

Mpls
St Paul
MAGAZINE

Weddings



***MEDIA
KIT***



CIRCULATION

13,000 copies per issue

80+ key wedding vendors,
salons, and boutiques

UNVEILED Wedding Shows

Twin Cities Bridal Shows

Newsstands

WHY MPLS.ST.PAUL WEDDINGS

INTEGRATED PLATFORMS

At *Mpls.St.Paul Weddings*, we understand your challenge to achieve more with your marketing budget. Our integrated platforms have the proven appeal to go beyond building awareness for your brand. We can create preference for your brand. Our print, digital, and events provide your business with the greatest visibility and return on investment.

BIG IMPACT

Mpls.St.Paul Weddings has the most sought after content and we can put your brand messages in the center of it all. From compelling content to stunning photography, *Mpls.St.Paul Weddings* will align your business with renowned credibility and quality – and place you in front of Twin Cities brides primed to make decisions for their big day.

OUR REPUTATION

Twin Cities brides pick up our publication because they trust the *Mpls.St.Paul* brand. *Mpls.St.Paul Weddings* has a powerful reputation and *Weddings* is the go-to resource for thousands of couples every year.

THE RESULTS?

The power to drive your business.

MEET THE EDITOR



As a self-proclaimed wedsessed woman, Emily's love of all things bridal commenced decades before her July 2012 nuptials. As both the editor of *Mpls.St.Paul Weddings* magazine and the deputy features editor of *Mpls.St.Paul Magazine*, Emily spends her days exploring the ever-changing world of weddings while simultaneously perfecting the art of creating order amid chaos (also known as magazine deadlines).

"Our goal at *Mpls.St.Paul Weddings* is to offer couples local resources that bring their unique celebration to life. Our content is fresh and beautiful, offering curated ideas that span every aspect of the big day—from the proposal to the honeymoon and beyond."

—Emily Howald Sefton
weddings@mspmag.com



MPLS.ST.PAUL
UPCOMING
ISSUES

Spring/Summer Issue

Published: January 2018

Space Reservations: 10/20/17

Ads Due: 10/24/17

Fall/Winter Issue

Published: July 2018

Space Reservations: 4/24/18

Ads Due: 4/26/18

*Charge for late materials : \$100



MPLS.ST.PAUL WEDDINGS
ALWAYS ON

According to the American Marketing Association, a consumer needs to be exposed to a message **9 to 10 times** before they take action. *Mpls.St.Paul Weddings* offers several channels for you to reach affluent Twin Cities brides & mothers of brides.

RESOURCE GUIDE
mspmagweddings.com

TARGETED DISPLAY

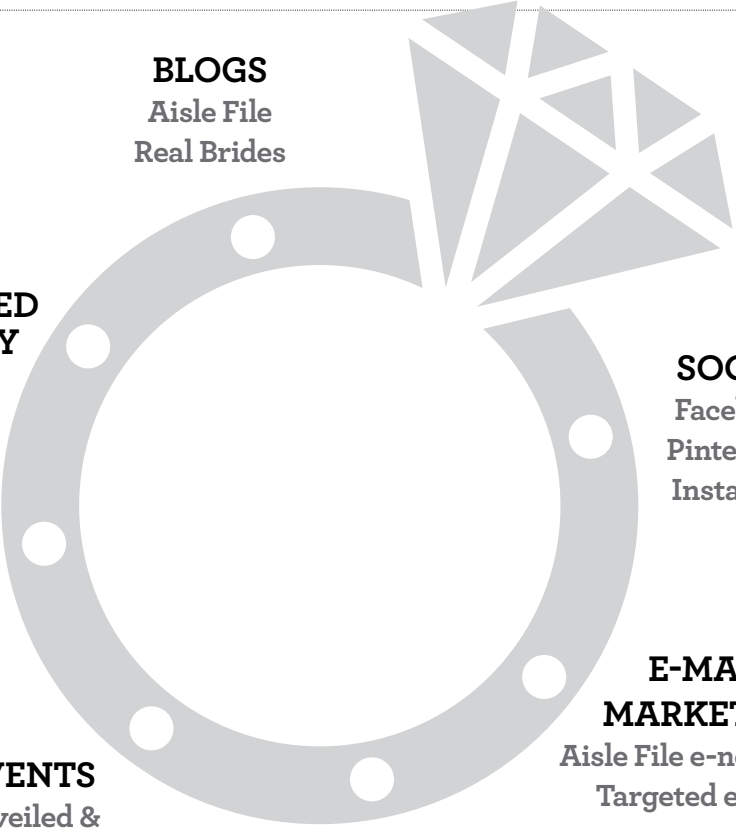
BLOGS
Aisle File
Real Brides

SOCIAL
Facebook,
Pinterest &
Instagram

E-MAIL MARKETING
Aisle File e-newsletter
Targeted e-mails

EVENTS
Unveiled &
Twin Cities Bridal Show

PRINT
Magazine





PRINT RATES

Spring/Summer and Fall/Winter. All rates are net.

