



D Weddings

PRINT + DIGITAL // 2021

How can we help you grow your wedding business?

Through a custom, multi-platform approach, we can help connect you to the most desirable couples in town. *Just ask our partners.*

D Weddings

"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

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

- ANDY AUSTIN,
ANDY AUSTIN ENTERTAINMENT

“

I can track how many brides found us through *D Weddings*, and am confident it's the only local wedding publication that works.

”

- LACEY DI NARDO,
ASSOCIATE DIRECTOR
OF CATERING
SALES AT HARWOOD
INTERNATIONAL

“

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 FISCUS EVENTS

I love *D Weddings'* events, the content, and your ability to adapt into digital in addition to the strong print publication.

- KATHERINE BAHLBURG, BELLS AND BARBELLS

"*D WEDDINGS* IS FOCUSED ON LOCAL BRIDES, LOCAL WEDDINGS, AND LOCAL VENDORS. WITH OTHER PUBLICATIONS WE HAVE ADVERTISED WITH BEFORE, THAT IS NOT THE CASE. IT MAKES *D WEDDINGS* BETTER THAN THE REST."

- PAPER AFFAIRS DALLAS



Let us introduce you to Dallas' most desirable brides-to-be.

D Weddings is where sophisticated brides in Dallas turn for inspiration. Our in-depth editorial features real North Texas brides from engagement to honeymoon, and all the vendors who make couples' wedding dreams come true.

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 effective ways across multiple platforms, reaching the ideal bride or groom to be, wherever they are.

Dallas-Fort Worth weddings mean business.

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

Dallas-Fort Worth, by the numbers:¹

43,195
WEDDINGS PER YEAR

\$1,346,820,100
SPENT ON WEDDINGS EACH YEAR

47,000
D WEDDINGS ANNUAL PRINT READERSHIP

Every month, *D Weddings* averages:²

31,434+
PAGEVIEWS

17,619+
UNIQUE WEB VISITORS

6,800+
"LOVE NOTES"
NEWSLETTER
SUBSCRIBERS

25%
OPEN RATE

D Weddings
Social Influence:

INSTAGRAM FOLLOWERS
15,500+

FACEBOOK FOLLOWERS
8,600+

PINTEREST FOLLOWERS
3,500+

PINTEREST REACH
80,000+
MONTHLY VIEWS

¹Theweddingreport.com, 2016
²Google Analytics and Hubspot 2020

Branded Content: *Print*

The ultimate inspiration guide.

When you partner with *D Weddings*, your business will be showcased everywhere: from coffee tables in the most affluent Dallas homes to the hands of Dallas' most-desired brides. *D Weddings* editorial quality is award-winning, unparalleled, and national-quality—but all about the Dallas brides and vendors.

FULL PAGE



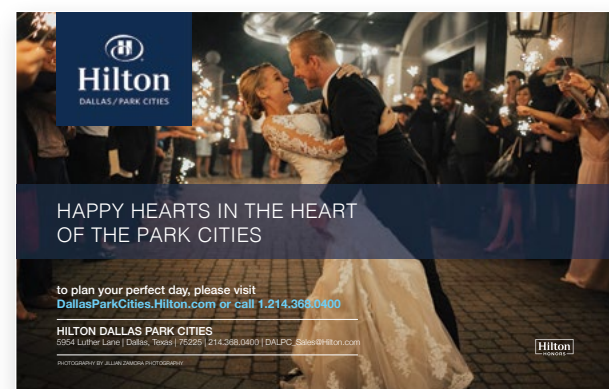
2/3 PAGE



OPPORTUNITIES

- Display ad sizes run from 1/6 page to two-page spreads for highest impact.
- *D Weddings* is published twice a year and can be found on Dallas newsstands all year.
- Special advertising sections are available, ranging from caterer listings and rehearsal dinner sites to “meet the vendor” and advertorial. Guaranteed premium positions available for additional investment.

