

DWeddings





Letter from
MAURA JONES

Publisher, *D Weddings*, maura.jones@dmagazine.com

Weddings are a big deal in Texas! Our brides expect the very best on everything from their engagement through their honeymoon. *D Weddings* covers it all twice a year with in-depth editorial and exceptional photography on every aspect of tying the knot in Texas.

As you read through this media kit, you'll find demographics, engagement avenues, and stats to assist your marketing strategies. You will also find testimonials from industry leaders on why they choose *D Weddings* to reach the most discerning and affluent brides in Texas.

D Weddings, coupled with DWeddings.com and our social media (Instagram, Facebook, Pinterest, newsletters) provides our brides with current wedding day resources, blogs, gorgeous images, and monthly newsletters. Brides follow us religiously.

No one knows North Texas like we do, which is why we are the number one selling bridal publication on newsstands. We are excited for 2018 and have lots of exciting new opportunities to partner with us.

Take a look and see all that we have to offer to you and to our brides. I am sure you will agree that *D Weddings* is the best partnership and investment you can make for your business.

Maura Jones

DWeddings



D Weddings brings Dallas' biggest weddings to life.

D Weddings is where sophisticated brides in Dallas turn for inspiration. Our in-depth editorial features real North Texas brides from engagement to honeymoon.

Dallas-area brides trust us to connect them with luxury vendors who are capable of making their big day memorable. We present partner brands in intimate ways across multiple platforms—print, social media, and personalized events.

Reaching the right brides pays off.

Dallas-Fort Worth boasts the **sixth highest average** wedding expenses of 917 metropolitan areas in the United States.

Throughout 2016 in Dallas-Fort Worth, there were:

43,195

Weddings

\$1,346,820,100

Spent on weddings

40,000

D Weddings annual print circulation

“Investing in an ad with *D Weddings* was a leap of faith in my marketing plan that has paid off with an increase in inquiries from my target bride, exposure to fellow high-end vendors, and added credibility to my brand.”

DEBBY JEWESSON // BRANCHING OUT FLORAL & EVENT DESIGN



Let us introduce you to Dallas' brides to be.

D Weddings shows the well-heeled bride where to find the best in Dallas. It is an inspirational site filled with true stories of real Dallas brides along with gorgeous photography and bouquets, spectacular cakes and gowns, wedding plans, tablescapes, stationery, honeymoon destinations, and more.

D Weddings print and digital landscape.

Every month, *D Weddings* averages;

25,949+

Unique web visitors

51,006+

Page views

1,500+

Newsletter subscribers

Plus, **80%** of our readers purchase an issue of *D Weddings* prior to engagement.

“*D Weddings* is the one publication in Dallas that stands out and that brides can read as a true resource. It is a who's who in the wedding industry.”

ANDY AUSTIN // ANDY AUSTIN ENTERTAINMENT

How would you
like to reach
Dallas brides?

1/3 PAGE

2/3 PAGE

1/2 PAGE

1/6 PAGE

Branded Content: Print

Powerful Print.

When you partner with *D Weddings*, your business will be showcased everywhere from coffee tables in the most affluent homes within the city to the hands of Dallas' most-desired brides. Just ask our clients.

Opportunities

- Display ad sizes run from 1/6 page of a page to spreads
- All print ads come with an Enhanced Vendor Listing on *Dweddings.com*

"D Weddings first-rate quality—with precise attention to detail, imaginative editorials, and the latest in industry trends and resources—reflects the same high standards of our company."

