

Philadelphia Wedding



MEDIA KIT 2021



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Say, “I Do.”

- As Philadelphia's largest and most authoritative wedding brand and publication, *Philadelphia Wedding* is the must-have resource for bold, empowered local couples. With inspirational ideas and trends straight from the runway, *Philadelphia Wedding* is written, photographed, designed and edited by unique local professionals, making it a true leader in the market.

Couple featured in *Philadelphia Wedding* Summer/Fall 2020



ONE OF US

Meet the Editor

Kristen Schott joined *Philadelphia Wedding* in March 2020. She most recently served as editor-in-chief of *Modern Luxury DC* and *Modern Luxury Weddings Washington*. She spent eight years with the national luxury lifestyle company, previously working in the Orange County office in various roles, including editor-in-chief of *Weddings California*. Kristen currently serves on the board of FGIDC and has been on the JDRF Capital Chapter Hope Gala Executive Committee since 2019. Previous charitable work includes National Children's Museum and PADRE Foundation. In her free time, Kristen is an avid distance runner, wine enthusiast, reader, cat lover and frequent traveler with husband Luke.

OUR READERS... Are sophisticated and opinionated—with style.

82%

of readers are female,
ages 21+

67%

of readers currently own
their home

44%

of readers plan to remodel
their home within the next year

15x

more likely to be planning a
cosmetic procedure within
the next year

4x

more likely to have shopped at
Neiman Marcus and Bloomingdale's
in the last 6 months

6x

more likely to have visited
a jewelry store within the
past month



Look Out for Us

Philadelphia Wedding targets high-end couples throughout the Philadelphia region (Pennsylvania, New Jersey, and Delaware) and into the hands of 50,000 people a year through upscale retail, newsstand, and wedding events.



BREAKDOWN

Newsstand Distribution

Philadelphia Wedding can be found on newsstands across the tri-state area

By State

Pennsylvania	68%
New Jersey	24%
Delaware	6%
Maryland	1%
Other	1%

Fifty Thousand

COPIES
PER
YEAR

UPSCALE RETAIL:

Found at the most prestigious wedding registries and wedding vendors in the tri-state area.

WEDDING COMMUNITY:

Distributed to key members of the local wedding community upon request.

WEDDING EVENTS:

Included at high-traffic wedding events taking place each season throughout the Philadelphia area.

NEWSSTAND:

Prominent presence at accessible newsstand locations.

New*

ENGAGED COUPLES:

Sent via direct mail to a qualified audience of newly engaged couples in the Greater Philadelphia region.

New*

PHILADELPHIA MAGAZINE SUBSCRIBERS:

Mailed to subscribers of Philly Mag who have attended a *Philadelphia Wedding* event.



Cake from Clara's Groovy
Deliciousness featured in
Philadelphia Wedding
Summer/Fall 2020



THE WEDDING NETWORK

We've Got the Perks

Join the most high end, one-of-a-kind **Philadelphia Wedding Network** and connect to our sister publication, *Philadelphia* magazine.

Local Pros Resource Listing

► Advertisers will receive a complimentary 30-50-word listing in the "Local Pros" section of *Philadelphia Wedding*.

Complimentary Online Listing

► Advertisers will receive a listing on the "Find A Wedding Expert" tab on phillymag.com/wedding. Advertisers have the opportunity to purchase a premium profile listing at a discounted rate.

Wedding Leads

► Print advertisers will receive exclusive access to *Philadelphia Wedding*'s monthly leads list.

Philadelphia Wedding Network Logo

► Advertisers are encouraged to use the *Philadelphia Wedding Network* Logo on promotional signage and their individual websites, as well as in their retail locations or studios.

Networking Opportunities

► Advertisers will be invited to the issue launch parties each season as well as "Meet the Editor" events.

Counter Cards

► Our team will laminate easel-backed signage of your advertisement, so that you can display your creative at retail, "As seen in *Philadelphia Wedding*." (Created upon request).