Ad Size	1x	2x
1/12 Page	\$895	\$720
1/6 Page	\$1,495	\$1,200
1/3 Page	\$1,995	\$1,600
1/2 Page	\$2,595	\$2,075
2/3 Page	\$3,600	\$2,880
Full Page	\$4,650	\$3,720
2 Page Spread	\$7,300	\$5,850

With the purchase of an ad, for six months, you receive:

- Lead list delivered monthly
- Guaranteed listing in the *Weddings Resource Directory*
- Guaranteed online directory listing on mspmagweddings.com

PREMIUM POSITIONING

Inside Front Cover \$5,500
 Inside Back Cover \$4,875
 Back Cover \$5,500

Additional 10% for special positioning within the magazine.



REACH A HIGHLY AFFLUENT, INFLUENTIAL, & EDUCATED AUDIENCE.

Our advertisers benefit from our highly desirable demographics and ever-increasing readership. mspmagweddings.com has become the preeminent local resource for engaged couples looking to find wedding planning resources at their fingertips.

ROS AD RATES

	Print Advertisers	Online Only
6 Month	\$500 total	\$700 total
12 Month	\$900 total	\$1200 total

Leaderboard (728 x 90)

Mobile Leaderboard (320x50)

Medium Rectangle (300x250)

1/2 Page (300 x 600)

Premiums for Rich Media. All rates are net.



AISLE FILE

Weddings editor Emily Howald Sefton keeps local brides on top of the latest trends, promotions and events.

3,100+ Subscribers

24% Average Email Open Rate!

Published on the 2nd and 4th Monday of every month

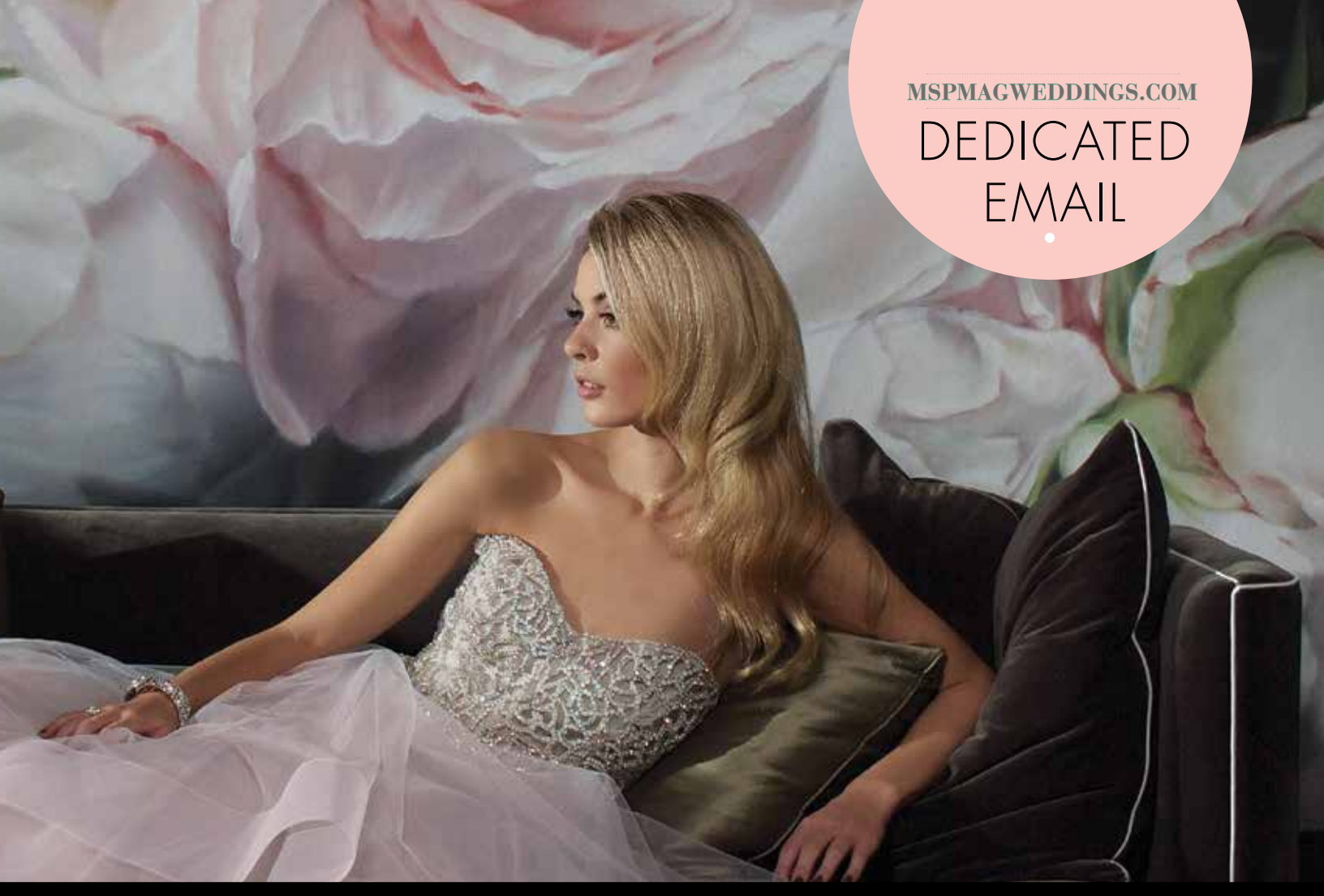
- 1 The top **Sponsor Content** position follows the lead editorial feature for a high-impact opportunity.
- 2 **Medium Rectangle** #1 has prime placement next to Emily Howald Sefton's **Editor's Advice** section.
- 3 There are two ad positions next to our popular **Sales + Events + Things to See** section. Choose from the vertical **Sponsor Content** position or a **Medium Rectangle** display ad to show your message.
- 4 Purchase an enhanced listing and be included in Aisle File as a **Featured Vendor**.

