



mspmagweddings.com

Weddings

2009 Media Kit

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2 Great Issues



Fall/
Winter
Issue

Weddings is the only bridal magazine in the market that is created as a true planning tool, with the most local resources and ideas. From receptions to honeymoons, *Weddings* helps brides-to-be put together their perfect day with our fresh, engaging content and the hottest ideas in wedding trends. Our Fall/Winter issue will include:

- *Wedding Celebrations in All Four Seasons*
- *Setting the Stage: Rehearsal Dinner Tips and Protocol*
- *Great Gifts and Goodies*
- *Plus The Twin Cities Most Comprehensive Bridal Directory*

Published just in time for our January show, The Bridal Party at The Depot, our Spring/Summer issue brings Twin Cities' brides-to-be the best local information and insights for creating their dream day. Page after page of helpful tips, wow-factor trends, and our famous photo spread with exclusive wedding gown designs remind readers why *Weddings* is the local wedding authority.

- *Picture-Perfect Gowns*
- *Sweets, Favors and Treats*
- *Imaginative Invitations*
- *Show Stoppers: Fashionable Finishing Touches*
- *Receptions to Remember*
- *Much More!*



Spring/
Summer
Issue



26
Average age of the bride-to-be

200
Average number of invited wedding guests

Weddings readers and attendees of The Bridal Party are educated and affluent:

70%
College graduates

34%
Combined average annual income of \$50,000-\$75,000

22%
Combined average annual income of \$100,000-\$150,000

2 Elegant Shows

the Bridal Party



More than a wedding show, The Bridal Party makes wedding planning easy and enjoyable. Brides-to-be experience a more intimate event, meeting professionals who specialize in everything from engagement to honeymoons, in one beautiful, personal setting.

Sunday,
September 20
2009

Metropolitan Ballroom
Golden Valley

Elegant and unique, this show's size provides exclusive one-on-one time for featured advertisers and brides-to-be in an intimate, relaxing setting.

Guests enjoy:

- Bridal apparel modeling
- Complimentary cocktails, hors d'oeuvres, cake sampling, and wine tasting
- Hair, makeup, and spa treatments
- Live entertainment
- Trend seminars
- Fabulous prizes – including a \$5,000 honeymoon package
- Special bride-to-be gift bags

Space is limited to 45 exhibitors – Deadline April 15, 2009

Added bonus!

Reserve your package by April 10, 2009, and receive a free listing in The Bridal Party special preview in Mpls.St.Paul Magazine's August issue.

Sunday,
January 10
2010

The Depot
Downtown
Minneapolis

The first Twin Cities bridal show of the season, our January show offers a one-of-a-kind opportunity for advertisers to meet newly engaged couples. With its historical setting, couture fashion shows, a relaxing café, huge on-site prize giveaways, and over 125 exhibitors, brides-to-be are treated to an afternoon of planning bliss.

Guests enjoy:

- Wedding trend presentations
- Cake and food sampling
- Interactive exhibits and entertainment
- Three dazzling fashion shows featuring the latest designer and couture wedding wear all personally selected by *Mpls.St.Paul Weddings* Stylist Laura Stephans from the area's finest bridal boutiques
- \$5,000 honeymoon and over \$20,000 in prizes given away throughout the day
- Exhibitors enjoy the attached underground parking & easy load-in access

Order early for best location! Early order booth rate deadline is July 1, 2009. *Reserve today!*

Added bonus!

Reserve your package by June 15, 2009, and your company will be listed in The Bridal Party special preview in Mpls.St.Paul Magazine's December issue.

Bridal Party exhibitors benefit from a comprehensive marketing campaign, including advertising and publicity through the following media outlets:

- *Mpls.St.Paul Magazine Weddings*
- *Mpls.St.Paul Magazine*
- mspmagweddings.com
- mspmag.com
- Local radio
- Local television
- And much more!

Media Coverage

Mpls.St.Paul Weddings Lifestyle Editor made many appearances on TV and radio promoting The Bridal Parties.

- Fox 9 News - Four live segments – Total outreach: 503,832; Online: Impressions 81,752
- KARE-11 News – Saturday – Total outreach: 215,160; Online: Impressions 319,100
- KSTP – Total outreach: 168,600
- FM 107 Shop Girls – Total Outreach: 79,200; Online: Impressions: 127,215

mspmagweddings.com

Reach an audience that is involved, educated, and affluent.

Our advertisers benefit from its highly desirable demographics and ever-increasing readership. Among the past year's most viewed pages — mspmagweddings.com is becoming the preeminent resource for engaged couples looking to find wedding planning resources at their fingertips.

Our comprehensive list of reception sites, florists, boutiques, and photographers is second to none in the Twin Cities.



Online Display

Different ad sizes offer you various options for advertising and linking to your own website.

Spotlight:
Rotates at the top of the home page.

Leaderboard:
Rotates horizontally at the top of every page.

Rectangle:
Rotates through all feature pages.



Digital Magazine

Visitors will have access to a digital version of *Weddings*, giving you opportunities to enhance your ad with a slide show, video, or simply link to your website.



Custom Web Pages

Gives you the opportunity to showcase your listing among hundreds, with customized web page features that include a short description, photos, email, and website links.

Skyscraper:
Rotates vertically down the right hand side of all search results pages.

Destination Weddings & Honeymoons

Destination Weddings & Honeymoons offers an elite selection of resorts, hotels, and B&Bs to assist couples in planning their destination wedding ceremony or romantic escape.



Aisle File E-Newsletter

Delivered to over 1,200 brides-to-be every month, this electronic newsletter offers fresh ideas, links to hot sales and bridal events, expert advice from our editor, and tickets to our upcoming shows. Limited space available!