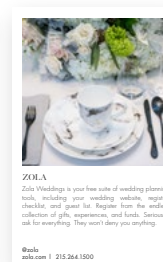
1/2 PAGE



1/3 PAGE



1/6 PAGE



**SPEAK WITH YOUR
ACCOUNT REPRESENTATIVE
FOR STRATEGIC PLACEMENT
RECOMMENDATIONS.**

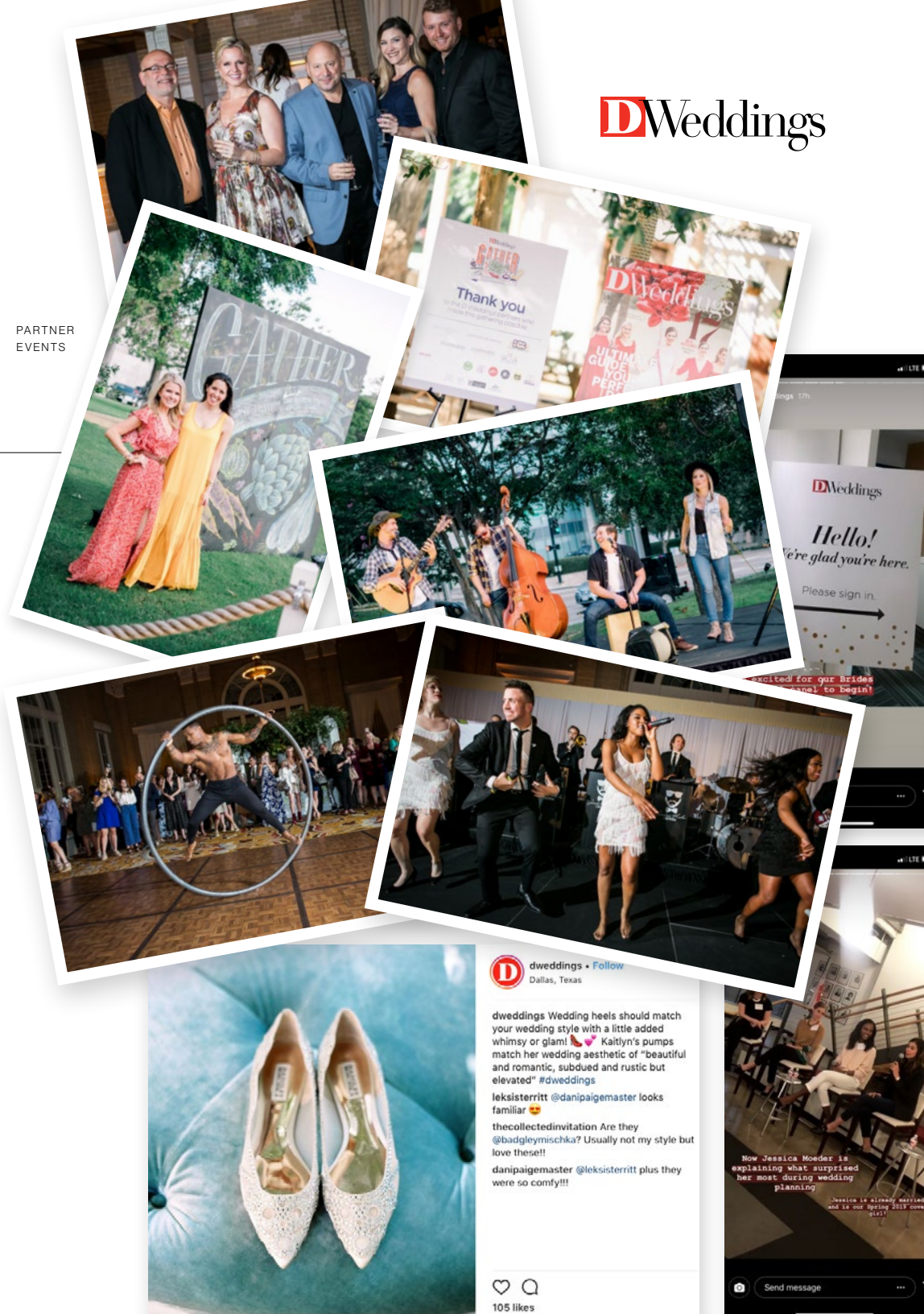
Print Partner Benefits

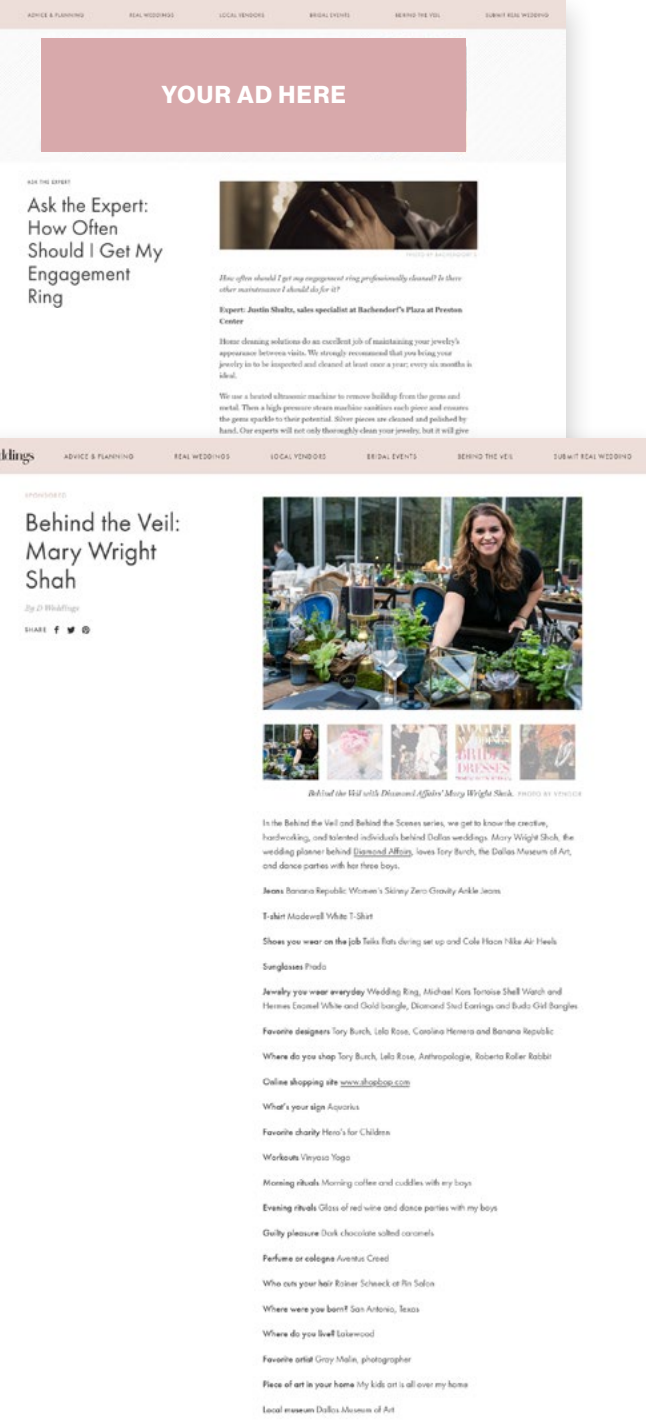
Join the most desirable network in town.

PARTNER
EVENTS

D WEDDINGS PRINT ADVERTISERS RECEIVE:

- Invitations to private networking events featuring notable expert speakers, real brides, and D Magazine Partners leadership who present information and insights to help you stay ahead of trends, insights, and best business practices.
- Complimentary enhanced directory listing on dweddings.com. Ability to include your website, photos, description, and link to your Instagram. Critical for your SEO visibility.
- 25-50 copies of *D Weddings* issues delivered upon request for you to distribute to couples and vendors.
- Premium counter card provided with your advertisement and "As Featured in *D Weddings*" official logo
- If named a Publishers' Best, recognized in print and digital promotions in *D Weddings* branded media.





Digital Marketing Opportunities: Custom Content

Your expertise.
In your own words.

Sponsored blog posts give you the freedom to introduce your company to *D Weddings*' digital audience in your own voice. Tell your company's story, share your expertise directly, and show future clients that you are there to make their wedding dreams come true (and make it as pain-free as possible!).

Unsure where to start? Your account representative and our in-house digital team can brainstorm most effective content types or themes with you. Content will live on *dweddings.com* and be featured with premium exposure on our homepage.