TODD FISCUS // TODD EVENTS



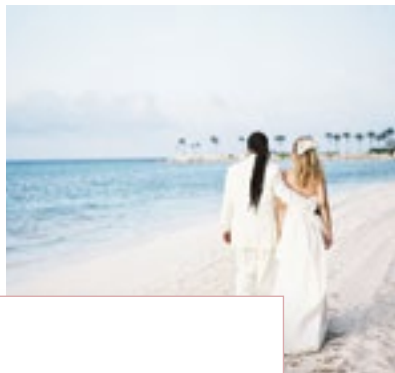
Personality Profile

Personalities
Wedding Day ExpertsJennifer Yarbo
Photography
romantic, effortless, timeless

Jennifer Yarbo Photography specializes in capturing the beauty and emotion of a couple on their wedding day. They create unobtrusive fine art wedding photographs that reflect timeless romance. Their team comprises of husband and wife, Jennifer Yarbo and David Juarez. Together, Jennifer and David have mastered the artistry of capturing a couple in love and transforming it into a lifetime of memories through quality photography. The pair has been nominated 7 years in a row by the AMCPW for Best Photographer in Dallas. The duo is based in Dallas but also available for travel worldwide.

Specializing in: making time stand still

JENNIFER YARBO PHOTOGRAPHY
469.724.1770
jenniferyarbo.com



DWEDDINGS.COM

Branded Content: Special Sections

Specialized Branding.

D Weddings readers intentionally seek out local inspiration for their dream wedding through our publication. Which means you have a unique opportunity to reach brides-to-be while they are turning the pages and inspire their creativity.

Personality Profile

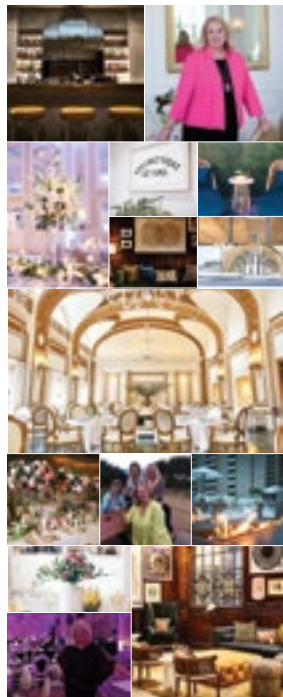
The imagination and expertise of vendors can prevent matrimonial mayhem and make a bride's dream come true with the perfect wedding. We want our vendors to show off their talents and personality through our Personality Profiles. These profiles highlight our recommended vendors specialties and directly introduce our brides to trusted wedding day experts.

Behind the Veil and Behind the Scenes

Couples have lots of choices to make—from the moment they get engaged to the plane ride home from the honeymoon. Thankfully, *D Weddings* highlights the best of the best local vendors throughout its pages, from photographers and wedding planners, to reception and destination venues, and catering and entertainment, to name a few. Behind the Veil gives you a glimpse into the mindsets and mojo of some of Dallas' best!

Behind the Veil

SPECIAL ADVERTISING SECTION



PAULA FENNER, CPCEP

Director of Catering, The Adolphus

FAVORITE SEASON: Spring

COFFEE OR TEA: Diet Dr Pepper

PRE-WEDDING MORNING ROUTINE: Cookie Jam Blast

FAVORITE ARTIST: Pierre-Auguste Renoir

FAVORITE FLOWER: Peonies

GUILTY PLEASURE: Sea salt covered caramel

FAVORITE BRIDAL ACCESSORY: Anything that is an heirloom

FAVORITE TABLE ACCESSORY: Glass of champagne in a beautiful champagne glass

LOCAL MUSEUM: DMA - they also curated the art in the new French Room Salon

LOCAL BOUTIQUE: StarDust Celebrations

LOCAL RESTAURANT: The French Room

FAVORITE WEDDING SONG: At Last by Etta James

WHO OR WHAT INSPIRES YOU: My Adolphus team

MICROCINIA OR MR MESERO: Mi Cocina

MINIMALIST OR MAXIMALIST: Maximalist

GO-TO DINNER PARTY RECIPE: Grilled ribeye's, fried shrimp with creamed spinach

FAVORITE QUOTE: Such a loaded question. I give a daily quote to our team daily. Today's was perfect for this: "Nothing is worth more than this day" Johann Wolfgang Von Goethe.