Philadelphia Magazine Perks

► Access to *Philadelphia* magazine and *Philadelphia Wedding* promotions and events.

PRINT RATES

PRINT ADVERTISING RATES

Get Noticed



**CUSTOM ADVERTISING
OPPORTUNITIES
AVAILABLE**

Contact your account executive
or advertising@phillymag.com
for more details.

Color

	1X	2X
Full page	\$6,500	\$6,000
2/3 page	\$5,300	\$4,800
1/2 page	\$4,300	\$3,800
1/3 page	\$3,000	\$2,500
1/6 page	\$1,900	\$1,400

Premium

	1X	2X
Spread (2 pages)	\$12,000	\$10,000
Back cover	\$10,000	\$8,800
Inside front cover	\$8,700	\$7,600
Inside back cover	\$8,500	\$7,300
2 page insert	upon request	

Datebook

Important **advertising
deadlines** to remember

Summer/Fall 2021

Space deadline: May 7, 2021

On sale: July 5, 2021



Winter/Spring 2022

Space deadline: September 17, 2021

On sale: November 15, 2021

We're Online

- The place local couples go to find useful information for their wedding, expert advice, tips, and endless galleries of gorgeous gowns, colorful bridesmaids' dresses, hairstyles created by local pros, chic makeup looks, stunning cakes, or fresh bouquets. From real weddings to engagement stories plus a robust resource directory of local vendors, online is where couples can find daily inspiration.



Philadelphia Wedding has the largest local special interest social following on Facebook and Instagram with over 30K followers.

KEY STATS...

62%

of readers are 25-34

Mondays

E-newsletter deployment

5k+

E-newsletter reach

ARE YOU LISTED IN OUR FIND IT WEDDING DIRECTORY?

New Premium Profile Listing Now Includes:

- Philadelphia magazine's SEO support and promotions across phillymag.com
- Gallery (up to 10 images), business name, contact button, phone number, address, social media handles, URL, and copy displayed in "Find A Wedding Expert" online for 1 year

Total Investment for Advertisers:

\$1,200 for non-print / \$600 for print

Add-on Option:

Quarterly Facebook posts \$2,000 / year (\$500 per post)

Includes:

- Organic Facebook post on Philadelphia Wedding page (10k+ followers), driving to Find It Philly lists



OPPORTUNITIES

Reach Newly Engaged Couples

Online and through social, we align you with relevant wedding editorial content.

1

E-Newsletter Sponsorship

Align directly with Philadelphia Wedding's dedicated newsletter.

2

Custom Content Posts

Wedding content on phillymag.com written by Philadelphia Wedding writers on your brand's behalf.

3

Channel Sponsorships

Align directly with Philadelphia magazine's online wedding vertical.

4

Dedicated E-blasts

Engage our Philadelphia Wedding subscribers with your brand's message.


5

Sponsored Instagram Posts & Stories

On @PhilaWedding

Print Advertising Rates


Sponsor Content
BRIDAL BEAUTY



Bridal Beauty
YOUR DREAM GLAM SQUAD AWAITS

***1/2 PAGE | \$1000**
*LEAD | \$1500


Includes 1 photo, business title, social handle, description (**110 words**; address may be included at end), website and phone.



JKo Beauty
@JKOBEAUTY1
On-Location Services

JKo Beauty provides award-winning makeup artistry, specializing in bridal makeup for the sophisticated, stylish bride. Jennifer Kochemer, owner and lead makeup artist, is a licensed cosmetologist who has worked with brides for more than 30 years. She is known for creating long-lasting, flawless and natural-looking complexions. Jennifer believes you should look and feel like the best version of yourself on your wedding day. She custom designs a look for each of her brides to enhance their natural beauty and capture their unique personal style. JKo Beauty provides a luxury experience that goes beyond beautiful makeup on your big day.