CUSTOM CONTENT EXAMPLES:

- Photo Galleries
- 'How tos' and more reader-service driven content
- "Ask the Expert" or "Behind the Veil" interviews
- Wedding video compilations
- "Styled Shoots" with various partners

MATERIALS REQUIRED:

- One (1) featured header image
- Additional images for consideration or for photo gallery
- Up to 250 words of body copy, headline, and sub-head
- Preferred click-through link
- Option to promote on *D Weddings*' social channels or newsletter for added investment.
- *D Weddings* also can provide video marketing solutions for an added investment.

Digital Marketing Opportunities: Newsletters and Custom Emails

Get directly in their inbox.

Sent every Wednesday, *D Weddings'* newsletter, Love Notes, introduces couples to preferred vendors, shares latest stories and tips, engagement stories, trunk show listings, and helpful planning checklists and guides. You can 'own' one of the weekly newsletters, with premium header placement and exclusive ad spots.

Custom emails are also available to our opted-in subscribers. Available once a week, this exclusive email for your company is an intimate and powerful way to reach brides on the go with a timely offer, event, or helpful piece of content.

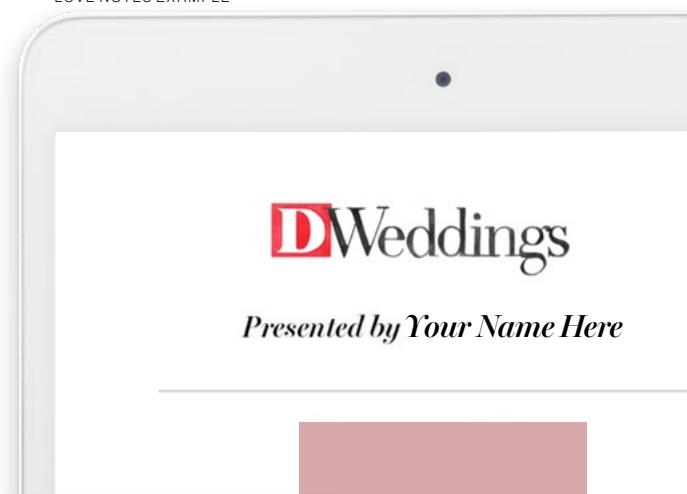
LOVE NOTES WEEKLY SPONSORSHIP INCLUDES:

- Love Notes "presented by your company name" header (exclusive)
- Two (2) 300x250 ad units
- Click-through link

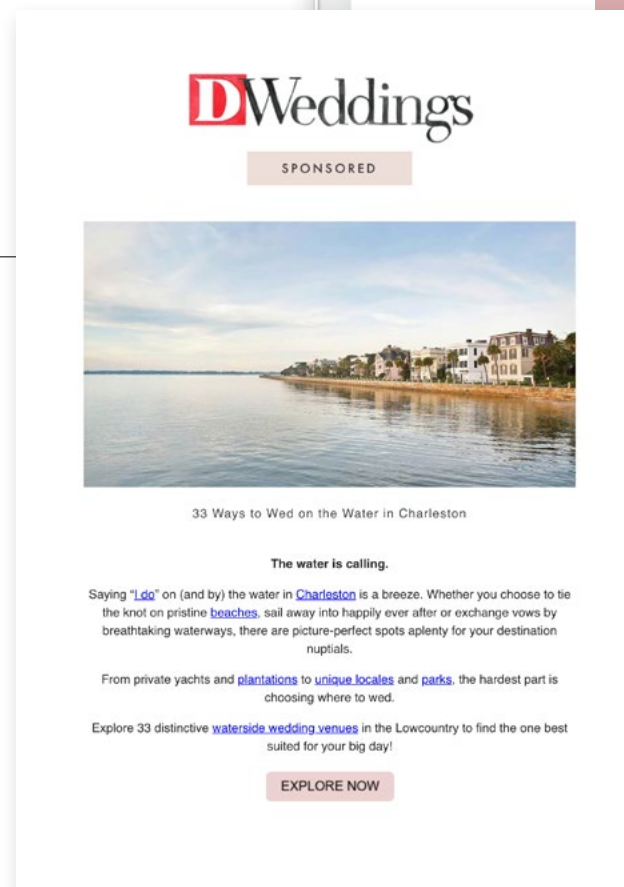
CUSTOM EMAIL INCLUDES (LIMITED INVENTORY AVAILABLE):

