

DelawareToday® MAIN LINE TODAY

WEDDINGS TODAY

Media Kit

2023

Reach brides who are looking for inspiration for their local weddings IN PRINT, IN PERSON and ONLINE.

todaymedia

SOMETHING YOU ALWAYS LOOK FORWARD TO

FOR ADVERTISING INFORMATION: 302.504.1326 OR 610.325.4630 | ADVERTISE@DELAWARETODAY.COM OR SALES@MAINLINETODAY.COM



At *Weddings Today*, we strive to bring our readers the most up-to-date information on wedding trends, fashion and etiquette and do so with a local twist.

Our audience includes first and second-time brides, between the ages of 22 and 45. Whether they're planning a small and intimate wedding, or a lavish affair, they seek the very best.

In Print

Bi-Annual Publication:

Spring/Summer and Fall/Winter Issues

Space Reservation Deadlines:

Spring/Summer Issue:

February 17, 2023

Materials Due:

February 28, 2023

Fall/Winter Issue:

August 17, 2023

Materials Due:

August 28, 2023

Weddings Today is prominently displayed at newsstands and check-out counters throughout the region including Barnes & Noble stores in Wilmington, Newark and Exton, PA as well as bridal registries and shops and local bridal shows.



Bonus Distribution: 2500 copies

sent to newly engaged couples throughout the Delaware/Main Line region.

In Person

If you're going to attend only one bridal show, make it ours. The gorgeous facility, professionally coordinated fashion show and carefully arranged details provide the best environment for wedding businesses to showcase the quality and distinction of their services.



Wedding Show:

February 26, 2023

Noon - 3:00 PM

Executive Banquet &

Conference Center

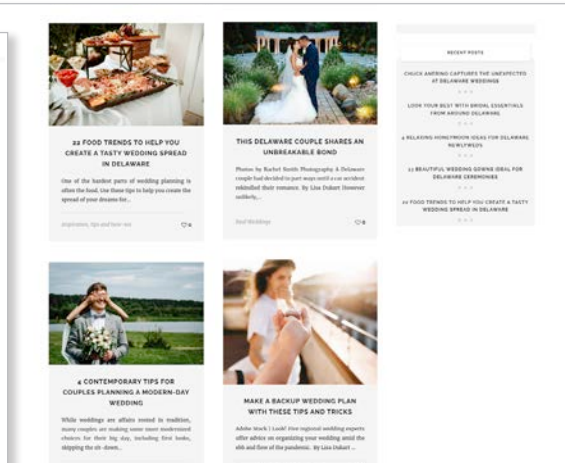
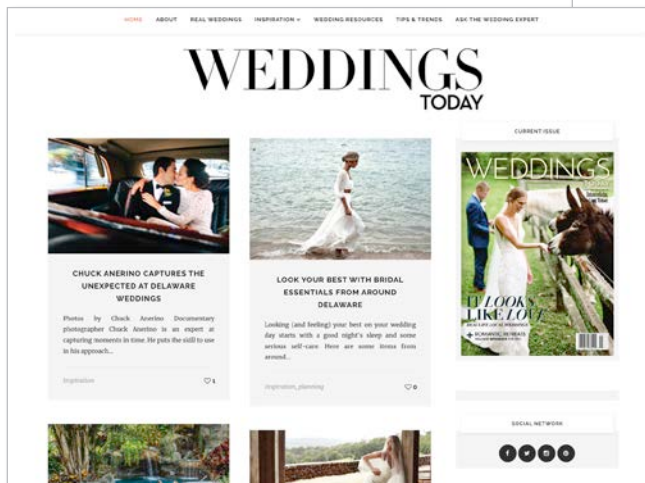
Newark, DE





Online

WeddingsTodayMag.com offers a local focus on everything there is to know about planning a wedding—emerging wedding trends, honeymoon ideas, bridal fashion, reception resources and more!



Display Advertising

Position your message around great editorial content. The site's responsive design allows your company's ads to be displayed properly on a desktop, tablet or mobile device. Monthly advertisers will receive 20 percent share of voice, which means total site impressions will be shared among only five advertisers.

Branded Wedding Content Article

Branded content allows you to create a story that's all your own. Published on **WeddingsTodayMag.com**, each story is intended to be an attention-getting piece, written in a digital appropriate blog style. Your story will gain valuable home page exposure for one month and be available on an appropriate landing page after that, making it visible to search engines and accessible in our online archives.

Weddings Resource Directory on DelawareToday.com

Local brides and grooms-to-be are searching the internet for ideas and businesses that will help them make their wedding dreams become a reality. Capture their attention and distinguish your business from other wedding vendors with an **ENHANCED PROFILE** in our **WEDDING DIRECTORY**.

Premium search placement guarantees your business won't be overlooked while expanded personalized content allows you to promote the unique features of your business.

Reach local Brides, Grooms and their families, capture their attention.



Advertising Rates

Premium Print Positions

| | | |
|-------------|---------|---------|
| Covers | 1x | 2x |
| Two & Three | \$4,939 | \$3,975 |
| Four | \$4,397 | \$3,542 |

Full Color Print Ads

| | | |
|--------------------|---------|---------|
| Double-Page Spread | \$6,503 | \$5,198 |
| Full Page | \$3,686 | \$2,970 |
| Two Thirds | \$2,971 | \$2,397 |
| Half Horizontal | \$2,637 | \$2,122 |
| Half Vertical | \$2,398 | \$1,931 |
| One Third | \$1,931 | \$1,560 |
| One Quarter | \$918 | \$741 |
| One Sixth | \$637 | \$495 |

Website Display Advertising

\$500 per month (20% share of voice)

Website Branded Wedding Content Article

\$1,000 (includes one branded content article, and one month of display advertising as added value)

Enhanced Wedding Resource Directory

\$500 if purchased separately

\$300 with a print ad of 1/3 or larger

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