JKOBEAUTY.COM | 640-336-9333



Airbrush Artistry and Hair Design
@AIRBRUSHARTISTRYXHAIRDESIGN

Airbrush Artistry and Hair Design passionately enhances the true beauty of every bride. With more than 15 years of experience, co-owners Felicia Calabrese and Kelli De Lash have proudly served Philadelphia and its surrounding areas with on-location airbrush makeup and bridal hairstyling. Experience a light-hearted atmosphere from your home or bridal suite while achieving the flawless, natural look of your dreams.


AIRBRUSHARTISTRYXHAIRDESIGN.COM | 480-437-3039



Salon Rosa M
@SALONROSA.M

Salon Rosa M is a boutique salon located in the suburbs of Philadelphia offering all hair needs—from everyday styles to bridal, runway, red carpet, celebrity and beyond. Session stylist Rosa Martinez and her staff pride themselves on offering an on-site luxury experience for weddings and special occasions with true artistry and creativity to make your vision come to life.

THE.SALONROSA.M.COM | 610-771-9900



LashBee
@LASHBEELOVE

Get wedding-ready with long-lasting lashes, memorable makeup, beautiful brows and smooth skin. Visit lashbee.com/phillywedding for a special offer. LashBee was a Best of Philly winner for 2017, 2017 and 2018.

LASHBEE.COM/PHILLYWEDDING | 215-507-1864

1/4 PAGE | \$500

Includes 1 photo, business title, social handle, description (**60 words**; address may be included at end), website and phone.

ARE YOU LISTED IN OUR FIND IT WEDDING DIRECTORY?

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- Gallery (up to 10 images), copy (250 words), title, phone number, address, URL, social media, displayed in "Find A Wedding Expert" online for 1 year

Total Investment for Advertisers:

\$1,200 for non-print / \$600 for print

Add-on Option:

Quarterly Facebook posts \$2,000 / year (\$500 per post)

Includes:

- Organic Facebook post on Philadelphia Wedding page (10k+ followers), driving to Find It Philly lists

Custom Advertising Opportunities Available

Contact your account executive or advertising@phillymag.com for more details.



Deadlines

Summer/Fall 2021

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On sale: July 5, 2021

Winter/Spring 2022

Space deadline: September 17, 2021

On sale: November 15, 2021

All images must be at least 300 DPI at 100% of final print size.

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Print Advertising Rates

Sponsor Content
THE CAKERY



The Cakery

CRAVEWORTHY CREATIONS
TO DELIGHT YOU AND YOUR GUESTS



Classic Cake
@CLASSICCAKESPHILLY
Philadelphia and Cherry Hill, NJ

Led by renowned pastry chef Robert Bennett, Classic Cake uses exclusive techniques and the finest ingredients. Their experienced and artistic culinary team works closely with each client to create one-of-a-kind, custom cakes for weddings and other occasions, plus desserts and confections for any special celebration. The latest trend in wedding cake design is truly anything one's heart desires. While that may seem cliché, couples are no longer bound to tradition. From the cake itself to pastry buffets, table centerpieces and sweet-ending favors, the infinite varieties appeal to both the eye and palate.

CLASSICCAKES.COM | 215-999-3353, 856-791-5668



Velvet Sky Bakery
@VELVETSKYBAKERY
307 Linden Street, Baltimore, PA

Velvet Sky Bakery is an artisan-style bakery that makes your cake dreams a reality. They offer custom-designed wedding and groom's cakes with custom flavors and specialize in elegant sugar flowers, sculpted cakes and specialty desserts.

VELVETSKYBAKERY.COM | 310-844-0334



Tiffany's Bakery
@TIFFANYBAKERY
1001 Market Street, Philadelphia

Do you, happy couple, take Tiffany's Bakery to be your deliciously decadent wedding bakery, your pastry partner and cake confectioner from this day forward, through consultations and tastings? Tiffany's vows to take your visions and bring them to life in a meaningful and creative manner. In buttercream and in fondant, as well as in semi-naked and gilded, Tiffany's pledges to satisfy you unconditionally and always exceed your expectations. You are hereby pronounced soulmates for all of life's sweet celebrations: showers, anniversaries, birthdays, graduations and vow renewals. You may now kiss the cake!

