

NEW ORLEANS

Weddings

MAGAZINE

2018 MEDIA KIT

Bonjour + Merci!

We're thrilled you've contacted us about promoting your business to the New Orleans wedding market with New Orleans Weddings Magazine. Our mission is bringing brides and businesses together and we're pleased to share with you the opportunities we offer to do just that!

From our beautiful print edition to our elegant website to our highly anticipated interactive bridal events, we bring the unique "flavor" of New Orleans to everything we do. You'll find all the details in the following pages, but be sure to let us know if you have any questions.

In the mean time, grab a cafe au lait and page through our magazine...we think you'll love what we do!

Jessica Burke

N.O.W. Publisher

GIVE US A RING: 504-832-2775
EMAIL: SALES@THENOWBRIDE.COM



FEATURED 2017 FALL+WINTER EDITION COVER, "MODERN ROMANCE" EDITORIAL
PHOTO: THERESA ELIZABETH PHOTOGRAPHY | ON LOCATION: MARCHE | GOWN: PEARL'S PLACE | HAIR AND MAKEUP: DAZZLE DOLL | DECOR
STYLED BY: KIM SAYATOVIC, BELLADELUX EVENT DESIGN | FLORALS: NOLA FLORA | RENTALS + SPECIAL FOG EFFECTS: TRUE VALUE RENTAL | LIN-
ENS: BBJ | CANDLE DECOR + TREES: FIREFLY AMBIANCE | MODEL: COLEENA ZIMET

ADVERTISING BASICS PACKAGES

RATES

INCLUDE:

YOUR COLOR AD IN

ONE PRINT EDITION (6 MONTHS)

YOUR AD HYPERLINKED IN THE VIRTUAL EDITION

6 MONTH BASIC ONLINE LISTING

1 BASIC BRIDAL SHOW BOOTH

plus COMPLIMENTARY AD DESIGN!

If making the maximum impact with your advertising dollars is your goal, look no further than our Advertising Basics Packages. Designed to cover the basics of wedding planning resources - Print, Online + Bridal Show - these packages will help you cover your bases to reach local and destination-New Orleans couples wherever they're planning!

New Orleans Weddings Magazine is published twice annually and each issue is available on newsstands for 6 months. Many brides have told us their friends "pass down" their copies of New Orleans Weddings to them as a favorite resource. This means your ad in New Orleans Weddings sees tremendous longevity!

ADVERTISING BASICS PACKAGE RATES

TWO-PAGE SPREAD \$3600

FULL PAGE \$2400

HALF PAGE HORIZONTAL \$2000

QUARTER PAGE \$1600

SPECIAL PLACEMENTS

BACK COVER \$4000

INSIDE FRONT COVER \$3400

FACING INSIDE FRONT COVER (PAGE 1) \$3400

BACK INSIDE COVER \$3000

FULL PAGE (FIRST 16 PAGES) \$2800

SPRING+SUMMER EDITION:

Issue Ad Sales Close: January 15th

On Sale Date: March 1st

Deadlines

FALL+WINTER EDITION:

Issue Ad Sales Close: July 15th

On Sale Date: September 1st

* ALL RATES ARE NET | PAYMENT PLANS AND PAY IN FULL DISCOUNTS AVAILABLE FOR ADVERTISING BASICS PACKAGES

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PREMIUM SPONSORSHIPS

Set your company apart with New Orleans Weddings Magazine's Premium Sponsorship packages. Packed full of perks, these sponsorships give your business prominent exposure to the New Orleans area wedding market.

Packages below are available for the Spring 2018 Print Edition (March 2018-August 2018)

and the Something Blue Bridal Event on March 14, 2018.

Sponsorships are available in 3 levels.

