



SOUTH SOUND

# wedding & event

MAGAZINE

AUBIN AHRENS

SOUTH SOUND WEDDING & EVENT  
MAGAZINE, WEBSITE, WEDDING SHOWS

**2018/2019 MARKETING PROFILE**  
**ADVERTISING RATES AND SPECIFICATIONS**



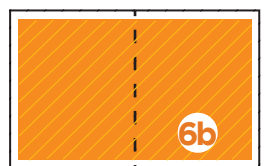
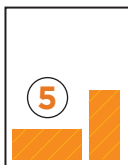
BIRD + DUCK  
MEDIA



- CIRCULATION **10,000**
- READERS PER ISSUE: **4**
- TOTAL READERSHIP: **40,000**
- **20 WEDDING SHOWS, OPEN HOUSES & EVENTS**
- **SOLD ON NEWSSTANDS**
- **DIGITAL VERSION**



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## MAGAZINE MECHANICAL REQUIREMENTS

### AD SIZE

### DIMENSIONS

1a. FULL PAGE —  $\frac{1}{8}$ " bleed 3-sides

$8\frac{1}{2}" \times 11\frac{1}{8}"$

1b. FULL PAGE — no bleed

$7\frac{3}{8}" \times 9\frac{7}{8}"$

2. TWO-THIRDS PAGE

$4\frac{5}{8}" \times 9\frac{7}{8}"$

3. HALF PAGE

$7\frac{3}{8}" \times 4\frac{3}{4}"$

4. THIRD PAGE — vertical

$2\frac{1}{4}" \times 9\frac{7}{8}"$

THIRD PAGE — square

$4\frac{5}{8}" \times 4\frac{5}{8}"$

5. SIXTH PAGE — vertical

$2\frac{1}{4}" \times 4\frac{5}{8}"$

SIXTH PAGE — horizontal

$4\frac{5}{8}" \times 2\frac{1}{4}"$

6a. FULL PAGE DOUBLE SPREAD

—  $\frac{1}{8}$ " bleed 4-sides

$17" \times 11\frac{1}{8}"$

6b. FULL PAGE DOUBLE SPREAD — no bleed

$15\frac{3}{4}" \times 9\frac{7}{8}"$

### ADVERTISING DEADLINE:

- Contract and payment due **SEPT. 14, 2018**
- Ad materials due **SEPT. 21, 2018**
- Camera-ready art due **SEPT. 28, 2018**

### SPECIFICATIONS

Acceptable digital formats:

Illustrator EPS (high resolution, fonts outlined);

Photoshop TIFF, native (300dpi); Indesign high resolution, fonts outlined; PDF (300dpi min., fonts embedded).

Publisher files not accepted.

- All fonts converted to paths or outlines.
- Native art, photos and logos at 300dpi (required). Images below 300dpi not accepted.
- Four-color process; convert to CMYK.
- Ads may be uploaded to the FTP site or send a CD/DVD.
- Bleeds: see specifications above.

South Sound Wedding & Event magazine presents the

### SOUTH SOUND WEDDING SHOW

TO LEARN ABOUT 2019 DATES AND LOCATIONS, VISIT  
SOUTHSOUNDWEDDINGSHOW.COM

REQUEST A SHOW CONTRACT AT:

[publisher@weddingandeventmagazine.com](mailto:publisher@weddingandeventmagazine.com)

## Top 7 research methods couples use

1. Internet search (Google, Bing) **72%**
2. Wedding website **66%**
3. Friend or family recommendation **59%**
4. Social media network **49%**
5. Wedding magazines **42%**
6. Wedding show / event **34%**
7. Wedding blogs **32%**

SOURCE: THE WEDDING REPORT

To reach this audience where they search, advertise in several of these locations to ensure the engaged couples will find your business.

## ADVERTISING INFORMATION and RATES

- Web contact included with every print ad (value \$95).
- Digital magazine with live ad links included with every print ad.

AD SIZE	ANNUAL
FULL PAGE	\$ 2,395
TWO-THIRDS PAGE	\$ 1,895
HALF-PAGE	\$ 1,595
ONE-THIRD PAGE	\$ 1,195
ONE-SIXTH	\$ 495
FULL PAGE DOUBLE PAGE	\$ 3,650
<b>PREMIUM POSITIONS:</b>	
BACK COVER	\$ 3,395
INSIDE BACK COVER	\$ 2,795
INSIDE FRONT COVER	\$ 2,695
PAGE 1	\$ 2,695
PAGE 2	\$ 2,495
PAGE 3	\$ 2,495
TABLE OF CONTENTS	\$ 2,495

### MAGAZINE ADS PRODUCED BY US

**AD DESIGN FEE:** \$185 per ad  
(\$120 for one-sixth page only)

- Up to two ad proofs.  
For three or more,  
5% added to each revision.
- SSW&E retains copyright of ad.

