

Mpls  
St Paul  
MAGAZINE

# Weddings



*Media  
Kit*

# MPLS.ST.PAUL WEDDINGS



## 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

MPLS.ST.PAUL WEDDINGS

# UPCOMING ISSUES

## **SPRING/SUMMER ISSUE**

**Published:** January 2019

**Space Reservations:** 10/22/18

**Ads Due:** 10/24/18

## **FALL/WINTER ISSUE**

**Published:** July 2019

**Space Reservations:** 04/22/19

**Ads Due:** 04/24/19

\*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**

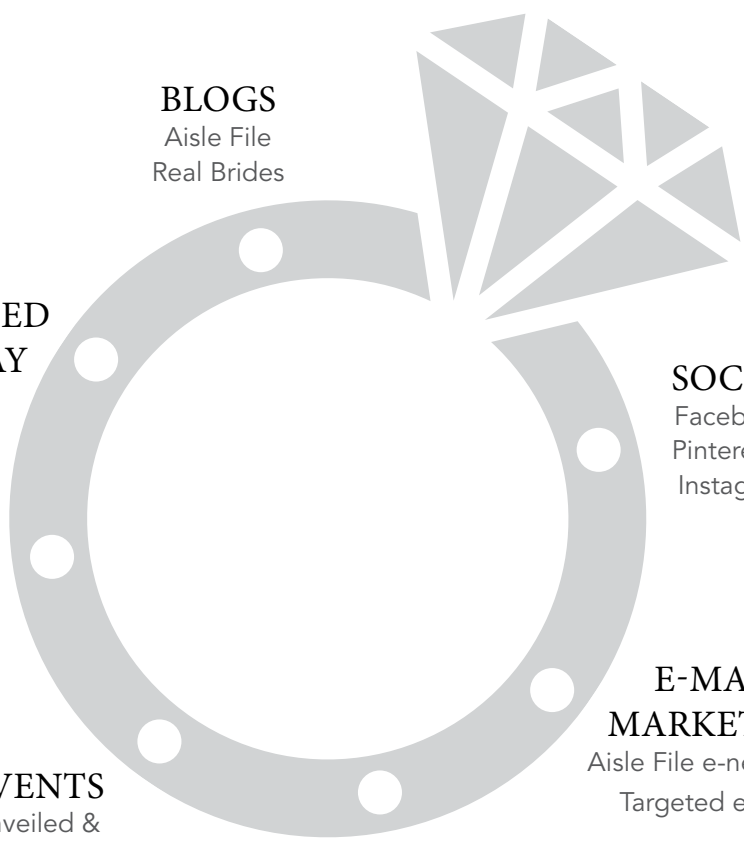
**BLOGS**  
Aisle File  
Real Brides

**SOCIAL**  
Facebook,  
Pinterest &  
Instagram

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

**EVENTS**  
Unveiled &  
Twin Cities Bridal Show

**PRINT**  
Magazine





**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 ADS**

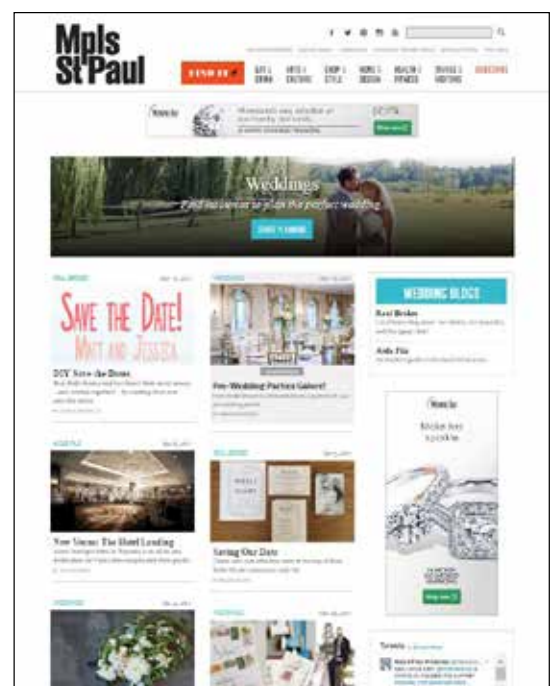
Leaderboard (728 x 90)

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.

3,000+ Subscribers

30% Average Email Open Rate!

Published Quarterly

## AISLE FILE ADVERTISER LISTING INCLUDES:

- 280x200 px image
- Up to 50 words of text
- A link to your URL

## 2019 DATES

02/04/19      05/13/19      07/22/19      09/23/19

# AISLE FILE

Bringing you the best in Twin Cities bridal



### INSTASWOON

Hello, world! We're happy to finally announce that *Mag's St. Paul Weddings* is on Instagram and we'd love for you to follow us. Our feed is already filled with inspiring ideas from local Real Weddings, coveted looks from our fashion spreads, and behind-the-scenes glimpses at the inner workings of a bridal mag. Be sure to tag us in your planning pics, and you may even show up on our page.



