true weddings. Whether they're planning a lavish wedding for hundreds, or a more intimate celebration, they will be turning to *Westchester/ Hudson Valley Weddings* magazine and **WestchesterMagazine.com/weddings** for tips, trends and ideas from the experts. These sophisticated and savvy brides and grooms-to-be and their families have the affluence and insight to seek the best local products and services.

As the only truly local bridal publication in the region, this annual publication contains area-specific information, resources and content that can't be found anywhere else. *Westchester/Hudson Valley Weddings*, with both print and digital options, offers advertisers a unique opportunity to introduce themselves to local couples making wedding plans.

## 2023 EDITORIAL LINEUP

Dresses for Each Season Engagement Rings Seasonal Accessories Bachelorette Getaways Wedding Cakes and more! PLUS Real Weddings, Wedding Resource Guide, Where to Wed Local content that can't be found anywhere else.







Space Reservation Deadline: **NOVEMBER 9, 2022** • Publication Date: **DECEMBER 12, 2022** 

## TARGETED DISTRIBUTION OF 25,000 COPIES

Reach an interested, affluent audience spanning a wide geographic area including the seven counties of the Hudson Valley as well as Westchester County and New York City. This annual publication is available year-round at newsstands and wedding-related retail stores throughout the region.

Newsstands at prime retail locations including Barnes & Noble, CVS, etc. Bakeries Beauty Salons & Spas Bridal Registries Bridal Boutiques	Bridal Shows	
	Caterers	
	Florists	
	Jewelers	
	Hotel & Reception Sites	
	Photographers/Videographers	

Direct mailing to **5,000+** newly engaged, local brides-to-be

## DIGITAL BONUS!

Advertisers with a print ad of 1/3 page or larger will receive 1 Instagram Original Partner Post & 1 Regram.

Full page advertisers will receive the above, plus their post shared in an Instagram story.

#### **DIGITAL OPPORTUNITY!**

Reserve your listing in our online **Weddings Directory** and take advantage of our special pricing offer. Listings will run in the online directory for 12 months.

Enhanced directory listing with ad in Weddings \$299 | rate with no ad \$950





# **RATE CARD**

#### RATES

Cover 4 (Back Cover)
Cover 2 (Inside Front Cover)
Cover 3 (Inside Back Cover)

#### 4 COLOR

Full\$4,240
2/3
1/2
1/3
1/6\$1,090
1/12

#### **TERMS & GUIDELINES**

Frequency: Published annually. On newsstands December 12, 2022

Closing Date: November 2, 2022

Cancellations: Neither the advertiser nor its agent may cancel after the closing date. If by the closing date the magazine has not received copy that, in its sole discretion, it deems acceptable for publication, it may either repeat the advertiser's most recent advertisement which it has published or publish nothing, charging the agency and advertiser for any space reserved by them.

File Requirement: Preferred file format for camera-ready art is PDF/x-la

Additional Services: Online advertising on westchestermagazine.com Event Sponsorships • Creative Services • Reprints

Advertisements created by publisher will be charged a nominal fee. Please call for details.

All production charges will be billed to advertisers.



DIMENSIONS	WIDTH	HEIGHT
Trim Size	8 3/16" (8.187")	10 7/8" (10.875")
Bleed Size	8 7/16" (8.437")	11 1/8" (11.125")
Image Area (Full)	7''	10"
2/3 Vertical	4 5/8" (4.625")	10"
1/2 Vertical	4 5/8" (4.625")	7 3/8" (7.375")
1/2 Horizontal	7"	4 7/8" (4.875")
1/3 Square	4 5/8" (4.625")	4 7/8" (4.875")
1/3 Vertical	2 1/4" (2.25")	10"
1/6 Horizontal	4 5/8" (4.625")	2 1/4" (2.25")
1/6 Vertical	2 1/4" (2.25")	4 7/8" (4.875")
1/12	2 1/4" (2.25")	2 1/4" (2.25")

Keep live matter 3/8" from trim edge on top, sides and bottom. Keep all printer's marks outside of bleed area. For bleed allow 1/8" beyond all trim.



### February 2023

our annual wedding event featuring 400 guests including 150+ brides!

\*\*Receive a 10% discount on any Unveiled sponsorship when you also purchase an ad in the 2023 edition of *Westchester/Hudson Valley Weddings*. Offer expires **November 2, 2022**.