POST-WEDDING WIND DOWN: Glass of fabulous Pinot

THE ADOLPHUS
1321 Commerce Street
Dallas, TX 75202
214.651.3837
www.adolphus.com

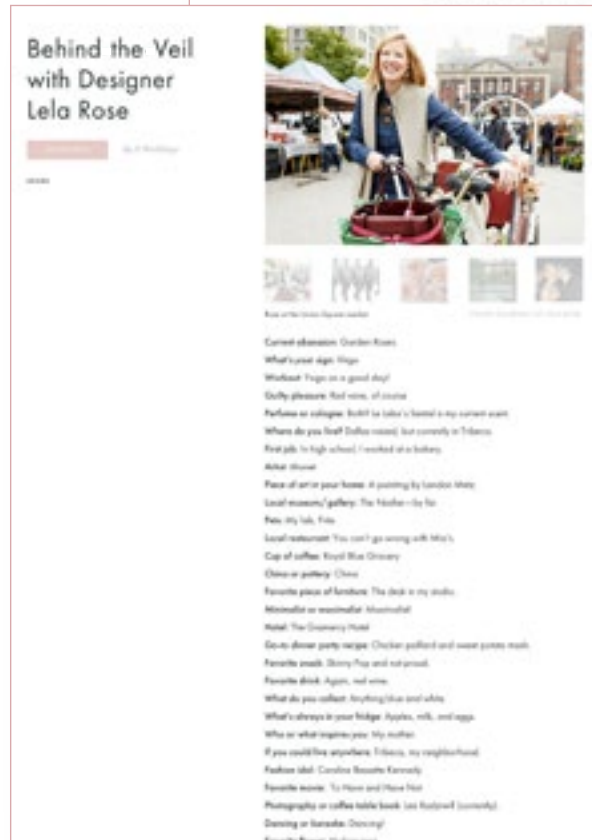


@theadolphushotel

Want to learn more about our featured personalities go to the Behind the Veil blog post: www.dallasweddings.com/behind-the-veil/



Behind the Veil



Branded Content: *Advertorial*

Your story. In your own words.

Advertorial is a sponsored blog post which gives you the freedom to introduce your brand to our wedding audience in your own voice. Our writers and editors can help you tell your brand story directly—and target the coveted brides most likely to align with it.

Ask the Expert

Brides need all the help they can get when it comes to planning their wedding, so we're calling in the experts. *D Weddings* will provide questions and your answers will be published crediting you as the author. In addition to the post, the package includes an author profile, with a headshot, brief bio, and your social media handles—establishing you as an expert among our editorial staff.

Behind the Veil and Behind the Scenes

Every bride wants to know their vendors before they “seal the deal.” Directory listings are perfect footing, but “Behind the Veil” and “Behind the Scenes,” are where they really get to know you. Where do you get your Tex-Mex fix? Your local museum of choice? Favorite wedding song? We’re lifting the veil!

Opportunity

- Sponsored content available on social and/or an additional web push



Will You Be My Bridesmaid? Three Ways to Pop the Question

By D Weddings



PHOTO COURTESY OF THE WELCOME BAG COMMITTEE

You chose the venue and secured the date, now is the time to pop the question to your bridesmaids.

While a mass email or text is convenient, putting a little thought into the time-honored question goes a long way. This is a ripe moment to show your closest circle how much they mean to you. Wedding planner Jordan Payne of Jordan Payne Events recently founded The Welcome Bag Committee. As she points out, "Your wedding party spends a lot of money and resources to be a part of your big day. It is a beautiful gesture to thank them before anything kicks off." Here are three ways you will get them to say "I do!"

Write them a love note.

You can't go wrong with the written word. Plan your bridesmaid a thoughtful note, sentimental poem, or witty one-liner—whatever suits you best! Payne recommends telling each girl why you love them and then asking them to be your bridesmaid. You can always let the card do the talking. Accompany your handwritten note with a mini bottle of Champagne to set in cheerful tone. If you're feeling nostalgic, you can't go wrong with a nicely framed picture of the two of you from middle school. The more looser, the better.

Leave it to the gifting professionals.