- 600x400 image (high resolution)
- 100–200 words of copy to share your preferred message
- Call to action and click-through link
- Exclusive to you

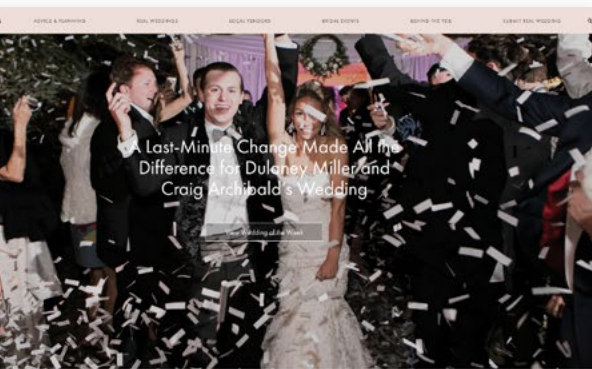
LOVE NOTES EXAMPLE



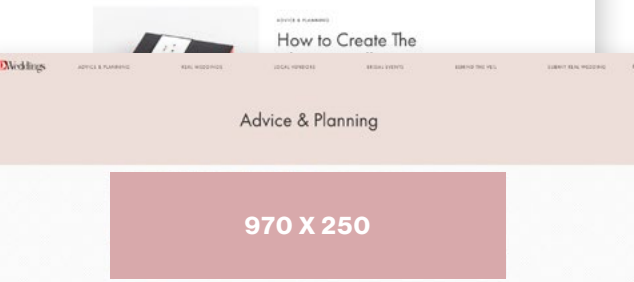
CUSTOM EMAIL EXAMPLE

YOUR
AD HERE

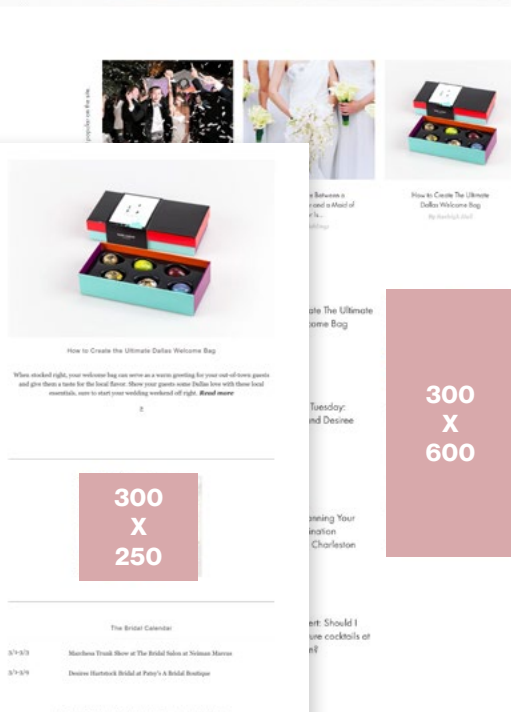
ge Made All the Difference for Dulaney Miller and
Craig Archibald's Wedding



728 X 90



970 X 250

300
X
600300
X
250

Digital Marketing Opportunities: Branding Ads

Make an impression.

Your brand can cast a wide net by threading advertising throughout our site for maximum visibility or 'owning' a content section on dweddings.com for specific alignment.

DISPLAY ADVERTISING OPTIONS:

- High Impact Banner Ad: 970x250
- Banner Ad (horizontal): 728x90
- Side Banner Ad (vertical): 300x600
- Mobile Ad (square): 300x250
- Category exclusive "Engagement Form" sponsorships available with logo inclusion.

SPECIFICATIONS:

- File max size: 1mb
- High resolution: 300 dpi
- Accepted file types: jpg, gif, png, 3rd party tag
- Animation max length: 15 seconds
- Click-through link required
- *D Weddings'* designers can create artwork for additional fee.

Digital Marketing Opportunities: Programmatic Targeting

Expand your reach.

Ever want to target brides of a certain demographic searching for wedding venues in Dallas? Or geo-target people who go to a specific bridal or trunk show? We can help with that.

D Weddings can set up programmatic ad campaigns for you to reach an **extended audience**, using specific retargeting techniques to follow couples and brides on reputable websites based on frequency, location, demographics, behavioral habits, content interest, and search behavior. Let us help you reach them, wherever they are.

