

WESTCHESTER Hudson Valley  
**weddings**

Published by Westchester and Hudson Valley Magazines

MEDIA KIT 2017



# Making Wedding Dreams Come True

From the proposal to the honeymoon, local brides, grooms, and their families turn to *Westchester/Hudson Valley Weddings Magazine* for tips, trends and ideas to make their big day memorable and meaningful. With an all-new design, [westchesterhudsonvalleyweddings.com](http://westchesterhudsonvalleyweddings.com) is an always accessible resource for today's digital savvy couples.

In print and online, *Westchester/Hudson Valley Weddings* offers advertisers a year-long opportunity to present their brand to newly engaged couples. It's their go-to resource featuring local 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!

Average  
Wedding Cost in  
Westchester  
County

**\$46,448\***

\*The Wedding  
Report, Inc. 2016

## 2017 Editorial Lineup

### GORGEOUS GOWNS

Our annual showcase of the year's most beautiful wedding gowns.

### VENUES

Highlights of some of the area's most beautiful and sought-after locations for weddings and receptions.

### FOOD

Delectable treats from hors d' oeuvres to desserts.

### DÉCOR

Decorating inspiration that will create lasting memories.

### ENTERTAINMENT

Music from live bands or dj's that will get the party going.

### PLUS:

The Registry  
Wedding Fashions for Bridal Parties  
Real Weddings  
Where-to-Wed Chart  
Resource Guide  
Last Look - featuring the best of our weddings of the month



Average  
wedding dress  
cost  
**\$1,710**

Average  
wedding cake  
cost  
**\$629**

Space Reservation Deadline: **NOVEMBER 4, 2016**

# 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.
- Subscribers
- Bridal Registries
- Bridal Shows
- Wedding Consultants
- Hotel & Reception Sites
- Beauty Salons & Spas
- Bridal Shops
- And more!

Average spent on engagement ring  
**\$4,774**



## Digital Bundle

Increase your exposure by adding our digital bundle and gain 24/7 exposure on [westchesterhudsonvalleyweddings.com](http://westchesterhudsonvalleyweddings.com). With both a print and online presence, you'll reach more of today's locals brides and grooms while they research wedding ideas. Digital bundle includes:

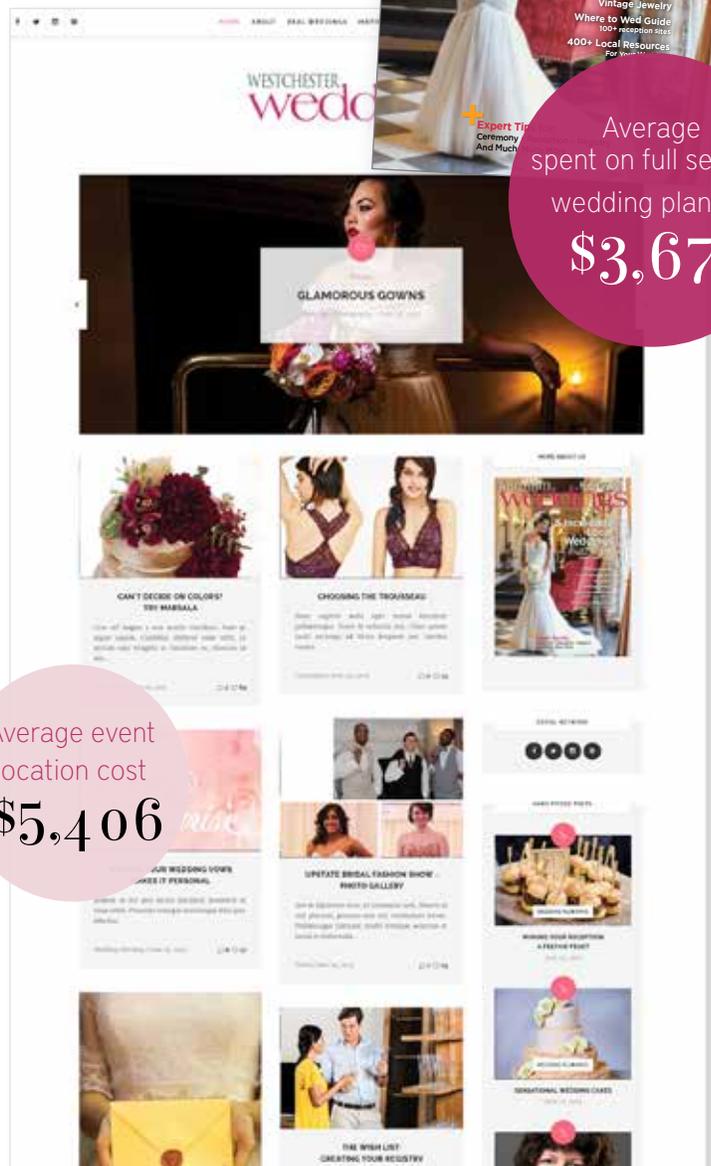
- Tips and trends page linking to advertiser's website
- Custom web page included in Resource Guide

### 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 full service wedding planner  
**\$3,672**

Average event location cost  
**\$5,406**



Ask about **UNVEILED**  
A Boutique Bridal Brunch

our annual wedding event featuring 300 guests including 175+ brides!

\*\*Receive a 10% discount on any Unveiled sponsorship when you also purchase an ad in the 2017 edition of Westchester/Hudson Valley Weddings Magazine. Offer expires 10/14/16.