If you want to shower your girls with treats but don't feel like running all over the city, consider a gift box. Payne founded The Welcome Bag Committee to solve all your wedding gifting woes. Conveniently, she has an option for every occasion, including a "Will You Be My Bridesmaid?" box. For her, it's about the art of curation and the finding the best possible balance of elements. "I love lush and lovely products that are unique, items you do not see all over the place. I love adding in some beautiful treats like custom chocolates with stunning packaging." We are eyeing her best-selling "Beach Amore" set, stocked with all kinds of beach fun. She is in the process of creating a "build your own" concept, too. Stay tuned!

Get the party started.

Why should you have to wait for the bridal shower or bachelorette to have some fun? Outfit your girls for brunch and buy them a round of mimosa. Cheers—you're "the ones!"

No matter what, being apart of your bridal party is an honor they will remember for the rest of their lives. Why not make it even more special?

More articles for you.



Branded Content: Native

Custom content by our in-house team.

Native content by definition is messaging designed to mimic the form and function of its surroundings. For advertisers of *D Weddings*, this means custom content creation by an in-house team of writers, designers, developers, and producers. This team is on hand, and understands the *D Weddings* audience and brand better than anyone. Meaning, your message is crafted for the brides it's being delivered to.

Frequently, our native content pieces become the 'most read' on our website, proving that advertising written to meet a need and interest works.

Includes

- Editorial inclusion on one (1) newsletter
- Content featured on homepage

Opportunities

- Additional push on social platforms (limited to Facebook and Instagram)
- Sponsored content available for social and/or an additional web push

DWeddings

ADHDGATE



Omni Barton Creek Resort: Where the Destination and Your Something New are One in the Same

Set on 4,000 acres of scenic beauty in Austin's rolling Hill Country, Omni Barton Creek Resort & Spa offers endless possibilities for your perfect wedding. And beginning spring 2010, say your vows in the stunning new ballroom or breathtaking Pavilion featuring grand event lawns surrounded by magical Hill Country views.

Newsletters and Targeted Emails: Exclusive Newsletter

Allow us to introduce you.

Reach opted-in subscribers of content-based newsletters and target your desired brides through a selection of demographic and psychographic criteria, including age, zip code, gender, and digital behavior. When you advertise through the DWeddings.com's newsletters and email blasts, you gain access to a bridal audience ready to take us at our word, right in their inbox.

D Weddings Exclusive provides our advertising partners premier opportunity to have exclusive access to Dallas brides who actively seek the latest scoop on top vendor recommendations.

Deliverables

- One (1) 600 x 400 image
- 120-150 words of copy
- Link to your site
- Limited inventory available



Newsletters and Targeted Emails:

Editorial Newsletters

Make a lasting impression.

D Weddings editorial newsletters, Love Notes, introduces brides to preferred vendors, and welcomes them to their planning season with the latest engagement stories, trunk show listings, and savvy checklists. These notes are the perfect way to make a lovely first impression.

Deliverables

- Sponsored content slot for purchased branded content (link to sponsored post included)
- Mobile-friendly layout ensures readability on any device
- 100 words (maximum) of copy

Opportunities

- Instagram spotlight featuring four (4) photos
- Event listing slot



Display Ads: Branding Ads

Expand your reach.

