



ATLANTA STYLE WEDDINGS

MEDIA KIT

2024-2025

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.

ORGANIZED ISSUE STRUCTURE

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

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
- Walmart



32.5K+ SOCIAL MEDIA FOLLOWERS

Including Facebook, Instagram, Pinterest

5.4K+ MONTHLY WEB READERS

At 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

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

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

3. SUBMIT REAL WEDDINGS & STYLED SHOOTS

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

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!

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** as couples actively or casually peruse the issues.

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.

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. By combining traditional print advertising with our unique editorial opportunities, you can maximize your name recognition.

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

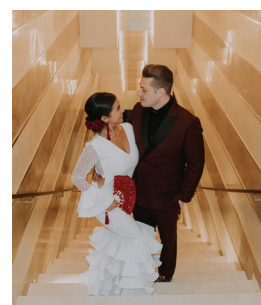
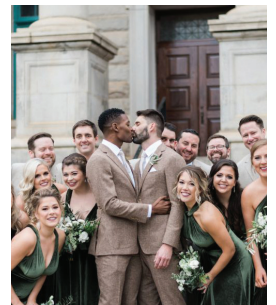
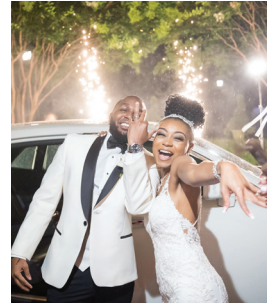
Leave it to the pros! Our readers are not DIY brides/grooms. We encourage our readers to invest in their wedding and not cut corners. This is going to be one of the most memorable (and most photographed!) days of their lives, so we do not encourage DIY.

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

STYLED SHOOT SHOWCASE

We have two versions of Styled Shoot Showcase 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.

Styled Shoot Showcase

To A Summer's Day

Shall I compare thee to a summer's day? Designed by Caitlin & Co. Events, the eye of heaven shone on The Wiltflower 307's natural landscape. Incorporating architectural details of the venue, the vendor team unveiled an intimate elopement in shades of periwinkle, lilac and powder blue. Drenched in summer sun, chilled beverages were essential. To charmingly quench thirsts, Fizzy Beverage Cart served beverages from their 1986 Pignolo Vespa car. Such vintage details created an enchanting and timeless celebration of love.





From the designer...

"Imagine this: a bold color palette of show-stopping garden blooms draped in a 2,000-square-foot estate of English-manorland estate grounds, adorned by hummingbirds and butterflies. You walk down the aisle, passing through a stunning magnolia terrace, inhaling a sweet aroma of fragrant florals. Behind you, the celebration house and a 1986 vintage Vespa are sparkling in the sun."

CAITLIN CLARK
EVENTS
CAITLIN&CO.EVENTS

Vendor List

PHOTOGRAPHY & COORDINATOR: **Melissa Ann Photography**
PLANNING, DESIGN & COORDINATOR: **Caitlin & Co. Events**
VENUE: **The Wiltflower Inn**
FLORAL & DECOR: **Wiltflower Florals**
LIMOUSINE, CONFETTI & CHAIRS: **Event Decor Events**
CATERING: **Atlanta Vintage**
BAR SERVICE: **Atlanta Vintage**
BASIC CHOC: **Shiny Beverage Cart**
DRINKS: **Honey Bee Creation**
HAIR & MAKEUP: **Suzey Koberg of Hair and Skin**
TRAINING: **The Sassy Bar**
STYLING: **Items by Rachel**
GOWN: **Elegant Bride**
FORMALDRESS: **Formal Fashion Wear**
MOBILE: **Wagon Weds & Events**

To see more photos from this Styled Shoot Showcase, go to atlantastyleweddings.com for more photos.

42 INSPIRATION & DETAILS

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As a "thank you" for supporting us, we prioritize our partners as featured vendors in our content, signing on does not guarantee editorial features.

