



# ATLANTA STYLE WEDDINGS

# MEDIA KIT

2023- 2024

# OUR KEYS TO SUCCESS

The Atlanta weddings industry is sizable, we can't blame you if you aren't sure where to start! Whether you're new to the scene or well-established and looking to revamp your reach, we have packages and opportunities for all.

## FOR OVER A DECADE,

*Atlanta Style Weddings* has provided inspiration with style and sophistication for every couple planning their unique wedding. The team at *Atlanta Style Weddings* has paired over 10 years of expertise with an appetite for what's new and noteworthy.

## BY ATLANTA, FOR ATLANTA

Our content is attainable to readers because it is local. Completely created by and featuring Atlanta-area-based businesses, future brides and grooms find inspiration to design the wedding of their dreams.

## MULTI-PLATFORM REACH

We are print's biggest fans, but our complete, multi-platform marketing program allows your business to be seen beyond the pages. Advertising is all about repetition - we deliver just that by offering exposure via social media, e-mail marketing, editorial features, exclusive web content, and programmatic campaigns.

## ORGANIZATION

*Atlanta Style Weddings* is organized by section, allowing readers to find what they are looking for easily. Plus, an **advertiser's index** and venue guide allow for even more help.



# REACH

ATLANTA  
STYLE  
WEDDINGS

## ISSUE REACH OF 100,000+

readers, including physical copies sold, digital issue views, and pass-along rates. Throughout the year, copies are circulated and sold at all major newsstands, including:

- Barnes & Noble
- CVS
- Kroger
- Publix
- Target
- Walgreens



## 32.5K+ SOCIAL MEDIA FOLLOWERS

Including Facebook, Instagram, Pinterest

## 5.4K+ MONTHLY WEB READERS

At [www.atlantastyleweddings.com](http://www.atlantastyleweddings.com)

## TARGETED + SPECIFIC E-MAIL SUBSCRIBERS

# GO FURTHER

Today's consumer is savvier than ever before. You must actively pursue couples across a variety of platforms in order to reinforce your brand. *Atlanta Style Weddings* will help you make the most of your marketing plan. Here are some ways we can help you accomplish those goals:

## 1. GET YOUR UPCOMING EVENT POSTED ON OUR CALENDAR

1. If you have an event, send us the info and artwork and we'll post it on our Calendar of Events and our various social media outlets. If we don't know what you have going on - we can't help!

## 2. SEND US SOCIAL MEDIA CONTENT

2. Send us beautiful photos and/or pro-tips to be considered for social media exposure

## 3. SUBMIT REAL WEDDINGS & STYLED SHOOTS

3. Real Weddings are one of our most popular features! Couples-to-be love seeing what their peers have done. Styled Photo Shoots are another great option. They expose couples to the latest and greatest wedding trends.

## 4. GIVE AND RECEIVE REFERRALS

4. Connect with a community of other industry pros. We all know the importance of referrals, and the community of fellow *Atlanta Style Weddings* vendors allows for an audience of referrals.

## 5. HAVE ANOTHER IDEA? LET'S HEAR IT!

5. We, too, want to reach as many couples as possible. If you have an idea and you'd like our help, share it with us!



# THE POWER OF PRINT

Let's be real: weddings are rooted in tradition, no matter how many contemporary touches we add. And with a traditional ceremony, comes the desire for traditional planning.

In a world of tech and online engagement, brides and grooms enjoy settling down and taking it offline with their wedding planning.

## STAYING POWER

While social media and web presence are important, there's a **staying power** and **finality** to print advertising. Digital clicks disappear as quickly as they appear, but print publications **have a long life** and as couples actively or casually peruse the issues.

## RULE OF 7

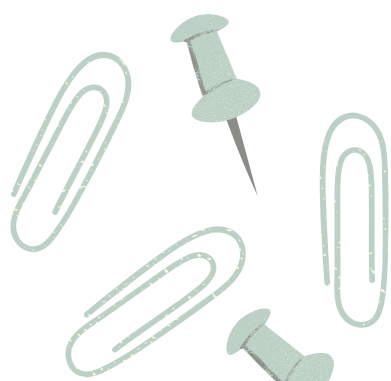
The **Rule of 7** states that it takes an average of seven interactions with your brand before a purchase will take place. Combining traditional print ads with our unique editorial opportunities maximizes your name recognition.

## PASS-ALONG EXPOSURE

Print comes with a unique "pass-along rate," meaning that readers of the magazine are likely to share their issue with others once they are finished with it. This creates an infinite cycle of continued exposure.

## FOCUSED AUDIENCE

With digital advertising and social media, it's like a shot in the dark. But when it comes to advertising in print, you know exactly who your audience is. The reader who purchases a wedding magazine is **already investing in their wedding** - they have put money into buying the magazine! Chances are the person looking through a wedding magazine is actively planning a wedding and looking to hire services like yours.