DIAMOND LEVEL

\$7000

INCLUDES

- Double page ad in NOW print edition, 1st 16 pages Premium Placement
 - Logo prominently displayed on Bridal Show marketing material*
- Website banner placement on Bridal Show web page (thru Aug. 2017)
- Website banner placement on NewOrleansWeddingsMagazine.com front page for 3 months (Level 1)
 - Vendor Directory Listing on NOW website (6 months)
 - Recognition on Bridal Show Promo Videos
- Recognition on NOW Facebook Page and Bridal Show with a View Event Page
- Recognition through Twitter Promo Tweets for Bridal Show (Min. 5x/week for 4 weeks)
- Recognition through Instagram posts for Bridal Show (Min. 5x/week for 4 weeks)
 - Logo featured in pre-show blog post and infographic promoted via Facebook + Pinterest
- Prominent logo exposure in email promos to brides for Bridal Show
 - VIP exhibit space at Bridal Show (double booth)
- Logo featured on printed banners in Bridal Show Registration Area + Show Guide
 - Opportunity to provide Bridal Show bag stuffers
 - 20 Complimentary Tickets to the Bridal Show
- Prominent logo exposure in post show email campaigns to brides
 - Recognition in all show wrap-up features on NOW Blog
 - Recognition in all show wrap-up social media posts
- (2) Spotlight Features on NOW Blog including Social Media Mentions
- Exclusive industry sector Bridal Show Sponsorship representation**

SAPPHIRE LEVEL

\$5000

INCLUDES

- Full page ad in NOW print edition, right hand read
- Vendor Directory Listing on NOW website (6 months)
- Website banner placement on NewOrleansWeddingsMagazine.com front page for 3 months (Level 3)
 - Recognition through Twitter Promo Tweets for Bridal Show (3x/week for 4 weeks)
 - Recognition through Instagram posts for Bridal Show (3x/week for 4 weeks)
- Logo featured in pre-show blog post and infographic promoted via Facebook + Pinterest
 - Priority Selection of exhibit space (single booth)
- Logo featured on printed banners in Bridal Show Registration Area + Show Guide
 - Opportunity to provide Bridal Show bag stuffers
 - 12 Complimentary Tickets to the show

RUBY LEVEL

\$3500

INCLUDES

- Half page ad in NOW print edition, right hand read
- Vendor Directory Listing on NOW website (6 months)
- Website banner placement on NewOrleansWeddingsMagazine.com front page for 3 months (Level 2)
 - Recognition through Twitter Promo Tweets for Bridal Show (1x/week for 4 weeks)
 - Recognition through Instagram posts for Bridal Show (1x/week for 4 weeks)
 - Second Priority Selection of exhibit space (single booth)
- Logo featured on printed banners in Bridal Show Registration Area + Show Guide
 - Opportunity to provide Bridal Show bag stuffers
 - 8 Complimentary Tickets to the show

*Inclusion of logo on marketing material for materials produced after contract execution + payment in full

**Vendor will be the sole industry vendor allowed as a sponsor for the bridal show, other vendors from this category may participate at a non-sponsorship level



NEW ORLEANS

The Bride

M A

FEATURED 2017 FALL-WINTER EDITION, "MYSTIQUE: LUXURIOUS FASHION" EDITORIAL
PHOTO: NORTH PHOTOGRAPHY | STYLED BY: KIM SAYATOVIC, BELLADEUX EVENT DESIGN | GOWN: BERTA, TOWN + COUNTRY BRIDAL | HAIR + MAKEUP: DAZZLE DOLL | VENUE: THE JAXSON | FEATHER DECOR: FIREFLY AMBIANCE | MODEL: KRISTIN BROOKS

Our distribution includes hundreds of bookstores and newsstands in the Metro area, across the state of Louisiana and the Mississippi Gulf Coast.

NEWSSTANDS

Include

- BARNES & NOBLE
 - BATON ROUGE CITY NEWSSTAND
 - BEAU RIVAGE RESORT
 - BOOKS-A-MILLION
 - BREAUX MART
 - COSTCO
 - CVS PHARMACY
 - DORIGNAC'S FOOD CENTER
 - HASTINGS
 - K-MART
 - LAKEVIEW GROCERY
 - PEACHES RECORDS
 - RITE AID
 - ROBERT FRESH MARKET
 - ROUSE'S GROCERY STORES
 - WAL-MART
 - WALGREENS
 - WINN-DIXIE
- plus*

**1000S OF COMPLIMENTARY COPIES
DISTRIBUTED THROUGH
BRIDAL SHOWS, PARTICIPATING
ADVERTISERS, COFFEE SHOPS,
CHURCHES, HOTELS, BAKERIES,
AND MORE!**

GIVE US A RING: 504-832-2775
EMAIL: SALES@THENOWBRIDE.COM

ONLINE ADVERTISING

Create brand awareness with our online advertising options!

FRONT PAGE PREMIUM BANNER ADS

Get Front Page exposure with your ad featured next to our beautiful editorial features!

