

WESTCHESTER Hudson Valley
weddings

Published by Westchester and Hudson Valley Magazines

MEDIA KIT  2018





MAKING WEDDING DREAMS COME TRUE

From the proposal to the honeymoon, local brides and grooms turn to *Westchester/Hudson Valley Weddings Magazine* and westchesterhudsonvalleyweddings.com for tips, trends and ideas from the experts to make their wedding day memorable and meaningful.

Through its annual magazine and popular website, *Westchester/Hudson Valley Weddings* offers advertisers a year-long opportunity to present their brand to couples making wedding plans. From the latest trends to locally sourced information on everything from bridal gowns and formal wear, to wedding planners, ceremony and reception sites, bridal registries, gifts, photographers, videographers, music/entertainment, caterers, honeymoons, florists, invitations, limos, beauty salons, spas and more, it's the local go-to resource for planning a dream-come-true wedding.



Average
Wedding
Cost
\$46,448*



Average
wedding dress
cost
\$1,710*



2018 EDITORIAL LINEUP

- ♥ Where to host a memorable wedding - *some of the area's most beautiful and sought-after locations.*
- ♥ What a wedding costs - *from the engagement ring to the honeymoon and everything in between.*
- ♥ Tips and advice from wedding professionals - *local experts give their best tips for planning the perfect wedding.*
- ♥ Wedding day beauty - *what every bride needs to know to create the perfect look.*
- ♥ Bridal fashions from gowns to lingerie - *this year's stylish trends and where to get them locally.*
- ♥ The do's and don't for second weddings - *advice from local experts on what makes a second wedding special.*

PLUS: Real Weddings • Where to Wed Chart • Resource Guide • Last Look

*The Wedding Report, Inc. 2016



Space Reservation Deadline: **NOVEMBER 3, 2017**

Publication Date: **DECEMBER 6, 2017**

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For advertising information email sales@hvmag.com
or call 845.330.2308

1 Summit Ct., Fishkill, NY 12524

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a Martinelli Holdings LLC

DISTRIBUTION

Targeted distribution of 25,000 copies annually throughout Westchester County, the Hudson Valley, and New York City via:

- Newsstands at prime retail locations including Barnes & Noble, CVS, etc.
- Bridal Registries
- Bridal Shows
- Wedding Consultants
- Hotel & Reception Sites
- Beauty Salons & Spas
- Bridal Shops
- And more!

DIGITAL BUNDLE

Increase your exposure by adding our digital bundle and gain 24/7 exposure on westchesterhudsonvalleyweddings.com.

With a print and online presence, you'll be reaching today's brides and grooms wherever and whenever they search for wedding ideas.

Digital bundle includes:

- Tips and trends page linking to advertiser's website
- Custom web page included in Resource Guide

WestchesterHudsonValleyWeddings.com

- Brands your business to today's internet-savvy brides
- Links directly to your website helping drive traffic to promote your business
- Serves as a mini website, educating brides about your business
- Budget-friendly advertising
- Accessible to brides 24/7
- Audience, location, and search-behavior targeted digital ad programs available
- Website presence for one full year

Average spent on engagement ring
\$4,774*

Average spent on full service wedding planner
\$3,672*

RATE CARD

Reach brides and grooms-to-be
24/7 with our add-on digital bundle.
Add **\$525** to print ad cost.

RATES

Cover 4 (Back cover)	6,279
Cover 2 (Inside Front Cover)	5,997
Cover 3 (Inside Back cover)	5,434

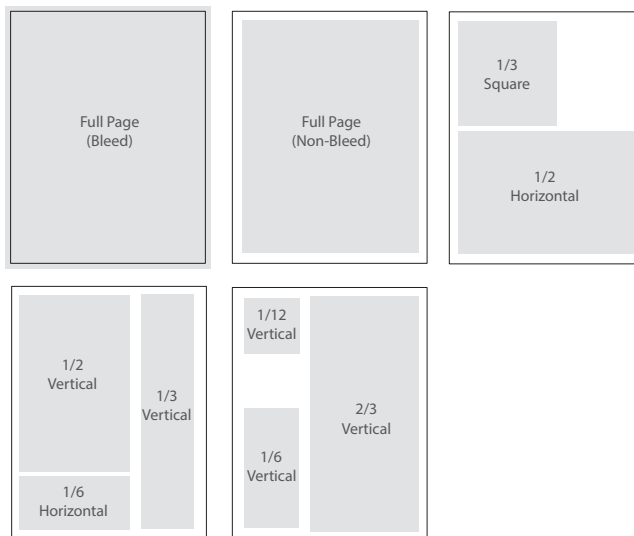
4 COLOR

Full	4,040
2/3	3,045
1/2	2,380
1/3	1,665
1/6	1,040
1/12	725

Ask about **UNVEILED**
A Boutique Bridal Brunch

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 2018 edition of *Westchester/
Hudson Valley Weddings Magazine*. Offer expires 11/3/17.



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.

TERMS & GUIDELINES

Frequency: Published annually. On newsstands December 6, 2017

Closing Date: November 3, 2017

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-1a

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.