ADVERTORIAL EXAMPLES

For an add-on, we offer advertorial opportunities to further your impact. Ask your sales representative about how to secure a spot in one of these coveted features!

CHEF'S FEATURE

Give your culinary experts a place to shine! Chef profiles give readers the opportunity to get to know your chefs and their unique capabilities.



VENUE FEATURE & PRELUDE TO THE PARTY

Opt for a 1- or 2-page feature showcasing your **venue**. Included are a venue description, venue size, special features, catering capabilities, and more.

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.

2-Page Venue Feature Spread



Celebration Locations

Celebration Locations CEREMONIES & RECEPTIONS

VENUE	LOCATION	Capacity	Indoor	Outdoor	Ballroom	Pool	Bar	Stage
ATLANTA - INSIDE THE PERIMETER								
Alper Court College	404-524-8443 1815 Campbell Rd, Decatur	500	+	+	+	+	+	+
The Canfield House	404-524-1000 277 Peachtree St. NE, Atlanta	500	+	+	+	+	+	30%
East Beach	404-524-1000 280 Peachtree St. NE, Atlanta	500	+	+	+	+	+	+
The Georgian Terrace Hotel	404-524-1000 107 Peachtree St. NE, Atlanta	200	+	+	+	+	+	4%
Grand Sport Atlanta in Buckhead	404-524-1000 107 Peachtree St. NE, Atlanta	500	+	+	+	+	+	5%
Hotel Zetta	404-524-1000 107 Peachtree St. NE, Atlanta	500	+	+	+	+	+	+
North Atlanta Station Hotel	404-524-1000 107 Peachtree St. NE, Atlanta	200	+	+	+	+	+	0%
The Parkside Hotel	404-524-1000 107 Peachtree St. NE, Atlanta	500	+	+	+	+	+	+
The Ritz-Carlton Atlanta	404-524-1000 107 Peachtree St. NE, Atlanta	500	+	+	+	+	+	+
The Suite House of Atlanta - Buckhead	404-524-1000 107 Peachtree St. NE, Atlanta	500	+	+	+	+	+	+
SCAD - Sky Hall	404-524-1000 107 Peachtree St. NE, Atlanta	200	+	+	+	+	+	+
The Westin Peachtree Plaza	404-524-1000 107 Peachtree St. NE, Atlanta	500	+	+	+	+	+	+
OUTSIDE THE PERIMETER								
Atlanta-Fulton County Stadium	770-633-6333 755 Peachtree St. NE, Atlanta	200	+	+	+	+	+	+
Barrow Park	770-633-6333 755 Peachtree St. NE, Atlanta	200	+	+	+	+	+	+
Georgia Institute of Technology	404-524-1000 107 Peachtree St. NE, Atlanta	500	+	+	+	+	+	+
Morehouse College	770-633-6333 755 Peachtree St. NE, Atlanta	200	+	+	+	+	+	+

Prelude to the Party



PRINT AD SIZES & SPECS

<p>2-PAGE SPREAD</p> <p>TRIM: 18 w x 10.875 h</p> <p>BLEED: 18.25 w x 11.125 h</p>		<p>FULL PAGE</p> <p>TRIM: 9 w x 10.875 h</p> <p>BLEED: 9.25 w x 11.125 h</p>
<p>2/3 VERTICAL</p> <p>4.75 w x 9.75 h</p>	<p>1/2 VERTICAL</p> <p>4.75 w x 7.25 h</p>	<p>1/2 HORIZONTAL</p> <p>7.25 w x 4.75 h</p>
<p>1/3 SQUARE</p> <p>4.75 w x 4.75 h</p>	<p>2.25 w x 4.75 h</p> <p>1/6 VERTICAL</p>	<p>4.75 w x 2.25 h</p> <p>1/6 HORIZONTAL</p>
<p>MAGAZINE TRIM SIZE: 9 X 10.875</p> <p>SAFE AREA: Keep text and important content 0.375" inside of trim</p>		

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.

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 or ask your account executive.*