

alabama weddings

MEDIA KIT 2018

print advertising rates & specs

full page

non-bleed : 7.125" x 9.875"

full-bleed : 8.125" x 10.875" (allow for 1/8" bleed on all sides)

Introductory Rate: 4-color \$4,600 black-&-white : \$3,650 | Regular: 4-color \$4,675 black-&-white : \$3,725

A full-page color ad not only adds credibility and prestige to your business, it also extends your marketing dollar by including all the following extras: a 2-page Real Wedding feature, inclusion in our editorial content/photo shoot, bridal resource listing and an AW Online listing/link. Total package value: \$11,800

half page

horizontal : 7.125" x 4.875" vertical : 3.5" x 9.875"

Introductory Rate: 4-color \$3,550 black-&-white : \$2,900 | Regular: 4-color \$3,625 black-&-white : \$2,975

Size matters when it comes to capturing the reader's eye. Our half page ad option delivers visibility, value, and it comes complete with the following extras: inclusion to our editorial content/photo shoot or 2-page Real Wedding Feature, bridal resource listing, AW Online listing/link. Total package value: \$8,250

quarter page

3.5" x 4.875"

Introductory Rate: 4-color \$2,250 | Regular: 4-color \$2,325

If you're just starting out and want to first test the waters, we are pleased to offer our quarter page ad. This size includes: inclusion to our editorial content/photo shoot or 2-page Real Wedding Feature, bridal resource listing, AW Online listing/link. Total package value: \$6,950

rising star feature

\$1,250

New for AMW 2017 issue and it's a hit for newcomers. This feature includes a 50-125 word advertorial with photo, a bridal resource listing, and AW Online listing/link. Also an opportunity to be chosen for Real Wedding Feature or to participate in a photo shoot.

letter from the editor

"There is something special about holding a tangible magazine. For a newly engaged bride-to-be, picking up an issue of Alabama Weddings Magazine and flipping through its vibrant, crisp pages is exhilarating. Each page provides a doorway to endless inspiration for her big day. With seventeen years of proven growth, Alabama Weddings Magazine continues to be the number-one solution for business owners looking to get the most from their advertising dollars. Let us prove why you want to be a part of something great. Join the Alabama Weddings Magazine family." - Michelle Van Every, owner & editor-in-chief

join Alabama Weddings Magazine

about

Alabama Weddings Magazine is an annual publication with four seasonal covers. The contents remain the same from the Spring issue to the Winter issue. For over seventeen years, AWM has received exceptionally high accolades and reviews from both local and national wedding experts, along with brides-to-be!

We invite you to join Alabama's number-one bridal resource and become a part of our extraordinary team of wedding experts. By advertising with Alabama Weddings Magazine, you will receive the best value and the most effective, targeted market advertising in the industry:

- Receive continuous ad exposure year-round in AW Magazine
- Participate in our editorial photo shoots and editorial features
- Receive maximum exposure in AW Magazine and on AW Online - through photo tags, visual portfolios, social media, links and more
- Digital edition of current issue available through AWM website ready for viewing on desktops, smartphones and tablets

print advertising details

distribution & circulation

40,000+ copies annually. Magazines are sold on newsstands for \$5.95. Our estimated readership is over 160,000 readers. Alabama Weddings Magazine is sold across Alabama on newsstands and can be found in retail bookstores, supermarkets, drug stores and independent bookstores. AWM free copies in over 300 distribution locations such as wedding industry businesses, colleges, bridal shows, open houses, trunk shows and more.

deadlines

Final deadline for Introductory Rate contracts to be signed - June 1, 2017

Final deadline for photo shoot participants to sign contracts - June 1, 2017

Final ad space deadline, Real Wedding Feature deadline & ad materials deadline - September 30, 2017

payment

Acceptable payment includes check, Visa, MasterCard, American Express and Discover.

Payment plans are at the discretion of the publisher and account managers.

for more information

email us at:

info@alabamaweddingsmagazine.com

