

**Boston**

# weddings

2018

**MEDIA KIT**



# EDITORIAL OVERVIEW

## PRINT

*Boston Weddings*, the most trusted, comprehensive and visually stunning resource for New England brides and grooms from the editors of *Boston* magazine, connects local brides with the area's most exceptional experts via innovative, original editorial content and striking photography, and offers a curated take on national trends. Written, photographed, designed, and edited by people who live here and know the local market, *Boston Weddings* showcases the many elements that are part of planning a picture perfect wedding. An established guide with a fresh, modern sensibility, *Boston Weddings* is a true reflection of the expectations, tastes and honored traditions of the New England bride and groom and their families.

## WHAT YOU'LL FIND INSIDE

### THE PLANNER

Section Includes: Fashion, Beauty, Body, The Breakdown, Tried & True, Loot, Getaways, and Reality Checks, this is the go-to guide for brides for every aspect of their wedding.

### THE EXPERTS

Tips, Tricks and Advice. This section features local experts and highlights business owners in the wedding industry.

### BEST OF BOSTON WEDDINGS®\*

Our editors' expertly curated guide to the region's top venues and services.

### VENUES

A look at the region's most sought-after reception venues and wedding locales.

### FEATURES

Subjects include: Fashion, Flowers, and Real New England Weddings.

### THE REGISTRY

Everything and everyone a Boston bride needs to know—from bands and djs, to dance instructors and caterers, to transportation and reception sites—all in a convenient listing format.

*\*Only in Volume II each year*

## PLANNING CALENDAR

ISSUE: Volume II | June 2018

AD CLOSE: April 20, 2018

ON SALE: June 12, 2018

ISSUE: Volume I | December 2018

AD CLOSE: October 19, 2018

ON SALE: December 11, 2018

## BEST OF BOSTON® WEDDINGS

**BEST OF BOSTON WEDDINGS® ISSUE: VOLUME II, JUNE 2018**

For over 50 years *Boston* magazine has awarded Best of Boston® recognition to local industry leaders in a variety of categories. Historically, this highly curated list included 10-15 wedding category awards each year, hand-selected by the *Boston* magazine editorial team. Launched for the first time in 2016, the Best of Boston® brand made it to the pages of *Boston Weddings*. This dedicated award highlights 30-40 of the industry's best on the pages of *Boston Weddings* and online at [bostonmagazine.com](http://bostonmagazine.com).

The Best of Boston® Weddings issue features categories that brides and grooms truly want to know about, while sharing with them the very best professionals, venues and businesses in and around the Greater Boston area. When the Best of Boston® Weddings issue hits newsstands, all winners will launch live simultaneously on [bostonmagazine.com](http://bostonmagazine.com) delivering not only the planning bride and groom a digital resource to navigate and learn more to help plan their big day, but will also serve as a platform to drive business to the Best of Boston® Weddings winners.



**ISSUE:** Volume II | June 2018

**AD CLOSE:** April 20, 2018

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# AUDIENCE & DISTRIBUTION

**READERSHIP 222,792**

**CIRCULATION 30,000**

*Boston Weddings* targets high-end brides & grooms-to-be throughout New England, delivering 222,792 interested readers per bi-annual issue.

- Couples planning their wedding in 2015 range from 25-35 years old.
- A total of \$72 billion is spent on weddings annually in the U.S.

**NEWSSTAND 11,170**

*Boston Weddings* enjoys prominent presence at upscale and accessible newsstand locations, including Whole Foods, Barnes & Noble, Roche Bros., Stop & Shop, CVS, Shaw's/Star Markets.

**UPSCALE RETAIL 12,633**

*Boston Weddings* is found at the finest bridal registries and wedding vendors in the area including Bloomingdale's, Macy's, Williams Sonoma, and Crate & Barrel, influencing our audience at critical times in their decision-making, and purchasing process.

**BRIDAL EVENTS & TARGETED PROMOTIONS 4,047**

*Boston Weddings* selects key, high-traffic bridal events taking place throughout New England, and partners with them to ensure our magazine finds its way into the right hands.

\* The Media Audit Winter 2016  
MMR Subscriber Study Oct. 2011



## OUR EDITORS

### ANDREA TIMPANO

Andrea began her *Boston* magazine career as an intern, later joining the team as a writer and researcher in 2015. After eventually moving to the role of executive editor for *Boston Home* and *Boston Weddings*, Timpano was named editor-in-chief of both publications in early 2018. She holds a degree in English literature from SUNY Geneseo, and will receive her master's in journalism from Boston University this spring.



### FRANCESCA MILLS PURCELL

Francesca is a celebrity fashion stylist and an interior designer. During her seven years at *Elle* magazine, she styled some of the most influential actors and performers of our time. Mills left *Elle* to pursue a freelance career in fashion and interior design, and now joins the *Boston Home* and *Boston Weddings* teams as executive editor.

### MICHELE SNOW

Michele is the art director for *Boston Home* and *Boston Weddings*. She brings the pages of these publications from imagination to execution to production. She is thrilled to celebrate her fifth year working on *Home* and her third year on *Weddings*. She has lived and worked in Boston since graduating from Quinnipiac University in 2013. When she's not making to-do lists or scrolling through Instagram, you can find her on the beach on Cape Cod or checking flight prices to Europe.



# DIGITAL CAPABILITIES

Bostonmagazine.com features the same authoritative journalism and insider information found in the pages of our print publications, with expanded coverage of the city using fresh, daily content, helpful guides, and e-newsletters. With 2.5 million page views per month, bostonmagazine.com is the online and mobile-friendly choice for stylish, sophisticated Bostonians.