40,000 IMPRESSION MINIMUM COMMITMENT:

- Branding ads (970x250, 728x90, 300x600, 300x250, 320x50)
- Click-through link
- Targeting specifications

YOUR BRANDING ADS
WILL BE FEATURED ON
WEBSITES BEYOND
DWEDDINGS.COM.

PROGRAMMATIC EXAMPLE

DWeddings

THE
Wedding
STORE

NEW COLLECTIONS

BRIDESMAID

BRIDE

YOUR AD HERE

Say "Yes!"
to the dress.

CHECK OUT THE COLLECTION >>

Sale

New Arrivals

Product

Classic

Vintage

Designers

FILTER BY:

☐ Size

☐ Colors

FOLLOW US ON:

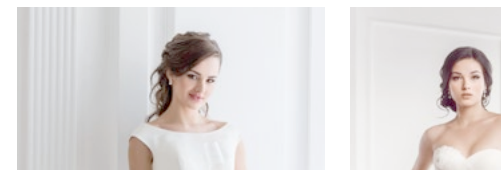


Returns Information

Help and FAQ

Country

YOUR
AD HERE



Digital Marketing Opportunities: Sponsored Instagram Posts

It's all about the 'gram, baby.

Leverage our highly-active and engaged *D Weddings* Instagram account to meet brides searching for inspiration and local vendor options. Partner with our account through a single post or tap into our Instagram Stories for even more candid interactions with our savvy brides. Want more? Takeovers are available for maximum impressions and reach.

*CLIENT SUPPLIES ALL HIGH-RES PHOTOS AND COPY; MUST BE APPROVED BY D WEDDINGS DIGITAL EDITOR. WE CAN TAG YOUR PREFERRED ACCOUNT AND YOU MAY SUBMIT UP TO THREE (3) HASHTAGS FOR CONSIDERATION.