RATES

- 1 Top Sponsored Content \$350
- 2 Medium Rectangle (300x250) \$175
- 3 Sponsor Content \$350
- 4 Medium Rectangle (300x250) \$150
- 4 Featured Vendor FREE

with the purchase of an enhanced listing.

The screenshot shows the layout of the MSP MAG Weddings e-newsletter. At the top is the 'AISLE FILE' header with the tagline 'Bringing you the best in Twin Cities bridal'. Below this is a photo of brides. The main content area includes an 'INSTASWOON' section, an 'EDITOR'S ADVICE' section with a 'Love is in the details' graphic, a 'SALES + EVENTS + THINGS TO SEE' section with multiple vertical ad spots, and a 'FEATURED VENDORS' section at the bottom. Numbered callouts 1-4 point to specific ad positions: 1 points to the top sponsored content, 2 points to a medium rectangle ad next to the Editor's Advice section, 3 points to two vertical ad spots in the Sales + Events section, and 4 points to a featured vendor ad at the bottom.



EXCLUSIVE AISLE FILE DEDICATED EMAIL

Advertise your message without distraction from competitors

Cost: \$500

Available Tuesday - Friday

A breakthrough and compelling opportunity to stand out from your competitors.

AISLE FILE

Bringing you the best in Twin Cities bridal

A Message From Our Partner



A day of bridal eye candy!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

GET TICKETS

ENHANCED LISTINGS

Our online go-to resource guide is a must for advertisers who want to reach couples at the very beginning of wedding planning.

Highlight your business with:

- Directory Listing
- Complete business listing
- Expanded description
- Social media plug-ins
- Offers and promotions
- Photo slideshow
- Google Map locator

COST:

	Print Advertisers	Online Only
12mo.	\$600 total	\$750 total
6mo.	\$350 total	\$500 total

(production included)

BONUS

Aisle File e-newsletter

Your listing will be showcased as a **Featured Vendor** in our popular Aisle File E-newsletter with 3,100 subscribers. The listing will be rotated with other vendors throughout the year.

