

METRO DETROIT
WEDDINGS

media kit 2018 / 2019



circulation

Print

30,000 per issue

Digital Edition

105,000 page views per issue | 33,000 visits per issue

Circulation

Metro Detroit Weddings is distributed in a variety of ways designed to reach the engaged couple as they plan their wedding.

DIRECT REQUEST

Metro Detroit Weddings is sent to readers requesting copies through offers in *Hour Detroit* and *Detroit Home*.

NEWSSTAND

Metro Detroit Weddings is sold on more than 250 newsstands throughout metro Detroit.

WEDDING SHOWS

Metro Detroit Weddings is distributed at numerous shows throughout the metro area.

WEDDING REGISTRIES

Metro Detroit Weddings will be distributed to thousands of wedding registrants through our numerous retail partners.

SELECT ADVERTISERS

Metro Detroit Weddings will be distributed through carefully considered advertisers to ensure the maximum readership.



readers

The Metro Detroit Weddings reader is a

college
graduate

27 years
old

14 months
engaged

Average HHI

\$52,000



luxury bridal shows - exhibitor

Spring & Fall 2018

Venue TBD

Hundreds of local brides and grooms will attend these signature events to meet with top wedding industry professionals to plan their big day from beginning to end. Guests will experience stunning bridal fashion shows, cake tastings, luxury raffle prize giveaways, hundreds of real wedding inspiration ideas, and tips from the experts.

Attendance: 150+

Tickets: \$10 Advance | \$12 Door

Venue: TBD

Time: 5–8PM Luxury Bridal Show Reception

**Limited space available*



luxury bridal shows - sponsorship

Sponsorship Opportunities

Packages per show.

INCLUDED IN ALL SPONSORSHIP PACKAGES:

Pre-event

- 20% off print ads in *Metro Detroit Weddings* magazine*
- Logo placement on event promotion print ads
- Logo placement on event promotion e-blasts

On-site

- Double exhibitor booth
- Opportunity to offer giveaway at event
- Opportunity to include item in gift bags
- Logo placement on event signage

Post Event

- Copy of the guest list
- Opportunity to send dedicated e-blast to event ticket purchasers

MAJOR SPONSORSHIP

AUTOMOTIVE SPONSORSHIP

BEVERAGE SPONSORSHIP

GIFT BAG SPONSORSHIP

Additional benefits:

- Exclusive logo on the 300 gift bags distributed over both shows

BRIDAL BOUQUET SPONSORSHIP

Additional benefits:

- Bouquets displayed in Bridal Fashion Vignettes
- Opportunity to distribute gift bouquets to attendees



*Not to be combined with any other discount

2018 net advertising rates

Added Value

As added value for advertising in *Metro Detroit Weddings*, you will receive the following:

- *www.DetroitWed.com* will be showcasing virtual copies of the magazine with links on all ad pages
- A qualified lead list of brides-to-be, sent via email on a bi-weekly basis
- A resource directory listing in *Metro Detroit Weddings*
- A listing on *www.DetroitWed.com*

Advertising Schedule

2018 Winter / Spring

Space & Material Deadline: 11/10/2017

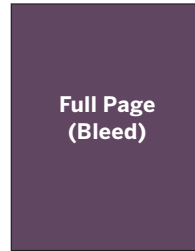
2018 Summer / Fall

Space & Material Deadline: 5/11/2018

2019 Winter / Spring

Space & Material Deadline: 11/12/2018

Ad Sizes



**Full Page
(Bleed)**

Full Page (Bleed)
Live: 7.625" x 10.125"
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



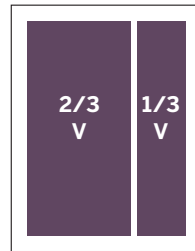
**Spread
(Bleed)**

Spread (Bleed)
17" x 11.125"

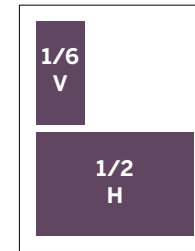


**Full Page
(No Bleed)**

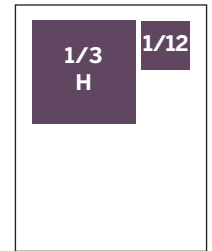
Full Page (No Bleed)
7.625" x 10.125"



2/3 V: 4.65" x 9.685"
1/3 V: 2.18" x 9.685"



1/6 V: 2.18" x 4.69"
1/2 H: 7.125" x 4.69"



1/3 H: 4.65" x 4.69"
1/12: 2.18" x 2.193"

METRO DETROIT
WEDDINGS

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