TIFFANYBAKERYPHILLY.COM | 846-333-3339

***1/2 PAGE | \$1000**
***LEAD | \$1500**

Includes 1 photo, business title, social handle, description (**110 words**; address may be included at end), website and phone.

1/4 PAGE | \$500

Includes 1 photo, business title, social handle, description (**60 words**; address may be included at end), website and phone.

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Includes:

- Organic Facebook post on Philadelphia Wedding page (10k+ followers), driving to Find It Philly lists

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Print Advertising Rates

Sponsor Content
WEDDING WISHLIST



1/6 PAGE | \$750

Includes 1 photo, business title, social handle, description (40 words; address may be included at end), website and phone.

 <p>Ashley Gerrity Photography @ASHLEYGERRITYPHOTOGRAPHY</p> <p>Ashley Gerrity Photography is the photo/video team for couples who crave a personalized experience. They capture breathtaking images while making your experience enjoyable and celebratory!</p> <p>ASHLEYGERRITYPHOTOGRAPHY.COM 717-890-7063</p>	 <p>Delice et Chocolat @DELICECHOCOLAT</p> <p>Delice is a French pastry shop run by two Parisian brothers in the heart of Ardmore. They specialize in classic cakes and pastries and focus on only providing the highest quality, decadent desserts for your shower, wedding and all the moments in between. Ask your wedding party to join your crew with a custom menu!</p> <p>DELICECHOCOLAT.COM 610-660-7001</p>	 <p>Asya Photography @ASYAPHOTOGRAPHY_PHILLY</p> <p>ASYA Photography is a boutique wedding photography and cinematography studio with a dreamy, romantic aesthetic and a relaxed, photojournalistic approach. They work closely with you throughout the entire wedding process to provide you with a fun and customizable experience.</p> <p>ASYAPHOTOGRAPHY.COM 610-666-6363</p>	 <p>Clover Event Co. @CLOVEREVENTCO</p> <p>Clover Event Co. is a boutique wedding-planning company based in Philadelphia, specializing in planning, styling and coordinating authentic weddings for modern couples.</p> <p>CLOVEREVENTCO.COM 315-378-9886</p>
 <p>Fifty Shades of Planning @FIFTYSHADESOFPANNING</p> <p>A personal confluence of knowledge, connections and advice spilled with a little extra sparkle. From full-scale conception, coordination and design, all the way to your day-of details, this company is inspired by how different each client can be. They'd love to know, #whatyourshade.</p> <p>FIFTYSHADESOFPANNING.COM 315-407-5480</p>	 <p>Myrtle & Magnolia @MYRTLEANDMAGNOLIA</p> <p>Myrtle & Magnolia is a full-service floral design and events company. With experience in all aspects of events—from classic personals to elaborate ceremony structures—your wedding florals will be sure to complement your style and vision. Contact: Hello@myrtleandmagnolia.com</p> <p>MYRTLEANDMAGNOLIA.COM</p>	 <p>Kyle Michelle Weddings & Events @KYLEMICHELLEWEDDINGS</p> <p>Kyle Michelle Weddings & Events is all about organization, creativity, design and implementation. They've had a lifetime to perfect operating as a seamless team. Sisters by chance, partners by choice, they look forward to bringing each client's ideas to life.</p> <p>KYLEMICHELLEWEDDINGS.COM 267-355-7754</p>	 <p>Maria Mack Photography @MARIAMACKPHOTOGRAPHY</p> <p>Fine art film photography. Creating ethereal, light, dreamy photography for couples in love everywhere. Services include weddings, elopements, destination weddings and boudoir.</p> <p>MARIAMACKPHOTOGRAPHY.COM 315-607-1899</p>

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