



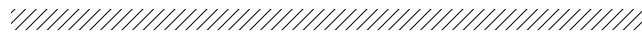
Philadelphia
wedding

2016 MEDIA KIT



Philadelphia Wedding

As Philadelphia's largest and most authoritative upscale bridal brand and publication, *Philadelphia Wedding* is the must-have resource for the elegant, fashion-forward, and sophisticated bride. From inspirational ideas and trends off the runway, to the best wedding professionals in the area, *Philadelphia Wedding* is written, photographed, designed and edited by local professionals, making it a true leader in the market.

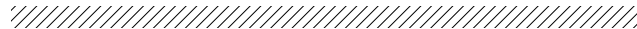


Each issue of *Philadelphia Wedding* will feature all the best the Philadelphia area has to offer the local, sophisticated, fashion-forward bride planning her wedding, including:

- Designer wedding gowns sourced to local bridal salons
- Seasonal flower and decor ideas; arrangements from Philly florists
- Beautiful wedding cakes designed by local bakers
- Guides to the best local businesses and services in the wedding industry
- Etiquette advice from local experts
- Editors' favorite looks from the bridal runway
- Design, fashion and color trends
- Real weddings that took place in Philadelphia and the surrounding suburbs
- The latest news from the Philadelphia wedding industry



MEET THE EDITOR



Carrie Denny Whitcraft, Editor of *Philadelphia Wedding*, brings you the twice-yearly bridal publication from the *Philadelphia* magazine brand. *Philadelphia Wedding* is the go-to resource for the fashion-forward and sophisticated bride.

Since joining the magazine's staff in 2004, Mrs. Denny Whitcraft has held various editing positions, all of which have allowed her to immerse herself in the lifestyle and bridal world of her local readers. Under her leadership, *Philadelphia Wedding* was recently a finalist in the Ancillary Publication category for the City and Regional Magazine Association's 2010 awards.

In addition to her work at *Philadelphia Wedding*, Mrs. Denny Whitcraft's reporting has also appeared in In

Style, and for two years she was Lucky magazine's regional contributing editor for the Philadelphia area. In 2008, her first book, *The Bride's Instruction Manual*—an informative and light-hearted take on the wedding-planning process was published by Quirk Books. Her bridal tips have been spotlighted on radio programs and in publications including *Women's Health*, she regularly offers fashion and bridal advice on ABC's *FYI Philly*, and has also appeared on other local news programs, including CBS *Eyewitness News*, Fox's *Good Day Philadelphia*, and ABC's *Mary Talks Money*.

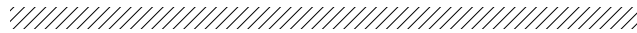
Mrs. Denny Whitcraft grew up just outside Philadelphia, and now lives in the suburbs with her new husband.



82%

OF PHILADELPHIA WEDDING READERS ARE FEMALE, 21+

OUR BRIDE & OUR DIFFERENCE



Philadelphia Wedding readers are 82% female, 21+, who are sophisticated and opinionated – with style. They are...

5x

MORE LIKELY THAN THE AVERAGE CONSUMER TO BE AN “OPINION LEADER”

15x

MORE LIKELY THAN THE AVERAGE READER TO BE PLANNING A COSMETIC SURGERY OR PROCEDURE IN THE NEXT YEAR

4x

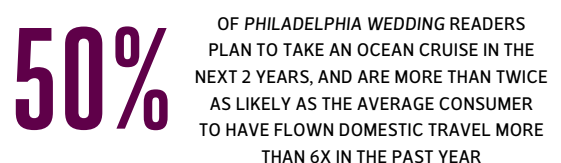
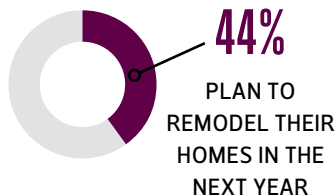
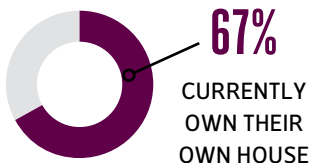
MORE LIKELY TO BE PLANNING LASIK EYE SURGERY IN THE NEXT YEAR