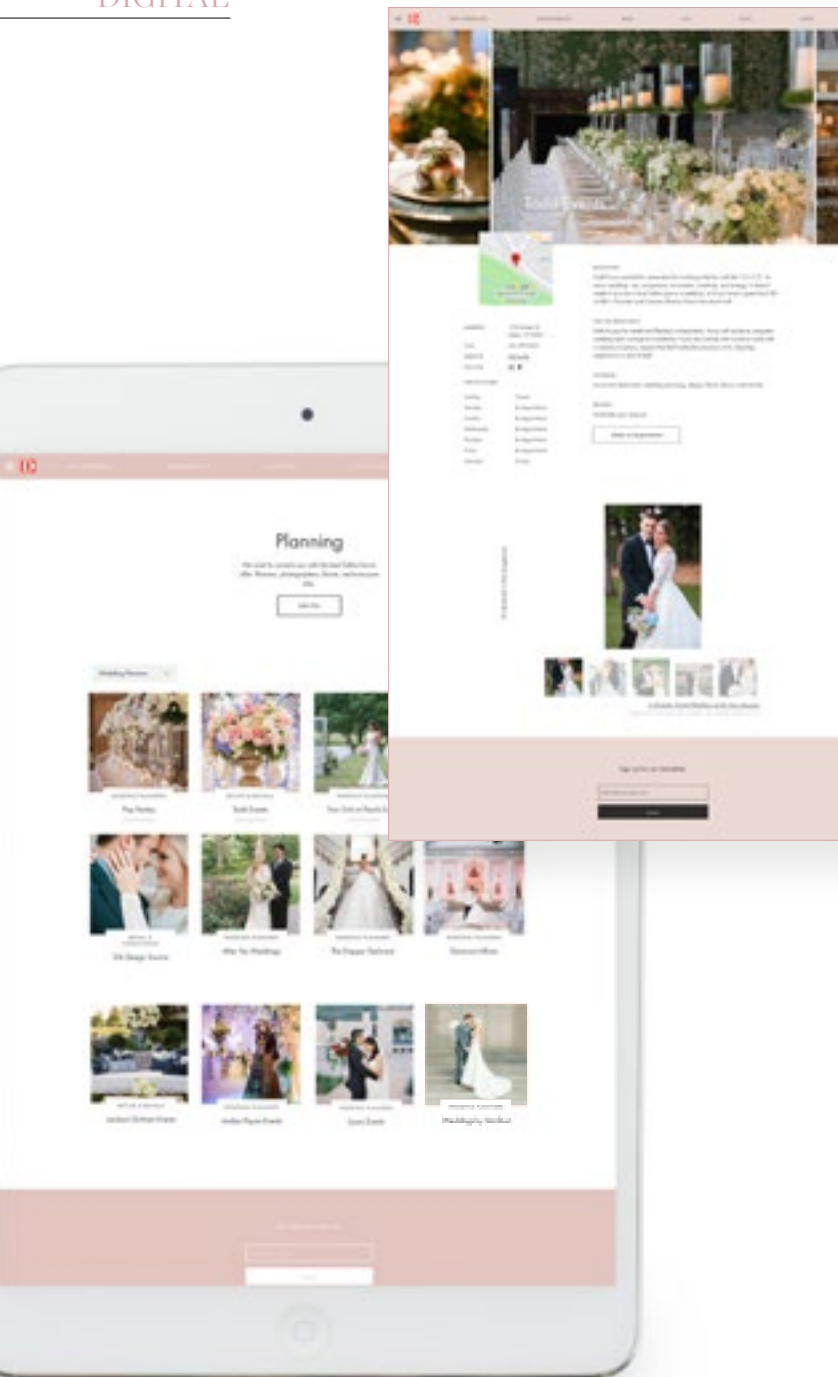
Your brand can cast a wide net by threading advertising throughout our site to meet your impressions goal. Your brand can specify key demographics to reach the right brides or target a certain section of DWeddings.com. Similarly, you can own an entire portion of our content or site for maximum visibility among the brides you desire to meet.

Specifications

- File max size: 1mb
- Accepted file types: jpg, gif, png, 3rd party tag
- Animation max length: 15 seconds
- Click through url required

Opportunities

- Premium Leaderboard Ad 728 x 90
- Top Banner Ad (horizontal): 970 x 250
- Side Banner Ad (vertical): 300 x 600
- Engagement form ad placement



Enhancement Opportunities: Enhanced Vendor Listings

Boost your brand's visibility.

Optimize how you highlight your business year-round for prospective brides who seek our site for trusted vendor referrals. We prioritize your exposure with vendor listing enhancements to help you meet your advertising goal. Plus, we keep your business top-of-mind with premium visibility on our directory, as well as top Google search placement to ensure your brand is well-acquainted with our audience.

Opportunity

- Top Vendor Listing



Enhancement Opportunities: Digital Boosts

Elevate your exposure.

