

south sound

# Wedding & Event

magazine

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2020 MEDIA KIT

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Our mission is to be the perfect platform for every wedding and event industry business in the south sound region and a connection for every couple looking to plan their perfect day in the beautiful area we call home!



MEDIA KIT PHOTOS: WALLFLOWER PHOTOGRAPHY, UNLESS NOTED.

## PERFECT PLATFORM

We focus on showcasing the vendors of the region, providing opportunities to share online, present at a show, and advertise in print. The focused audience we provide is YOUR ideal customer!

## CONNECTION

We look to make connections with couples by creating imagery that couples can relate to, be inspired by, and realistically see themselves in those same images for their own wedding day.

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## OUR STATS & DETAILS

### PRINT MAGAZINE

- Sold on newsstands throughout 9 counties of Washington State including King, Pierce, Thurston, Kitsap, Lewis, Mason, Grays Harbor and Jefferson counties.
- Readership of over 40,000 per year
- Provided to over 2,000 brides/couples directly each year at local wedding shows, open houses, and boutiques.

### DIGITAL MAGAZINE

- Issuu digital magazine available online to view for FREE, averaging over 30,000 impressions annually and growing with our new redesign!
- Articles from the print version are also published on the website for further exposure.

### WEBSITE

- [weddingandeventmagazine.com](http://weddingandeventmagazine.com) has thousands of unique visitors every month, with over 20,000 visitors annually!
- Get hundreds of click-throughs to your own website, by placing a website ad.

### SOUTH SOUND WEDDING SHOWS

- SSWE produces local shows in the South Sound region including SSWS: Olympia (13 years) and SSWS: Puyallup (2 years). The shows average between 50–70 vendors and 400–500 guests per event and include vendors and couples specific to the south sound region!
- *See annual registration packet for event floor plans and specific booth pricing*



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## WEDDING SHOW TESTIMONIAL

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*"Wanted to thank you for such a successful show [Jan 2019] — we booked 2 new clients with contracts and deposits within 5 days after the event, and made about 30–35 new connections at the show. We're looking forward to all the new changes you both put into the magazine and other shows, and are excited about the fresh look you guys are doing! Keep it up ladies!"*

— CHRISTELLE ELBERT PHOTOGRAPHY



SARAH WELLS, PHOTOS BY SW

## PRINT ADVERTISING

FULL PAGE  
 $\frac{1}{8}$ " bleed 3-sides  
 $8\frac{1}{2}$ " x  $11\frac{1}{8}$ "  
 AD RATE: \$2,395  
 PREMIUM AD RATES —  
 Back Cover: \$2,795  
 Inside Front Cover,  
 Page 1: \$2,695  
 Page 2, Page 3,  
 & TOC: \$2,495

FULL PAGE  
 $\frac{1}{8}$ " bleed 3-sides  
 $8\frac{1}{2}$ " x  $11\frac{1}{8}$ "  
 AD RATE: \$2,395  
 PREMIUM AD RATES —  
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 Page 1: \$2,695  
 Page 2, Page 3,  
 & TOC: \$2,495

TWO-THIRDS  
 PAGE  
 $4\frac{5}{8}$ " x  $9\frac{7}{8}$ "  
 AD RATE: \$1,895

HALF PAGE  
 $7\frac{3}{8}$ " x  $4\frac{3}{4}$ "  
 AD RATE: \$1,595

## AD SPECIFICATIONS

### Acceptable digital file formats:

EPS, TIFF, JPEG, or PDF (fonts embedded). *Publisher files not accepted.*

- All fonts converted to paths or outlines, or embedded (PDF)
- Native art, photos and logos at 300dpi (required)
- CMYK color format
- See diagrams for dimensions and bleeds.
- Email Ad files to:  
 publisher@weddingandeventmagazine.com  
 Ad files over 4MB can be sent via file transfer (DropBox, WeTransfer, etc.), or copied onto a thumb drive or CD and mailed to: Bird + Duck Media  
 1505 S. Sheridan Ave  
 Tacoma, WA 98405

THIRD PAGE  
 VERTICAL  
 $2\frac{1}{4}$ " x  $9\frac{7}{8}$ "  
 AD RATE: \$1,195

THIRD PAGE  
 SQUARE  
 $4\frac{5}{8}$ " x  $4\frac{5}{8}$ "  
 AD RATE: \$1,195

SIXTH PAGE VERTICAL  
 $2\frac{1}{4}$ " x  $4\frac{5}{8}$ "  
 AD RATE: \$495

SIXTH PAGE  
 HORIZONTAL  
 $4\frac{5}{8}$ " x  $2\frac{1}{4}$ "  
 AD RATE: \$495

FULL PAGE DOUBLE SPREAD  
 $\frac{1}{8}$ " bleed 4-sides  
 $17$ " x  $11\frac{1}{8}$ "  
 AD RATE: \$3,650

FULL PAGE DOUBLE SPREAD  
 no bleed  
 $15\frac{3}{4}$ " x  $9\frac{7}{8}$ "  
 AD RATE: \$3,650

## ONLINE AD SPACE

*All web ads include the full calendar year for 2020 and will link directly to their website or desired contact page. Ads rotate within ad location with page changes. Ads include a premium listing (see below).*

TOP	430w x 175h pixels; 72dpi JPEG	\$995
SIDE	265w x 175h pixels; 72dpi JPEG	SIDE 1 – \$795 • SIDE 2 – \$695 SIDE 3 – \$595 • SIDE 4 – \$495
PREMIUM LISTING	Complimentary with magazine ad, included with web ads. Includes a logo, link, photo gallery, 250–350-word business description. We can add video and a document.	

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## ADDITIONAL DIGITAL ADVERTISING

NEWSLETTER AD	265w x 175h pixels; 72dpi JPEG	\$150
DIRECTORY LISTING ONLY	An affordable way to be included in our online directory. Includes a logo, link, photo gallery, and 250–350-word business description. We can add video and a document.	\$195

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## SOUTH SOUND WEDDING AND EVENT MAGAZINE • 2020 MEDIA KIT





CONTACTS:

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[weddingandeventmagazine.com](http://weddingandeventmagazine.com) • [southsoundweddingshows.com](http://southsoundweddingshows.com)

South Sound Wedding & Event Magazine and South Sound Wedding Shows are produced by Bird + Duck Media LLC, headquartered in Tacoma, WA.