4x

MORE LIKELY THAN THE AVERAGE CONSUMER TO HAVE SHOPPED AT NEIMAN MARCUS AND BLOOMINGDALES IN THE LAST 6 MONTHS

6x

MORE LIKELY THAN THE AVERAGE CONSUMER TO HAVE VISITED A JEWELRY STORE IN THE PAST MONTH



These materials contain confidential and trade-secret information from Metro Corp., and are intended for the use of only the individuals or entities to which Metro Corp., or its affiliates or subsidiaries, have delivered them. Any disclosure, copying, distribution, or use of this information to or for the benefit of third parties is strictly prohibited.

Source: Media Audit 2013

DISTRIBUTION

50,000 copies per year

Philadelphia Wedding targets high end brides-to-be throughout the Philadelphia area (Pennsylvania, New Jersey, and Delaware) getting in the hands of 50,000 people a year through upscale retail, newsstand, and bridal events.

Upscale Retail: Neiman Marcus, Bloomingdales, Macy's | 15,000*

Philadelphia Wedding is found at the most prestigious bridal registries and wedding vendors in the tri-state area, influencing brides and their families at critical times in their decision-making and purchasing process.

Newsstand | 12,000*

Philadelphia Wedding enjoys prominent presence at upscale and accessible newsstand locations, including Barnes & Noble, Borders, Wegman's, Whole Foods, Genuardi's, Target, and CVS.

Bridal Events + Targeted Promotions | 20,000*

Philadelphia Wedding selects key, high-traffic bridal events taking place each season throughout the Philadelphia area.

The Wedding Community | 3,000*

Philadelphia Wedding is distributed to key members of the local wedding community upon request.

2016/2017

PLANNING CALENDAR

FALL/WINTER 2016 20TH ANNIVERSARY ISSUE

Ad space deadline: **April 15, 2016**

Material deadline: **April 22, 2016**

On sale: **June 2016 - December 2016**

SPRING/SUMMER 2017

Ad space deadline: **September 30, 2016**

Material deadline: **October 10, 2016**

On sale: **December 2016 - June 2017**

These materials contain confidential and trade-secret information from Metro Corp., and are intended for the use of only the individuals or entities to which Metro Corp., or its affiliates or subsidiaries, have delivered them. Any disclosure, copying, distribution, or use of this information to or for the benefit of third parties is strictly prohibited.

*Numbers per distribution channel are shown as annual totals and are approximate.

TESTIMONIALS

“Thank you for including me in Brides, Bubbly & Brunch! Not only did I genuinely enjoy the event, but it was an incredible opportunity for me to connect with future brides. Even the load in was super smooth and easy! I also want to thank you for the opportunity to showcase my makeup on the models.”

CHARLOTTE ERACE

OWNER OF C.E. FACIAL ARTISTRY

“I have sold three of the dresses featured in my ad in the Fall/Winter issue and at least one bride a day says they heard of us through *Philadelphia Wedding* magazine.”

IVY KAPLIN

LOVELY BRIDE

“*Philadelphia Wedding* was the first place I went to advertise because many of the people I wanted to work with as other vendors were in the magazine. It’s important for me to be among people who I think do great work.”

BÉKE BEAU

BÉKE BEAU, MAKEUP ARTIST

“Being part of the *Philadelphia* magazine family has helped to grow our business and keep us as a leader in the industry.”

GABE FREDERICKS

OWNER, PHILIP GABRIEL PHOTOGRAPHY

“When Beautiful Blooms was first started 10 years ago, we chose to first advertise with *Philadelphia Wedding* magazine. It has really catapulted the business to where we are today.”