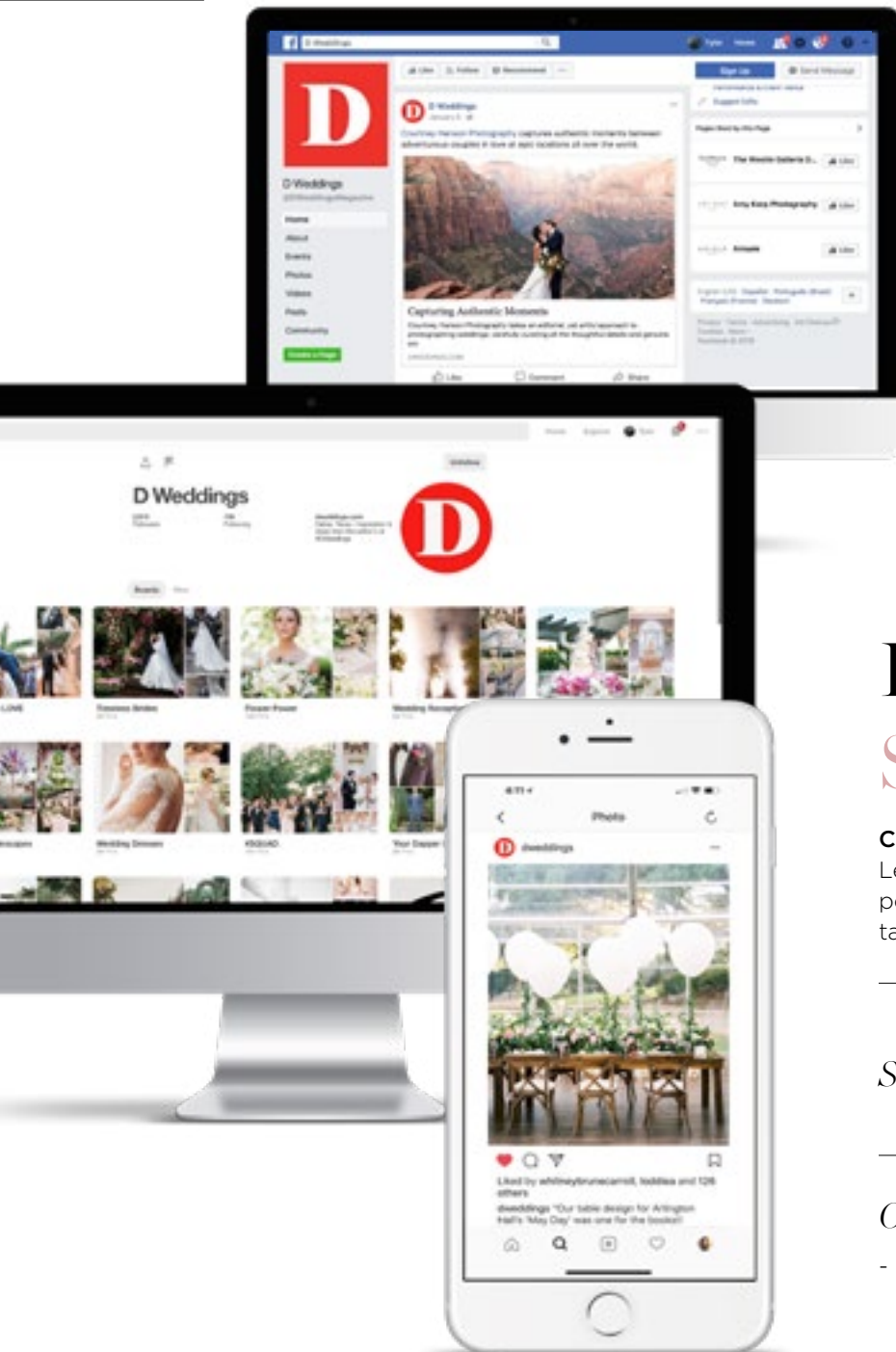
Cover all your bases and take advertising to the next level with the extra boosts available at your fingertips, literally!