(minimum 3 month commitment required; discounts available for longer terms)

Level 1 (fixed position)	\$500 per month
Level 2	\$200 per month
Level 3	\$250 per month
Level 4	\$75 per month

VENDOR DIRECTORY LISTINGS

Add your business to “the” list of trusted wedding professionals on New Orleans Weddings Magazine’s website. Listings include a five image gallery, “get to know you” business description and your phone number, email and website!

Basic Listing (per category)
\$300 for 6 months
\$500 for 12 months

VENDOR DIRECTORY CATEGORY SPOTLIGHT BANNERS

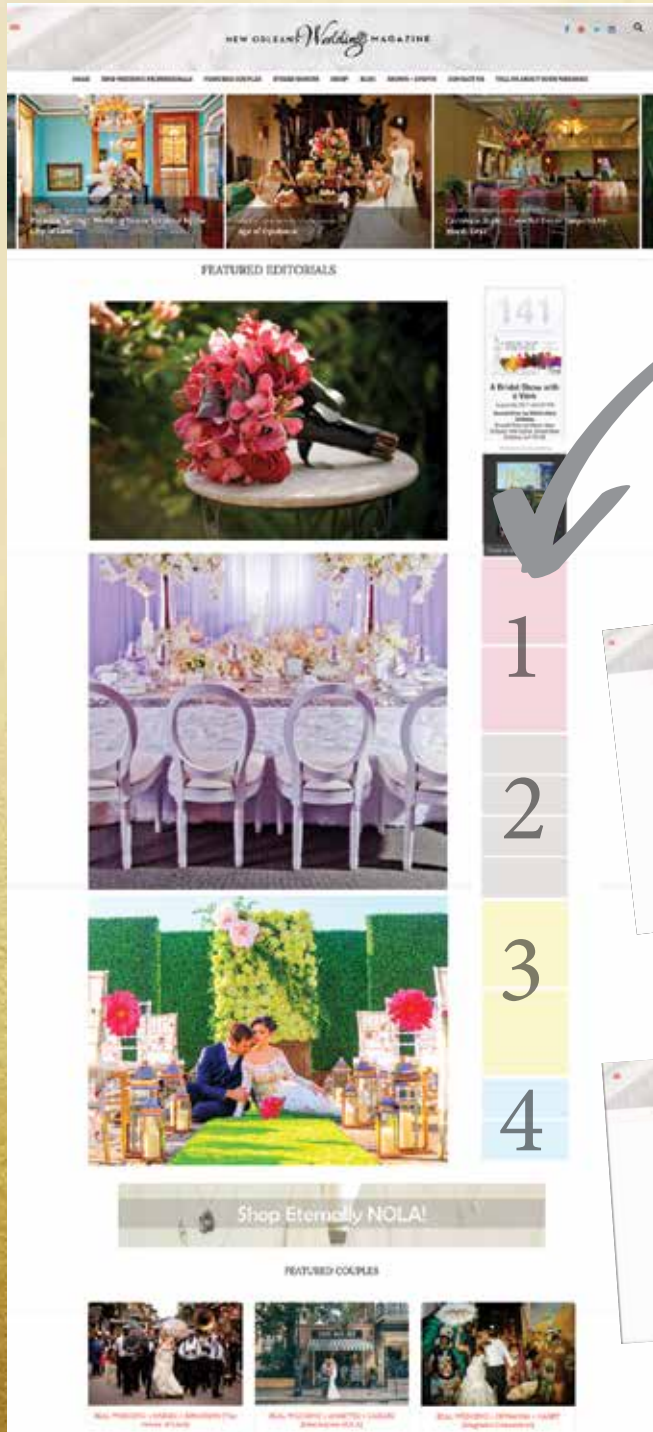
Promote your business with premium banner advertising space located at the top of each vendor category page. Snag one of the 3 rotating spots available per category and set yourself apart from the competition!

(minimum 3 month commitment required; discounts available for longer terms)

Spotlight banner (per category)
\$350 per month

*Ask about multiple category discounts for Vendor Directory Listings and Vendor Directory Category Spotlight Banners

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SPONSORED POSTS + SOCIAL CAMPAIGNS

SPONSORED POSTS

Looking for a little bit more of the spotlight? New Orleans Weddings now offers Sponsored Posts to our trusted advertisers! Featured on the front page of the NOW website and promoted through our Social Media channels, these carefully crafted posts offer an insider's view into your business or product, allowing our readers to get to know you and your brand.