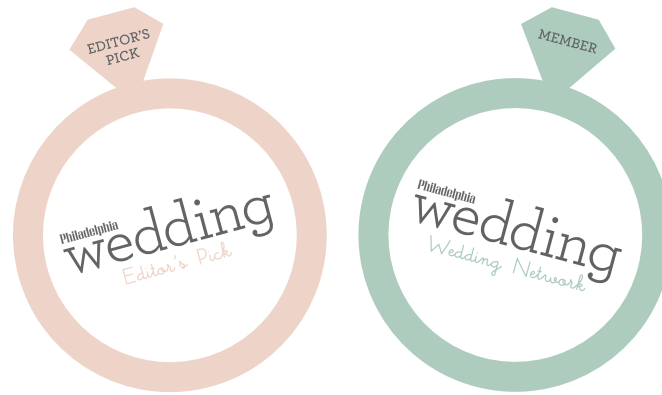
DONNA O'BRIEN

BEAUTIFUL BLOOMS

“Since starting my business in 2012, advertising in *Philadelphia Wedding* has been instrumental in increasing brand awareness for Truly You Events. I’ve had an overwhelmingly positive return on my investment in that I’ve connected directly with clients and made solid industry partnerships through the magazine.”

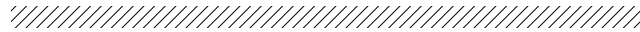
CHRISTIANE LEHMAN

TRULY YOU EVENTS



THE WEDDING NETWORK

Join the most highly-coveted wedding network in the Philadelphia area. Connected to its big sister publication, *Philadelphia* magazine, *Philadelphia Wedding* is on the pulse of the city's hottest events and people – making it the only wedding network of its kind.



Benefits

COUNTER CARDS - UPON REQUEST

Philadelphia Wedding will laminate easel-backed signage of your advertisement, so that you can display your creative at retail, "As seen in *Philadelphia Wedding*."

EDITORIAL RESOURCE LISTING

Advertisers will receive a complimentary 30-50-word listing and page number of their ad in "The List," located in *Philadelphia Wedding*.

COMPLIMENTARY ONLINE LISTING

Advertisers will receive a listing and link from the phillymag.com/wedding site to their individual website. Advertisers have the opportunity to purchase an enhanced listing.

BRIDAL EVENTS

Each issue features a Bridal Events section. Advertisers may promote their special wedding event or promotion with dates and contact information.

VENUE GUIDE

Appropriate advertisers are included in *Philadelphia Wedding's* Venue Guide, a comprehensive list of the tri-state region's top reception facilities.

CATERING GUIDE

Appropriate advertisers are included in *Philadelphia Wedding's* Catering Guide – a list of the region's best off-premise caterers.

TRUNK SHOWS

Each issue features listings of the season's bridal trunk shows. Fashion advertisers may promote their events with details and contact information.

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.

ACCESS TO BRIDAL LEADS

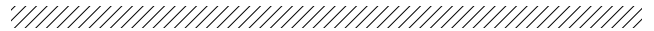
Please contact your account representative for more information.

ACCESS TO PHILADELPHIA MAGAZINE

Access to *Philadelphia* magazine promotions & events, reaching 1 million Philadelphians*!

NEWSTAND DISTRIBUTION BREAKDOWN

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



Distribution by State

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

Top Counties for Newsstand Distribution

Montgomery, PA	26%
Philadelphia, PA.....	16%
Camden, NJ.....	9%
Delaware, PA.....	9%
Bucks, PA	8%
Chester, PA.....	5%
Gloucester, NJ	4%
Burlington, NJ	3%

Top Newsstand Performers

1. CVS
2. Wegmans
3. Barnes & Noble



These materials contain confidential and trade-secret information from Metro Corp., and are intended for the use of only the individuals or entities to which Metro Corp., or its affiliates or subsidiaries, have delivered them. Any disclosure, copying, distribution, or use of this information to or for the benefit of third parties is strictly prohibited.