Programmatic

Place your brand in front of a customized audience of Dallas brides. Programmatic is an extended audience, using specific retargeting techniques to follow web users on the rest of the internet and ensure you're making all the right introductions.

Video Solutions

Select a video product that will stimulate the senses of our weddings audience. DWeddings.com specializes in a variety of video product offerings including montage, advanced montage, and full motion.



Enhancement Opportunities: Social Media

Captivate *D Wedding's* audience with your instagrammable moments.

Leverage our social platform to meet highly desired followers and extend your reach by posting your brand with *D Weddings*. Partner with our account through a single post or tap into our Instagram stories for even more interactions with our social brides.

Social Influence: **8,187+ followers**

Opportunity

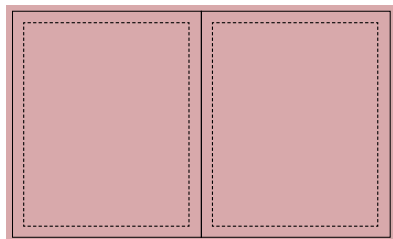
- Instagram Takeover featuring up to six (6) photos and captions on *D Weddings'* Instagram account. (Limited to Tuesdays)



One custom plan, **many touchpoints.**

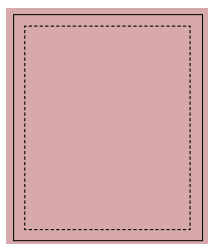
D Weddings connects your brand to your target bride through multiple platforms.
We ensure brides have a positive experience with your brand before ever setting foot in your door.

Advertising Specs:



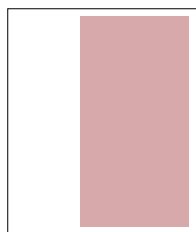
SPREAD

(TRIM SIZE): 18" X 10.875"
(LIVE AREA): 16" X 10.375"
(BLEED): 18.25" X 11.125"

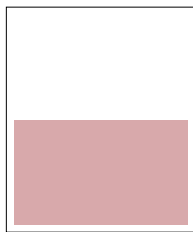


FULL

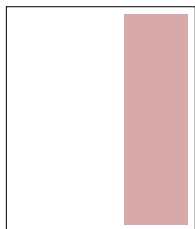
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(LIVE AREA): 8" X 9.875"
(BLEED): 9.25" X 11.125"



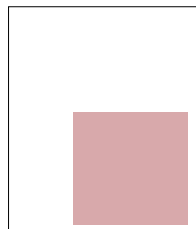
2/3 VERTICAL
4.75" X 9.625"



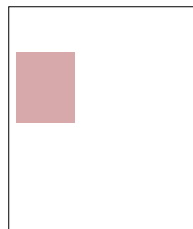
1/2 HORIZONTAL
7.5" X 4.75"



1/3 VERTICAL
2.375" X 9.625"



1/3 SQUARE
4.75" X 4.75"



**1/6 PAGE
ESSENTIALS**

Print Specs

Mechanical Requirements:

DIGITAL FILES ONLY:

- InDesign (with all supporting images and fonts), Illustrator EPS, TIF, or PDF files are accepted.
- All images should be 350 dpi and color as CMYK.
- Please supply a composite proof for color. Without a proof, *D Weddings* assumes no responsibility for ads supplied without appropriate proof.
- Ads created in Microsoft Word, Microsoft Publisher, Power Point or any PC-based program cannot be accepted.
- We will be glad to recreate the ad at our normal ad production rate.

Magazine Trim Size:

- 9" x 10.875". For bleed, allow .125" beyond all trim.
- Keep live matter .25" from all trim.
- 0.125" trim is required.
- Please allow .25" in gutter for grindoff.
- Magazine format is three-column and is perfect bound.
- Art will be held at D for one year from date of use.

Ad Upload Info:

Upload ads to dbinbox.com/dweddings

THANKS

DWeddings



Thank you.

For more information on print and digital rates, please contact D Weddings Publisher, Maura Jones, at mauraj@dmagazine.com or (c) 214.693.6161.