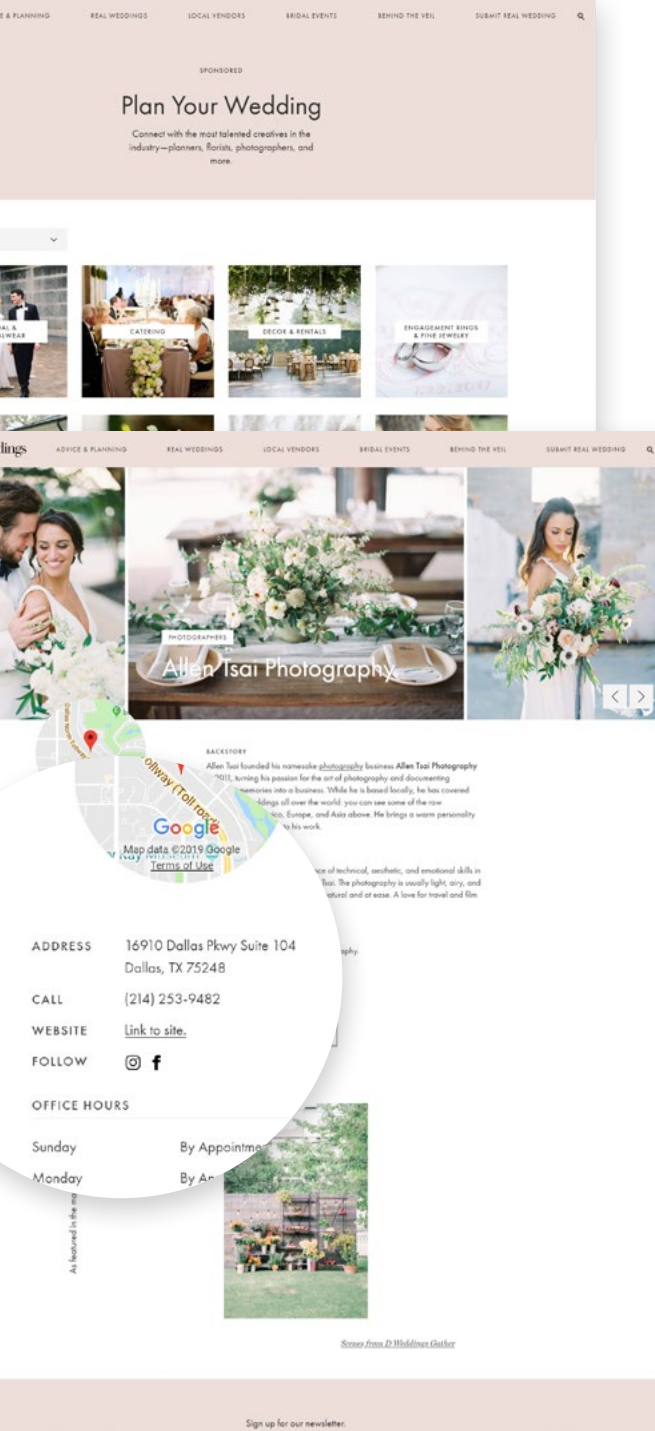
INSTAGRAM SNAPSHOTS

INSTAGRAM OPTIONS

1 Post: Includes one (1) photo post or up to 4 to 6 photos for an Instagram carousel.

2 Stories: Includes 5 to 7 vertical photos for an Instagram Story.

Takeover: Includes photo(s) post, plus 5 to 7 photos for an Instagram Story.



Digital Marketing Opportunities: Vendor Listings and Enhanced Placements

Boost your brand's visibility and SEO power.

Optimize how you highlight your business year-round for prospective brides who search our site (and Google) for trusted vendor referrals. Unlike national wedding listing websites, Dallas brides know that dweddings.com's listings are relevant, curated, and local. Customize your vendor profile with your Instagram link, critical bio info, price ranges, and make a great first (or second or third) impression with potential clients.

Premium vendor placements are available that include top listings per category and homepage rotation, with a six-month commitment.

VENDOR LISTING OPTIONS:

- High-res photo carousel
- SEO optimization
- Hours of business
- Contact Information, including Instagram handle
- Pricing ranges
- "Make an appointment" form available for direct response



2021 Deadlines

	FW'21	SS'22
Space Close	15-Apr	22-Oct
Materials Due	25-Apr	26-Oct
On Newsstands	15-Jun	16-Dec

*SS'22 deadlines subject to change

Print Rates 2021



ADVERTISING LOCAL DISPLAY RATES (1 YEAR 2X):

SPREAD \$7,425 | **FULL PAGE** \$4,125 | **2/3 PAGE** \$3,415
1/2 PAGE \$2,750 | **1/3 PAGE** \$1,750 | **1/6 PAGE (ESSENTIALS)** \$1,200

*Listed gross rate is per issue

ADVERTISING COVERS DISPLAY RATES (1 YEAR 2X):

INSIDE FRONT \$6,245 | **INSIDE BACK** \$5,260 | **BACK COVER** \$7,505

LISTINGS:

CUSTOM CATERERS (Includes up to 50 words and 1 photo): \$1,200
REHEARSAL DINNER SITES (Includes up to 50 words and 1 photo): \$1,200

Pricing is per issue and a full year commitment is required to receive all the stated benefits of online, social and events. 30 percent deposit due at space reservation. Payment plans available. Monthly rates based on 30% deposit and then remainder in 11 monthly payments to a credit card. Profiles will be created by *D Weddings*. Advertiser supplies text and photo.

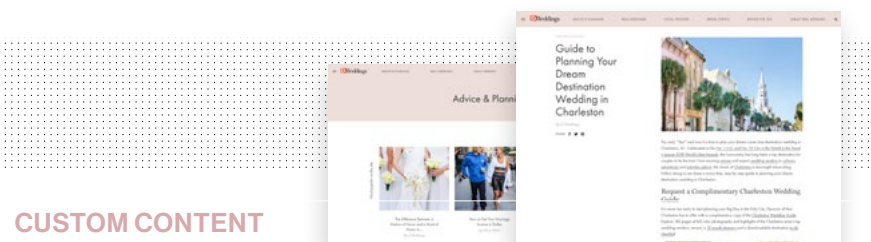
AD CREATION:

FULL PAGE \$350 | **2/3 PAGE** \$300 | **1/2 PAGE** \$250 | **1/3 PAGE** \$150

ANY TYPE CHANGES, ADDING LOGOS, ETC: \$50 | CHANGE TO AD AFTER TWO REVISIONS: \$50
 CHANGE TO AD AFTER APPROVAL: \$100 | AD MATERIALS AFTER DEADLINE: \$100

Publisher reserves the right to refuse any advertising. All rates are four-color and agency commissionable. Black-and-white rates are available. Guaranteed premium positions, e.g. opposite table of contents, add 20%. Bleed advertisements incur a 15% up-charge.