#### WAYZATA COSMETIC SURGERY

This Mother's Day treat yourself and your mom to beautiful, smooth and even-toned skin! Get a Hydrafacial, Botox (20 units), and Nuvoasee Mass for just \$400! We're also offering buy-two-get-one-free Nuvoasee Skin Tightening for eyes with a free Nuvoasee Eye Mask. Call 952.473.8942 to schedule today!

WAYZATACOSMETICSURGERY.COM



#### PARK TAVERN

Make your reservation now for a delicious Mother's Day Brunch at Park Tavern! The whole family can enjoy a sunny station, eggs benedict, lobster and cheese tortellini, fresh fruit, smoked salmon and much more! Plus, every mom receives a complimentary "momosa" and sarration. Includes one free hour of bowling!

PARKTAVERN.NET



#### ENDLESS SUMMER BLOOMS

Give Mom the gift that lasts: giving all spring, summer and fall. Endless Summer BloomBasket hydrangeas reblooms into fall, year after year, giving endless smiles and blooms for the garden and indoors. Don't give her something that will fade through next week, let her enjoy Mother's Day for years to come.

ENDLESSSUMMERBLOOMS.COM



#### LELA

Lela is the newest dining experience in the Bloomington & Edina area, where comfortable design welcomes you with modern creativity. Mother's Day Brunch will feature fresh fruits and vegetables, seafood, breads and pastries, meat carving station, fresh seafood stations and more!

LELARESTAURANT.COM



#### ONE POSH CLOSET

Mother's Day is a time to celebrate not only your own mother but all that "motherhood" entails: Ochronism, moms just everyone else's needs, wants and desires before their