SPECIAL SECTION RATES

Take the Cake

1/4 Page..... **\$500 net rate per insertion***

- Includes 1 photo (3.3" x 2.62"), 15-20 words, and contact information

1/2 Page..... **\$1000 net rate per insertion***

- Includes 3 photos (3.3" x 3.89"), 50 words, and contact information

Bridal Beauty

1/4 Page..... **\$500 net rate per insertion***

- Includes 1 photo (3.3125" x 2.64") and 15-20 words of copy, including title, description and contact information

1/2 Page..... **\$950 net rate per insertion***

- Includes 31 photo (6.875" x 3") and 50 words of copy, including title, description and contact information

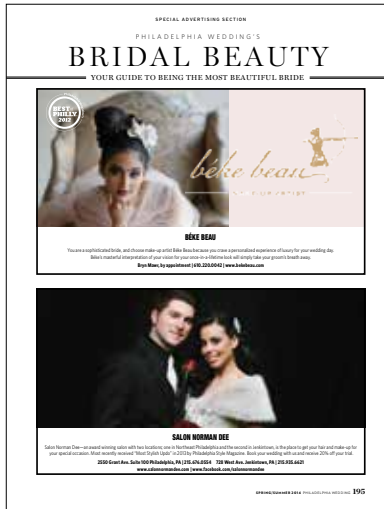
Wedding Wishlist

1/9 Page..... **\$650 net rate per insertion***

- Includes 1 photo and 15-20 words of copy, including title, description and contact information

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

*Rates do not include photography. Professional photography must be submitted. Photography rates available if needed.



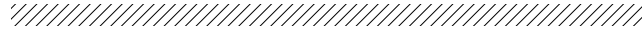
FALL/WINTER 2016 20TH ANNIVERSARY ISSUE

Ad space deadline: **April 15, 2016**
 Material deadline: **April 22, 2016**
 On sale: **June 2016 - December 2016**

SPRING/SUMMER 2017

Ad space deadline: **September 30, 2016**
 Material deadline: **October 10, 2016**
 On sale: **December 2016 - June 2017**

PRINT ADVERTISING RATES



Full Color	1x	2x
Full Page.....	\$6,925....	\$6,000
2/3 Page.....	\$5,620....	\$4,885
1/2 Page.....	\$4,416....	\$3,835
1/3 Page.....	\$3,396....	\$2,974
1/6 Page.....	\$1,876....	\$1,632

Black & White	1x	2x
Full Page.....	\$4,190....	\$3,640
2/3 Page.....	\$3,380....	\$2,940
1/2 Page.....	\$2,670....	\$2,330
1/3 Page.....	\$2,060....	\$1,800
1/6 Page.....	\$1,150....	\$1,010

Premium Positions	1x	2x
Back Cover.....	\$10,180....	\$8,860
Inside Front Cover.....	\$8,760....	\$7,610
Inside Back Cover.....	\$8,500....	\$7,380
2-page Insert.....	\$7,105....	\$6,285

Gatefold	1x	2x
Black & White.....	\$13,320....	\$11,785
Full Color.....	\$16,365....	\$14,480

Rate does not include printing of insert.

All rates are net. Add 5% premium for bleed advertising.
 Add 10% premium for guaranteed placement of 1/3 page vertical.
 Add 15% premium for guaranteed positioning.
 All production charges will be billed to the advertiser.
 Add \$700 PMS ink charge for two-color advertisements running PMS ink.

FALL/WINTER 2016 20TH ANNIVERSARY ISSUE

Ad space deadline: **April 15, 2016**
 Material deadline: **April 22, 2016**
 On sale: **June 2016 - December 2016**

SPRING/SUMMER 2017

Ad space deadline: **September 30, 2016**
 Material deadline: **October 10, 2016**
 On sale: **December 2016 - June 2017**



2016 SPECIFICATIONS

Full Page Non Bleed		2/3 Page		1/3 Page Vertical
1/2 Page Vertical	1/12 Page	1/3 Page Horizontal	1/6 Page Vertical	
	1/12 Page		1/2 Page Horizontal	
1/6 Page Horizontal	1/6 Page Vertical			

Ad Specifications

Full page

Full page non-bleed.....7"(w) x 9.5"(h)

Full page Bleed Size8.25"(w) x 10.75"(h)
Trim Size.....8"(w) x 10.5"(h)
Live Area.....7.25"(w) x 9.75"(h)

Bleed ads allow .125" bleed on all sides and keep live matter .375" from all trim edges.