SOCIAL CAMPAIGNS

From product spotlights to engaging video vignettes, allow the NOW team to style and produce a social campaign to promote your business! These campaigns are designed with our readers in mind to blend in with our editorial pieces seamlessly.

| SPONSORED POSTS AND SOCIAL CAMPAIGNS START AT \$500 |

WE'RE QUITE SOCIAL...COME FOLLOW US

23,000+ FOLLOWERS ON SOCIAL MEDIA!



NOLAWedding
9,300+ followers



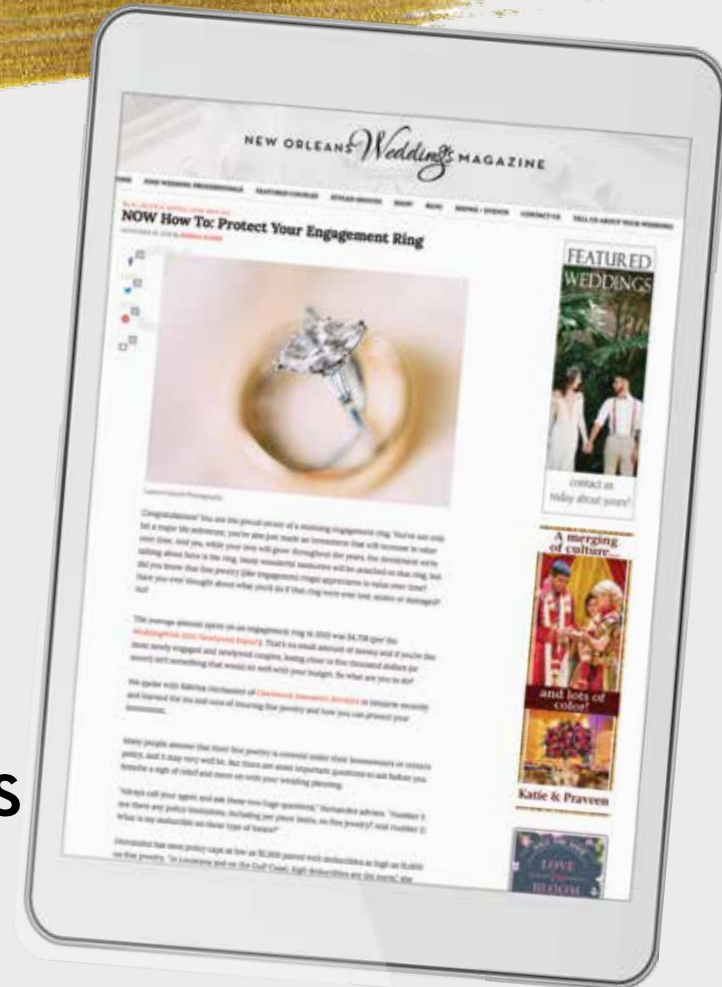
NewOrleansWeddings
10,600+ followers



NOWmagazine504
2,700+ followers



NOWmagazine504
1,100+ followers



NOW BRIDAL EVENTS

Get face to face time with potential clients! N.O.W.'s boutique-style Bridal Events are the perfect opportunity to showcase your business to hundreds of engaged couples in one evening as well as network with other wedding professionals!

Our Bridal Events are held twice annually and correspond to the release of each new printed edition.

Our next event **THE SOMETHING BLUE BRIDAL EVENT** will take place on Wednesday, March 14th, 2018 from 6:00pm-9:00pm at Generations Hall/The Metro in New Orleans. Priority registration is offered to NOW print advertisers and limited space is available!

BOOTH RATES

(per event)

6'x8' Booth \$500

10'x10' Booth \$950

Rates include booth space, 6' table with black linen, table top sign, company name and weblink on event website, company name in show guide, 4 complimentary tickets and lead list of opted-in guests after the event

REGISTRATION OPENS:

NOW Print Advertisers under Contract
for Spring 2018 Edition:
OCTOBER 16, 2017

All Other Vendors:
NOVEMBER 1, 2017



PHOTO: IMAGES BY ROBERT T



GIVE US A RING!

N.O.W. H.Q.
504-832-2775

GENERAL INQUIRIES
INFO@THENOWBRIDE.COM

SALES INQUIRIES
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