### ADVERTISING PAYMENT INFORMATION

- Five percent discount when two or more items purchased.
- We accept print-ready ads, or we will build your ad (see ad specs and rates).
- Magazine ad position may be guaranteed for placement fee equal to 20 percent of space rate.
- Payment by check (payable to Bird + Duck Media) or by credit card via invoice link.

### DIGITAL MAGAZINE LINKS YOUR AD

The digital version of South Sound Wedding & Event magazine is available on [www.issuu.com](http://www.issuu.com) to read or download.  
It is linked from [www.weddingandeventmagazine.com](http://www.weddingandeventmagazine.com)  
Your ad links to your website.

# 2019

#### PIERCE COUNTY

Weddings	6,345
Average spent	\$31,808
Total sales	\$201,821,760

#### THURSTON COUNTY

Weddings	1,866
Average spent	\$32,279
Total sales	\$60,232,614

#### KITSAP COUNTY

Weddings	1,884
Average spent	\$32,984
Total sales	\$62,141,856

#### GRAYS HARBOR COUNTY

Weddings	567
Average spent	\$22,993
Total sales	\$13,037,031

#### LEWIS COUNTY

Weddings	622
Average spent	\$23,250
Total sales	\$14,523,700

#### MASON COUNTY

Weddings	511
Average spent	\$25,235
Total sales	\$12,895,085

#### JEFFERSON COUNTY

Weddings	295
Average spent	\$25,235
Total sales	\$7,451,381

#### CLALLAM COUNTY

Weddings	498
Average spent	\$23,929
Total sales	\$11,916,642

#### KING COUNTY

Weddings	12,768
Average spent	\$35,140
Total sales	\$448,667,520



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# WEB ADVERTISING for

## weddingandeventmagazine.com



- More than 72 percent engaged couples search for their resources online.
- Couples spend three to five minutes on our site.
- This is the only local, online wedding resource in the South Puget Sound region, so your listing is more likely to be noticed.
- The site has strong, built-in search engine capabilities (SEO), so we can target local, engaged couples.

### WEB ADS & LISTING RATES

Annual web ad features and prices  
Ads rotate within ad location with page changes.  
Ads include a premium listing (see below).

**BASIC LISTING \$95 / YEAR** (Complimentary for local business partners!)  
Includes name of your business, store address and contact information, and a link to your website.

**PREMIUM LISTING \$195** (Complimentary with annual web ad)  
Increase your brand exposure and attract highly-qualified buyers. Includes 250 to 350-word description of your business, store address and contact information, a link to your website, plus logo/photo (200 x 200 pixels, 72 dpi, jpg). The premium listing is included with web ads.

**TOP AD: \$995**

**SIDE 1: \$795**

**SIDE 2: \$695**

**SIDE 3: \$595**

**SIDE 4: \$495**

### WEB AD FORMATS

**TOP**  
430w x 175h pixels

**SIDE**  
265w x 175h  
pixels

**LOGO**  
200w x 200h  
pixels

**AD RESOLUTION: 72dpi**  
Ads include contact information  
in Resources. Custom graphic design is  
included in the ad fee.

### WEB AD CATEGORIES — WE CAN CUSTOMIZE

BACHELOR/BACHELORETTE  
PARTIES/SHOWERS  
BOAT WEDDINGS  
CATERING, BEVERAGES  
DANCE INSTRUCTION  
DECORATIONS  
FINANCIAL/INSURANCE  
FLOWERS  
GIFTS & FAVORS  
HOTELS

INVITATIONS  
JEWELRY  
MEN'S FORMALWEAR  
MISCELLANEOUS SERVICES  
MUSIC  
PHOTOGRAPHY/  
PHOTO BOOTH  
REGISTRY  
RENTALS  
SALON/SPA/BEAUTY

TRANSPORTATION  
VIDEO AND FILM  
WEDDING CAKES,  
DESSERTS  
WEDDING COORDINATORS  
WEDDING DRESSES  
WEDDING OFFICIANTS  
WEDDING PARTY ACTIVITIES  
WEDDING RESOURCES  
WEDDING VENUES

**Bird + Duck Media, LLC. | 1505 S. Sheridan Ave Tacoma, WA 98405**

**SOUTH SOUND WEDDING & EVENT**

SOUTH SOUND WEDDING SHOWS • WEDDING & EVENT MAGAZINE • SOUTH SOUND WEDDING WEBSITES



**CONTACT:**  
253-548-5796  
Publisher@weddingandeventmagazine.com

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