## CUSTOM CONTENT

*Boston* magazine's custom content creates the opportunity for wedding advertisers to be featured in custom digital advertorial content that appears in multiple drivers throughout bostonmagazine.com. Every article is written to feel native to our sites. Visitors use these articles as a resource for how to spend their time and money in and around Boston. The content is written by our expert team of writers. Once published, thousands of links to the article are sprinkled throughout our site as well as partner sites to drive visitors to the article. Within each article the advertiser's logo and a high resolution image appears in the preview alongside a headline. Additionally, articles are featured on social media and in *Boston Weddings*.

## NEWSLETTER

### WEDDINGS NEWSLETTER

Our Weddings Newsletter drops every other week with info from *Boston Weddings'* blog, industry news, events, features from the current issue, and more.

### THE WEDDING BUZZ

The WEDDING Buzz is sent twice a year (corresponding with the debut of each issue) and gives a sneak peek of the highlights of the latest issue in print and online.

### EXCLUSIVE WEDDINGS EMAIL BLAST

Target our subscribers on your own schedule. We'll send a dedicated email to wedding industry professionals and subscribers who have opted in to hear about special offers and events directly from you!

### WEDDING INSPIRATION

Boston magazine's Inspiration Galleries give advertisers the opportunity to connect with readers through stunning photos. The Wedding Inspiration gallery lives on bostonmagazine.com and will be shared across social media and promoted site wide through multiple drivers. Instead of telling, Wedding Inspiration will show readers your brand through a slide show of beautiful photography with informative captions.

# TESTIMONIALS

## BOSTON WEDDINGS MAKES A DIFFERENCE TO YOUR MARKETING PLAN.

### PHOTOGRAPHY

"*Boston Weddings* is currently the only print publication Person + Killian chooses to advertise with! We have had a full page ad on the inside cover for several years now and are continually pleased with the clients who come our way having seen the ad. This publication is a perfect fit for us and our target couples!"

**Jill Person and Lauren Killian**  
PERSON + KILLIAN PHOTOGRAPHY

### CATERING

"Our partnership with *Boston Weddings* has always generated results. The process is simple, their staff is always accommodating and helpful, and advertising with them continues to be a strong investment for both the Exchange Conference Center and East Meets West Catering."

**Brian Rice**  
EAST MEETS WEST CATERING

### INVITATIONS, ANNOUNCEMENTS & STATIONARY

"We love advertising with *Boston Weddings!* The editorial is always fresh and exciting and we've reached so many ideal clients through the magazine. It's been a great fit for our business!"

**Samantha Finigan & Whitney Swaffield**  
GUS & RUBY LETTERPRESS

### WEDDING PLANNING

"*Boston Weddings* is not only a beautiful magazine showcasing the incredible talent of so many Boston based vendors, but it is also one of the few magazines in which we place our ads. I have always had a wonderful experience with their media department and, as well, this magazine targets the audience with whom we are planning weddings. We are thrilled to both showcase our work in this magazine and also enjoy seeing the fabulous work of others in our industry."

**Janie Haas**  
JANIE HAAS EVENTS

## NOTED CLIENTS AND PARTNERS:

- Barmakian Jewelers
- Coldwell Banker
- Mandarin Oriental Boston
- Omni Hotels & Resorts
- Bella Bridesmaid
- Cranwell Resort, Spa, & Golf Club
- Museum of Fine Arts
- Peabody Essex Museum
- Bermuda
- Flair Bridesmaid
- Nantucket Island Resorts
- Ritz Carlton Boston Common
- The Catered Affair
- Grill 23
- New England Aquarium
- Seasport Hotel & World Trade Center
- Castle Hill Inn
- L'Elite
- New Hampshire Department of Travel and Tourism
- Taj Boston
- The Charles Hotel
- L'Elite
- Top of the Hub
- Christofle
- Macy's
- Wesquassett Resort & Golf Club



## SPECIAL SECTIONS



### BEST OF BOSTON® WINNERS

Showcase your business in the Best of Boston® Weddings section, an exclusive Winners' only gallery that readers turn to time and again to find the best of the best. The Best of Boston® Winners' Gallery is in every issue of *Boston Weddings* and the July Best of Boston® issue of *Boston* magazine.

- 30 words of copy
- One (1) photo
- Logo
- Contact information



### LOVE THAT

This section features local wedding professionals providing inspiration for our readers' big day. From flowers, veils, shoes, calligraphy, jewelry, gifts, and more—each Love That section allows retailers to inspire readers while promoting themselves with 25-30 words of copy, a photograph, and contact information. This section will also appear online in a slideshow format and live in definitely on bostonmagazine.com with promotional drivers.

- 30 words of copy
- One (1) photo
- Contact information



### REAL BOSTON WEDDINGS:

Here is your chance to highlight a wedding at your property with the popular, "Real Wedding" format brides love to see! While branding is important, prospective brides are eager to see real images from a recent wedding. Grab their attention with bold color displays, dramatic lighting, over the top décor, traditional ceremonies, or breathtaking views... The possibilities are endless! Real Boston Weddings will also appear in a slideshow format and live indefinitely on bostonmagazine.com with promotional drivers and links to the revenues included.

- Up to 5 photos
- Brief venue discription
- Contact information
- 5 bulleted takeaways

### ASK THE EXPERTS:

#### ADDED VALUE

This includes advice from local wedding industry professionals, including a question and answer, accompanying image, and contact information.

### INSTAGRAM INSPIRATION:

#### ADDED VALUE

This page will prompt readers to follow your Instagram handle for wedding inspiration for their own big day!



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