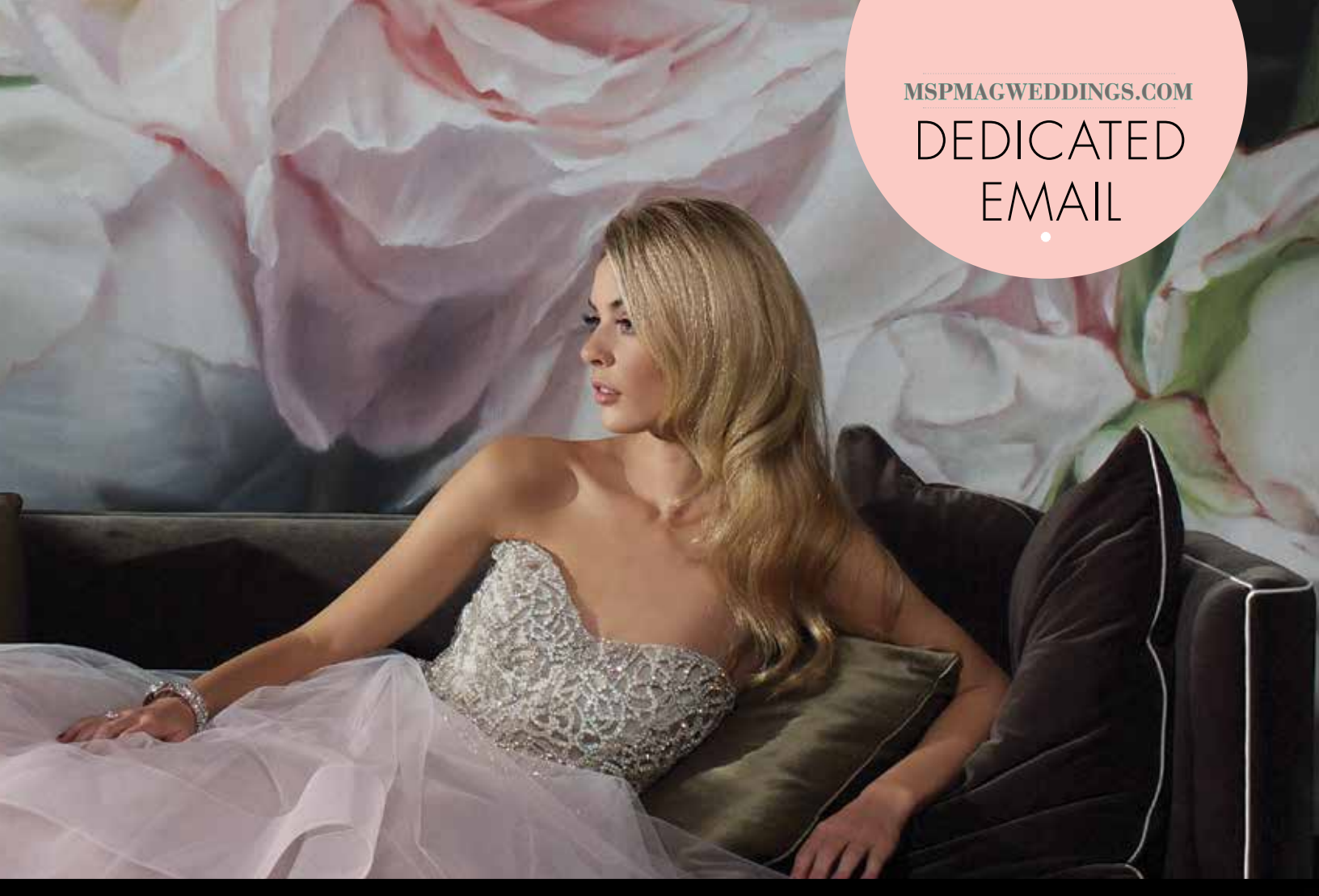


#### EIGHT WAYS TO CELEBRATE MOTHER'S DAY

Whether you're seeking a traditional brunch or an afternoon of family fun on the town, *Mag's St. Paul Magazine* has gathered the

MSPMAGWEDDINGS.COM

DEDICATED  
EMAIL



## EXCLUSIVE AISLE FILE DEDICATED EMAIL

Advertise your message without distraction  
from competitors

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!

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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

The screenshot shows the Mpls St Paul website interface. At the top, there's a navigation bar with categories like 'EAT & DRINK', 'ARTS & CULTURE', 'SHOP & STYLE', 'HOME & DESIGN', 'HEALTH & FITNESS', 'TRAVEL & VISITORS', and a 'SUBSCRIBE' button. Below this is a banner for 'LIV SKIN' with a 'Grand Opening Celebration' on Friday, April 29th. The main content area features a listing for 'Bachman's' with a 'PHOTOS' tab selected. A large photo of several bouquets is displayed. Below the photo is a 'VIEW WEBSITE' button and a 'RESOURCES: Flowers' section. The 'From the Vendor' section contains a detailed description of the business. At the bottom, there's a 'Promotion' section with a 'Love is in the Details with Bachman's' link and social media icons.

## 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](http://www.mspaduploader.com)  
username: mspads  
password: sonic

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

Any questions should be directed to:

[salesupport@mspmag.com](mailto:salesupport@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 <sup>1</sup> / <sub>4</sub>	x 2 <sup>5</sup> / <sub>16</sub>
1/6 Vertical	2 <sup>1</sup> / <sub>4</sub>	x 4 <sup>7</sup> / <sub>8</sub>
1/6 Horizontal	4 <sup>5</sup> / <sub>8</sub>	x 2 <sup>5</sup> / <sub>16</sub>
1/3 Vertical	2 <sup>1</sup> / <sub>4</sub>	x 10
1/3 Square	4 <sup>5</sup> / <sub>8</sub>	x 4 <sup>7</sup> / <sub>8</sub>
1/2 Vertical	4 <sup>5</sup> / <sub>8</sub>	x 7 <sup>1</sup> / <sub>4</sub>
1/2 Horizontal	7	x 4 <sup>7</sup> / <sub>8</sub>
2/3 Vertical	4 <sup>5</sup> / <sub>8</sub>	x 10
Full Page (non-bleed)	7	x 10
Full Page* (bleed)	8 <sup>3</sup> / <sub>8</sub>	x 11 <sup>1</sup> / <sub>4</sub>

#### \*Bleed Specifications

Full page bleed: 8<sup>3</sup>/<sub>8</sub> x 11<sup>1</sup>/<sub>4</sub>. Trim: 8" x 10<sup>7</sup>/<sub>8</sub>".

Live matter should be kept 5<sup>16</sup>/<sub>16</sub>" from trim of magazine  
(7<sup>3</sup>/<sub>8</sub>" x 10<sup>1</sup>/<sub>4</sub>" )

Two-page spread bleed: 16<sup>5</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>4</sub>".

Trim: 16" x 10<sup>7</sup>/<sub>8</sub>".

Live matter should be kept 5<sup>16</sup>/<sub>16</sub>" from trim of magazine.

(Allow 1<sup>8</sup>/<sub>8</sub>" in gutter of each page to compensate for  
loss of image area due to perfect-binding process.)

1/6 H		1/3 Sq	1/6 V	2/3 V	1/3 V
1/2 V		1/2 H			



# Weddings

[salesupport@mspmag.com](mailto:salesupport@mspmag.com)

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