Mpls St Paul | FIND IT | EAT & DRINK | ARTS & CULTURE | SHOP & STYLE | HOME & DESIGN | HEALTH & FITNESS | TRAVEL & VISITORS | SUBSCRIBE

LIVSKIN Grand Opening Celebration Friday, April 23rd | 4-9pm MINNEAPOLIS 612-513-3211

Bachman's

Back to Search Results

PHOTOS | MAP

6010 Lyndale Ave. S., Minneapolis, Minnesota 55419
612-861-7600

VISIT WEBSITE

RESOURCES: Flowers

From the Vendor
Bachman's talented designers are ready to help you celebrate your most important day. We are available to make your dream wedding come to life and understand the excitement and joy this day will bring. Bachman's wedding team loves and knows flowers. Our designers understand what it takes to prepare floral arrangements for your wedding. We provide flowers for weddings, rehearsal dinners, and wedding showers; and we specialize in personalized arrangements, wedding bouquets, corsages, boutonnieres, candle arrangements and all floral details. It's our pleasure to help make your day special.

We are a full service floral special event company. That means we work with our clients to create a comprehensive design in all manners of floral (personal flowers, ceremony, and reception) arrangements for your wedding and/or special event(s). Other décor elements, like candles, table décor, chuppahs, and arches are also available for rental or purchase. We also provide day-of coordination to ensure everything goes flawlessly.

Promotion
Love is in the Details with Bachman's

Tweets to @thebachmans...

MPLS.ST.PAUL WEDDINGS
MECHANICAL
SPECIFICATIONS

PRINT

PRINTING SPECS

Heat-set, Web Offset, 133 Line Screen, Perfect Bound, 8" x 10.875" Trim Size
Additional production charges may be incurred if supplied ads do not follow listed specifications.

PREFERRED FILE FORMAT

A high resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK colors, and flattened transparency.

ACCEPTABLE NATIVE-FILE FORMATS

Adobe InDesign, Adobe Illustrator, Adobe Photoshop. All images/elements must be 300 dpi at size, a TIFF or an EPS is preferred to a JPEG format.

FONTS

Postscript fonts are preferred, TrueType fonts can be problematic. We are not responsible for errors caused by TrueType fonts.

COLOR

Everything must be in CMYK format and color corrected. All other color formats (RGB, Pantone/PMS) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 280%.

COLOR PROOFS

Please supply a SWOP certified color proof pulled from supplied materials. If you do not supply a proof, we can provide one at a charge of \$75. If no proof is provided and you choose not to purchase one we will not be responsible for any color issues with the printed advertisement.

AD MATERIAL SUBMISSION

Ads can be uploaded at:
www.mspaduploader.com
username: mspads
password: sonic

Ads can also be emailed to ads@mspmag.com (25MB or less) or sent on a disk to 220 S. 6th St., Ste 500, Mpls, MN, 55402, Attn Joe Mertes.

Any questions should be directed to:

salessupport@mspmag.com

Mpls.St.Paul Weddings

220 S. 6th St., Suite 500, Minneapolis, MN 55402

DIGITAL

DIGITAL ADS (IN PIXELS)

UNIT SIZE	WIDE	DEEP	FILE
Medium Rectangle	300	x 250	< 70K
Half Page	300	x 600	< 70K
Leaderboard	728	x 90	< 70K
Mobile Leaderboard	320	x 50	< 70K

STANDARD PRINT PAGE SIZES (IN INCHES)

UNIT	WIDTH	HEIGHT
1/12	2 ¼	x 2 5/16
1/6 Vertical	2 ¼	x 4 7/8
1/6 Horizontal	4 5/8	x 2 5/16
1/3 Vertical	2 ¼	x 10
1/3 Square	4 5/8	x 4 7/8
1/2 Vertical	4 5/8	x 7 ¼
1/2 Horizontal	7	x 4 7/8
2/3 Vertical	4 5/8	x 10
Full Page (non-bleed)	7	x 10
Full Page* (bleed)	8 3/8	x 11 ¼

*Bleed Specifications

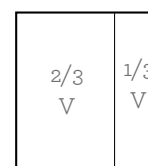
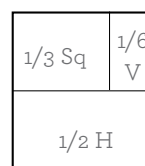
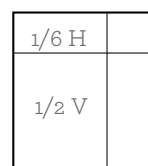
Full page bleed: 8 3/8 x 11¼. Trim: 8" x 10 7/8".

Live matter should be kept 5/16" from trim of magazine (7 3/8"x 10 ¼")

Two-page spread bleed: 16 5/8" x 11¼".

Trim: 16" x 10 7/8".

Live matter should be kept 5/16" from trim of magazine. (Allow 1/8" in gutter of each page to compensate for loss of image area due to perfect-binding process.)





Weddings

salesupport@mspmag.com
612.339.7571

220 S. 6th St., Suite 500, Minneapolis, MN 55402