Spread

Two Page Bleed Size16.25"(w) x 10.75"(h)
Trim Size.....16"(w) x 10.5"(h)
Live Area (Each Page)7.25"(w) x 9.75"(h)

For 2 page spread bleed ads, keep live matter .375" from all trim edges and from gutter.

Fractional

2/3 page.....4.5"(w) x 9.5"(h)
1/2 page vertical4.5"(w) x 7"(h)
1/2 horizontal.....6.875"(w) x 4.625"(h)
1/3 vertical.....2.125"(w) x 9.5"(h)
1/3 horizontal.....4.5"(w) x 4.625"(h)
1/6 vertical.....2.125"(w) x 4.625"(h)
1/6 horizontal4.5"(w) x 2.25"(h)
1/12 page2.125"(w) x 2.25"(h)

Fractional bleed specs available upon request.

Ad Preparation

- **Platform:** Macintosh format preferred. IBM/PC format accepted.
- **Software:** Hi-res Adobe Acrobat PDF (recommended)
 - PDF Settings:
 - Hi-res PDF for press: PDF/X-1a:2001 (recommended) or Press Quality
 - All fonts embedded
 - Image settings:
 - Color images: 300 DPI
 - Monochrome images (Graphic & Art Settings): 1200 DPI

Note: Photoshop PDFs and PDFs created by Adobe PDF Writer are NOT recommended.

Also accepted: InDesign, Photoshop (saved as a TIFF or EPS file) or Illustrator (saved as an EPS file). Convert all fonts used in art files to outlines. Native files may be sent with all screen and printer fonts and all art files used in the ad.

Images: All hi-resolution images must be a minimum of 300 DPI at 100% of final print size. Do not upsample the resolution of your image by manually changing the DPI in Photoshop. This can cause a pixelated, blurry or lower quality image. Black and white scans must be grayscale. Do not submit color files for black and white ads. 4-color scans must be saved as CMYK not RGB. Do not use spot colors.

Printing specifications: 17-20% dot gain. Heat-set web offset. Perfect bound. Jogs to head.

Prep specifications: 133 line screen. Screened tone values over 85% may print solid. Screen tone values under 3% may drop to white. Total density in any one area must not exceed 280%. Publisher can not guarantee legibility of 4-color knock-out type below 7 points. Offset reproduction may not match computer generated color proofs.

Production Charges: A production charge will be assessed if an advertiser does not supply a complete usable file, and for files resupplied by an advertiser for revisions. Disc intervention on supplied files will incur production charges except for correction of publisher's errors.

Ad Submission

To submit an ad for Philadelphia magazine, please email prodmac@phillymag.com to receive an upload link and file instructions.

To submit an ad for Philadelphia Wedding, BeWellPhilly or Taste magazine, please email prodmcp@phillymag.com to receive an upload link and file instructions.

NOTE: Please do not email your ad directly. Use advertiser's name as the file name. Zip your file before uploading and remove all special characters and extra periods from the file name. If you are sending native files, please package all fonts and images before zipping your files.

Proofs: Send a proof of the final ad printed at 100%. Digital proofs are acceptable for color, provided they have been calibrated to SWOP standards.

Proofs may be mailed to:

**MetroCorp-Philadelphia Production ATTN: Ticia Albano
1818 Market St Suite 3600, Philadelphia, PA 19103**

Advertisements created by Philadelphia magazine: There is a \$150 ad creation fee which covers the initial creation of the ad and two rounds of corrective changes. Thereafter, clients will incur charges for each additional revision.

IF YOU HAVE QUESTIONS REGARDING YOUR AD, PLEASE CALL

Ticia Albano in the Production Department at 215.940.4603
or call your sales representative at 215.564.7700

Phillymag.com/wedding

DIGITAL PACKAGES

The place local brides go to find useful information for their wedding. Brides can browse slideshows of gorgeous gowns, colorful bridesmaids' dresses, hairstyles created by local pros, chic make up looks, stunning cakes, or fresh bouquets. From real weddings to engagement stores and a robust resource directory of local vendors, online is where brides can find daily inspiration.



