



Brides &  
Weddings  
of Northern Virginia

*"I used to think a wedding was a simple affair. Boy and girl meet, they fall in love, he buys a ring, she buys a dress, and they say I do. I was wrong. That's getting married. A wedding is an entirely different proposition."*

*—Steve Martin as George Banks in "Father of the Bride"*

Weddings are a multi-billion dollar industry and the demographics of our region, from population and education to steady employment and high level incomes, make Northern Virginia a top wedding market. Today's brides & grooms are information driven in their quest to find the people & places to make their perfect wedding day.

To get your information in the hands — and minds — of engaged couples, you need a marketing program that puts you front and center when the planning begins and keeps you there throughout the process.

**You need Brides & Weddings of Northern Virginia.**

# BRIDES & WEDDINGS — *your recipe for success*

*Like a wedding cake, a successful marketing program has tiers. But instead of flavors & fillings for ingredients, it has a variety of ways to showcase your business and build your brand. Here's our recipe for success:*

## THE PLANNING GUIDE

It's a fact — brides love bridal magazines. Often a starting point for wedding inspiration, bridal magazines are a great way to introduce yourself to your prospective customers. Think of your advertising as a delicious sample of your business, giving brides a tantalizing image of how you can make their day truly special and, just like a great tasting cake, leaving them wanting more.

Brides & Weddings is a complimentary planning guide, available throughout Northern Virginia at fine jewelers, bridal salons, reception venues, bridal registries and wedding expos — all first stops for brides & grooms. Conveniently sized to fit in a purse, this is the go-to guide for area brides. And we take that convenience to the next level with our digital magazine, viewed through our website or downloaded to a mobile device with our app.

## THE WEBSITE

This is a generation that cannot remember a time when there was no Internet. Brides & grooms expect information at their fingertips. With [bridesandweddings.com](http://bridesandweddings.com), they're only a click away from seeing you.

Sophisticated, informative, and easy to use are just a few words that best describe our website. With adaptive design, [bridesandweddings.com](http://bridesandweddings.com) is optimized to fit whatever size screen used for viewing, touching and clicking. And when it comes to SEO (search engine optimization), Google loves our site with its internal linking, keyword rich content, and frequent updates to our featured stories, blog posts and events calendar.

Your customizable profile spotlights your business with definitive descriptions of your products & services, eye catching images, links to your website & social media, easy-to-access contact info and a place to entice brides & grooms with special offers and savings.

## THE BRIDAL LEADS

The Internet is a wonderful tool for gathering information, but let's get real. There are over 2 million websites that contain the key words "Northern Virginia weddings". How can you set your business apart from the rest?

Our bridal leads, combined with high impact postcards mailed to your best prospects, put your business on that top tier of the marketing cake. It may be old school, but it's true — brides respond to a well designed postcard with a compelling call to action. And even though they love all things cyberspace, brides still like putting together that "rite of passage" — the wedding planning notebook. Your postcard will put you in her most precious & personal resource.

## Here's to — **YOUR SUCCESS!**

*Start building your brand and increasing your business today! Your profile will be on our website within 24 hours and you'll receive your first set of bridal leads immediately. And your ad will appear in two editions (published January & July) of our planning guide, both print & digital versions.*

### ADVERTISING OPTIONS

(Prices based on client providing camera ready ad.)

#### FULL PAGE

(4.75" w x 7.75" h)

COLOR: .....\$3295.00

BLACK & WHITE: .....\$2395.00

#### HALF PAGE

(4.75" w x 3.75" h or 2.312" w x 7.75" h)

COLOR: .....\$2745.00

BLACK & WHITE: .....\$1895.00

#### QUARTER PAGE

(2.312" w x 3.75" h)

COLOR: .....\$2095.00

BLACK & WHITE: .....\$1295.00

Premium Positions: 10% additional charge, available only with full page ads.

**Brides & Weddings**  
*of Northern Virginia*

### NEED HELP WITH YOUR DESIGN?

We'll take your copy, logo and high resolution images and create a beautiful ad for only \$125 — and we'll give you the files for use in your other branding efforts.

### YOU WANT FRIES WITH THAT ORDER?

Repetition builds response, so make sure your postcard reflects the look for your ad. Call us for custom quotes.

### PAYMENT TERMS

Payment plans are available and depend upon the size and type of ad. Pay in full when you sign up and save 10%. Like your airline miles & credit card points? We take all major credit cards.

### NEXT ISSUE & DEADLINES

Our planning guide publishes twice yearly — January & July. Call 703.850.6238, email [cindie@bridesandweddings.com](mailto:cindie@bridesandweddings.com), or fill out our website's contact form to learn more.

# Advertising AGREEMENT



Advertiser's Category: \_\_\_\_\_

## AD SPACE:

- ☐ Full Page ☐ 1/2 Page Horizontal  
☐ 1/2 Page Vertical ☐ 1/4 Page

Special Requests: \_\_\_\_\_

## AD TYPE:

- ☐ Color ☐ Black & White

Advertiser: \_\_\_\_\_

Advertising: \$ \_\_\_\_\_

Address: \_\_\_\_\_

Other: \_\_\_\_\_

City: \_\_\_\_\_

\$ \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Production Charge: \$ \_\_\_\_\_

Contact: \_\_\_\_\_

Total: \$ \_\_\_\_\_

Telephone: \_\_\_\_\_

Payment Terms: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## AGREEMENT TERMS:

1. Price is based on client providing camera ready ad. If camera ready cannot be provided, Reinhold Publishing (dba Brides & Weddings of Northern Virginia) will have its artist design an ad using client-provided text and artwork for \$125, with purchased stock photos billed at an additional \$40 per image. These charges will be billed separately and are due upon proof presentation. Postcard pricing includes design services.
  2. Advertising agreement is for one year and NOT subject to cancellation. Agreement provides for an ad in two editions of print and online versions of Brides & Weddings, profile on [www.bridesandweddings.com](http://www.bridesandweddings.com), and monthly bridal referrals.
  3. Advertiser agrees to payment terms indicated on this agreement. Make all checks payable to Reinhold Publishing Inc. If paying by credit/debit card, this agreement and advertiser's signature authorize payment to Reinhold Publishing. VISA, MasterCard and American Express accepted.
  4. Payments made after due date are subject to a \$50 late fee per billing cycle until account is current.
  5. Any outstanding balance 90 days past due is subject to collection efforts by an attorney on behalf of Reinhold Publishing. Advertiser will be held responsible for court costs, attorney's fees and prevailing interest on outstanding balance.
- I have read and agree to the terms of this agreement.

SIGNATURE

NAME & TITLE

703.850.6238

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[www.bridesandweddings.com](http://www.bridesandweddings.com)