Digital Marketing Opportunities and Rates 2021



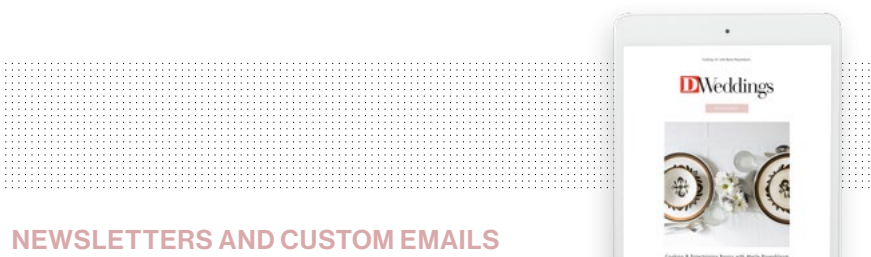
CUSTOM CONTENT

Sponsored Blog Post	\$750	Client provides original copy and materials
Styled Shoot	\$750	Client provides photos and descriptions; can include multiple vendors
Ask the Expert	\$500	D Weddings provides questions for Q&A style content



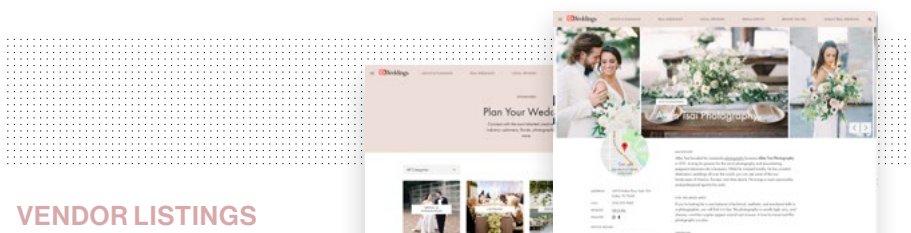
INSTAGRAM

Instagram Post	\$250	Client provides images and captions; approval required by D Weddings
Instagram Stories	\$250	
Instagram Takeover	\$500	Includes Post + Stories on your preferred date



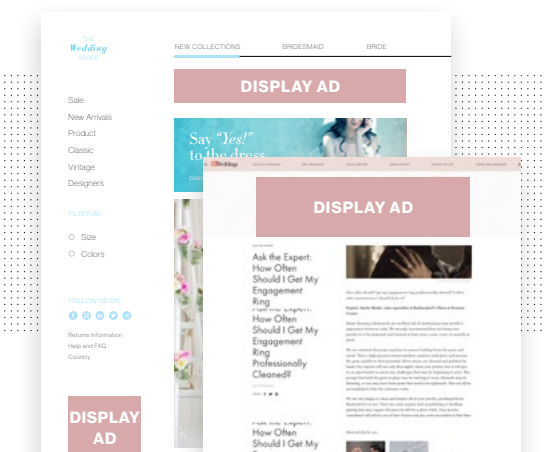
NEWSLETTERS AND CUSTOM EMAILS

"Loves Notes" Weekly Sponsorship	\$350	Exclusive to one sponsor per week
Custom Email Blast	\$500	Limited availability



VENDOR LISTINGS

Top Vendor Listing Placement & Homepage Rotation	\$75/month	Six-month minimum required. Not exclusive.
Enhanced Vendor Listing	\$300/month	Included in print advertising package



DISPLAY ADS

Publisher reserves right to refuse any advertising.		
Branding Ads on dweddings.com	\$175/month	Design services available for an additional fee
Engagement Form Sponsorship	\$85/month	Logo required; category exclusive
Programmatic Targeting (Beyond Dweddings.com)	\$10 CPM / \$12 CPM with geographic targeting	\$400 minimum investment required for one month (40,000 impressions guaranteed)

For more information, please contact Publisher Maura Jones at mauraj@dmagazine.com or **214.693.6161**



One custom plan, many touch points.

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.



We hope you join us.

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