Annual Packages

Luxe\$5,500 annually

- 200,000 wedding banner impressions
- Enhanced Directory Listing
- 3 exclusive e-newsletters per year
- Creation of one banner advertisement (728x90 or 300x250)

City Chic\$5,000 annually

- 150,000 wedding banner impressions
- Enhanced Directory Listing
- 2 exclusive e-newsletters per year
- Creation of one banner advertisement (728x90 or 300x250)

Philadelphia\$4,200 annually

- 120,000 wedding banner impressions
- Enhanced Directory Listing
- Creation of one banner advertisement (728x90 or 300x250)

Listing Rates

- Enhanced Directory Listing | **\$1,500 annually**
- Enhanced Directory Listing with Print purchase | **\$600 annually**

Phillymag.com/wedding

E-NEWSLETTER

The key to everything bridal and beyond. Every Monday, the *Philadelphia Wedding* newsletter provides the best coverage of the latest wedding topics and trends including fashion, venues, inspirations, real weddings, engagement announcements and so much more.



MEDIUM SQUARE
300x250

SPONSORED
MESSAGE CONTENT

Sponsorship Includes

- Medium Square 300x250
- Featured text box (25 words)

Email Stats

- List size: **6,000+**
- Average open rate: **14%**
- Average sponsor click rate: **0.67%**
- Deployment Day: **Monday**

Rate: \$1,000



2016 DIGITAL SPECIFICATIONS



PHILLYMAG.COM

1. Leaderboard
2. Medium Rectangle



NEWSLETTER

1. Medium Rectangle



MOBILE

1. Mobile Unit

Banners (Display Ads)

	Width	Height
Leaderboard.....	728	90
Medium Rectangle	300	250
XL Rectangle.....	300	600
Mobile Unit.....	300	50
Billboard Unit.....	970	90
Skins	120	1050

Material Requirements

- HTML5 can only be accepted as a tag. Flash (swf), or Javascript can also be accepted.
- All ads must be submitted as web-friendly images in JPEG, GIF, SWF* formats or as tags (all file formats accepted for tags)
- **Required size:** 50 kb
- **Required resolution:** 72 DPI
- Full URL must be included in ad submission(embedded or we can embed)
- If submitting flash ads you must include this clicktag: {getURL(clickTAG, "_blank");}
- When sending SWF files, these must be saved as Flash version 10.1 or lower with click-TAGs implemented. **Please note:** SWF files may load in a paused state in Google Chrome and Mozilla Firefox.

Rich Media Capable

- **Sound:** When moused-over or click-activated
- **Expandable:** Only when moused-over
- **Animation:** Up to 3 loops
- **Animation:** Maximum 20 seconds
- Third party rich media accepted
- Geo-targeting available
- 300x250 can stream video

	Width	Height
Interactive pushdown unit		
Collapsed.....	970	90
Expanded	970	415
Portrait unit.....	300	1,050

Sliding Billboard Unit

Collapsed.....	970	70
Expanded	970	250
Interstitial.....	600	400
	500	500

E- Newsletter Sponsorships

	Width	Height
Medium Rectangle	300	250

Material Requirements

- RGB JPEG
- **Required size:** 60 kb
- **Required resolution:** 72 DPI
- Full URL must be included in ad submission
- **Copy:** Please include 25 words of copy for 'About Our Sponsor' section with hyperlink

Email Campaigns

	Width	Height
Exclusive Email Campaign.....	600	1,000

Material Requirements

HTML, subject line, URL, and the best contacts to receive tests. Creative and subject line will be subject to approval.

Creative Fees

Standard Units	\$150 per unit
Rich Media Units	\$4,500 minimum

Ad Submission

All creative can be emailed to your Account Executive and will be forwarded on to the online marketing department.