# OUR READERS

## THE ATLANTA STYLE WEDDINGS READER IS...

### Now Hiring

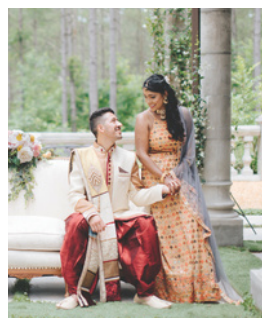
Leave it to the pros! Our readers are not DIY brides/grooms. We encourage our readers to invest in their wedding and not cut corners. This is going to be one of the most memorable (and most photographed!) days of their lives, so we do not encourage DIY.

### Diverse

Our soon-to-be-weds are as diverse as the city we live in. Representation matters, so we ensure our content allows each reader to see themselves. No matter our partners' race, sexuality, gender identity, cultural background, or upbringing, we have wedding inspiration for them.

### Inspired

The *Atlanta Style Weddings* reader is stylish, discerning, and on-trend. While they love taking in inspiration, they are also looking to mix things up a bit. No idea is too out-of-the-box, all they need is a helpful vendor to turn their dreams into reality.



# EDITORIAL OPPORTUNITIES

## REAL WEDDINGS

Showcase your skills by showing them in action! Our partners are always welcome to submit **Real Weddings** for publication consideration, whether in print or an extended version online.



## HANDPICKED BY

Got great taste? HandPicked By... features provide readers with a mood board of inspiration and goods from pros.

## NEW TO THE SCENE

Whether your business has recently opened or you'd like to showcase a new renovation or big change, **New To The Scene** highlights just that...all that is new to the scene!





# EDITORIAL EXAMPLES

## SPOTLIGHT ON STYLE

We have two versions of **Spotlight on Style** to embrace.

1. Show off your **styled shoots**. We know how much hard work goes into these collaborations and we want to show that off!
2. If you've worked on a beautiful event where the newlyweds aren't keen on being published themselves, publishing the event details **anonymously** without the couples' faces is a win-win for all.



## HOW MUCH DOES IT COST?

As much as we hate to admit it, costs are a deciding factor for many wedding details. Our **How Much Does It Cost?** feature allows vendors to showcase just how much different services will ring up. Showcase your services while giving insight into the finances behind them.





## CHEF'S FEATURE

## VENUE FEATURE & PRELUDE TO THE PARTY

If your venue is more inclined towards rehearsal dinners, bridal luncheons, etc, grab a 1/6 page feature in our "everything-but-the-wedding" **Prelude to the Party** section.



# PRINT AD SIZES & SPECS

## 2-PAGE SPREAD

TRIM:  
18 w x 10.875 h

BLEED:  
18.25 w x 11.125 h

## FULL PAGE

TRIM:  
9 w x 10.875 h

BLEED:  
9.25 w x 11.125 h

## 2/3 VERTICAL

4.75 w x  
9.75 h

## 1/2 VERTICAL

4.75 w x  
7.25 h

## 1/2 HORIZONTAL

7.25 w x  
4.75 h

## 1/3 SQUARE

4.75 x 4.75

2.25 x 4.75

## 1/6 VERTICAL

## 1/6 HORIZONTAL

4.75 x 2.25

**MAGAZINE TRIM SIZE: 9 X 10.875**

**SAFE AREA:** Keep text and important content 0.375" inside of trim

## ARTWORK REQUIREMENTS

All artwork must be submitted digitally. To avoid production charges, digital ads must be provided in the correct sizes and formats. PDF/X1a compliant files that are suitable for all areas of the digital advertising process are the preferred format.

Atlanta Style Weddings will accept native application files that are Macintosh-compatible, limited to InDesign, Photoshop or Illustrator formats. All supporting resources such as links, artwork, logos, photographs and type fonts (both screen and printer versions) must be included.

## PDF/X-1A FILES MUST HAVE:

- All fonts **MUST** be embedded (True Type fonts cannot be used for printing.)
- The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- All PMS colors **MUST** be converted to CMYK. No files with PMS colors will be accepted without prior notification.
- Resolution: 300 dpi
- Maximum ink density: 300 total

**Liabilities:** Advertiser shall, at its sole cost and expense, indemnify, hold harmless and defend Atlanta Style Weddings, any other publishers, re-publishers, sellers and/or distributors of the advertisement provided by Advertiser from any and all liabilities; damages; costs; claims; and expenses, including but not limited to attorney's fees and litigation expenses, arising or alleged to have arisen, directly or indirectly, out of the advertisement published by Atlanta Style Weddings, regardless of whether such claim is based on an alleged copyright and/or trademark violation, trade libel, obscenity, misrepresentation, misappropriation, unfair competition, or any other violation of the law.

**Color Disclaimer:** Colors vary in reproductive quality. Atlanta Style Weddings will provide reasonable color accuracy, however, exact colors cannot be guaranteed.

**Complimentary Copies:** Limited copies of the magazine are available for advertiser locations, free of charge. Send your request to [bak@ntmediagroup.com](mailto:bak@ntmediagroup.com) or ask your account executive.

## DESIGN RATES

Our graphic design team is available to create branded content for partners tailored to helping Atlanta's engaged couples through the wedding planning process. Up to one complimentary hour of design is included with each ad reservation. A fee of \$75 for each additional hour will be charged.