



Baltimore
weddings

2025 MEDIA KIT

PRINT | DIGITAL | EVENTS

Baltimore weddings 2025



PRINT

25,000
ANNUALLY

January & July
ON NEWSSTANDS

WEBSITE ANNUAL AVERAGES

178,000+
PAGEVIEWS

3,200+
NEWSLETTER
SUBSCRIBERS

75,000+
USERS

26%
CTR

SOCIAL INFLUENCE

INSTAGRAM

15,300+

FACEBOOK

5,600+

Google Analytics and Hubspot, 2021

Let us introduce you
to Baltimore's most
desirable couples.

Baltimore Weddings is the only
local luxury weddings publication
and website specifically tailored
to Charm City couples.

FREQUENCY

Published once a year and restocked with a fresh
cover mid-cycle. The magazine hits newsstands in
January and July.

DISTRIBUTION

Paid distribution points throughout the state
of Maryland including major grocery stores,
bookstores, markets, and convenience stores.
Copies are also distributed to over 100 upscale retail
locations throughout the Baltimore metro area.

PRINT PARTNER BENEFITS

Through a custom, multi-platform approach, we connect you to the most desirable couples in town.

PLATINUM

- Print advertisement in *Baltimore Weddings*
 - Complimentary enhanced vendor listing on baltimoreweds.com
 - Participation in the annual The Wedding Party event
 - Preferred vendor call-out on The Wedding Party event website
 - 100 copies of *Baltimore Weddings* delivered directly to you for distribution to your engaged couples and partners
- Spread** \$5,355 | **Cover 2** \$4,250 | **Cover 4** \$4,250 | **Cover 3** \$3,995 | **Full-page** \$3,075

GOLD

- Print advertisement in *Baltimore Weddings*
 - Basic vendor listing on baltimoreweds.com
 - Participation in the annual The Wedding Party event
 - 50 copies of *Baltimore Weddings* delivered directly to you for distribution to your engaged couples and partners
- 2/3-page** \$2,575 | **1/2-island** \$1,995 | **1/2-horizontal** \$1,995 | **1/3-square** \$1,695

SILVER

- Print advertisement in *Baltimore Weddings*
 - Basic vendor listing on baltimoreweds.com
- 1/6-page-vertical** \$695 | **1/6-horizontal** \$695

All rates are net and include color.



DEADLINES

SPACE RESERVATION

12/4/2024

PRINT READY MATERIALS DUE

12/4/2024



THE WEDDING PARTY

Inspired by and created for Charm City couples, The Wedding Party is a ticketed event featuring the area's premier wedding professionals. Attendees engage with local vendors while tasting wedding cakes and sampling local restaurants and faves from caterers.

March 9, 2025 | The Rita Rossi Colwell Center





DIGITAL ADVERTISING OPPORTUNITIES

DISPLAY ADVERTISING

Engage with our digital loyal audience with a schedule of impressions on *baltimoreweds.com*. Available sizes: 970x90, 300x250. **CPM \$10**

BRANDED CONTENT

Branded content is a powerful way to positively impact your brand perception on *baltimoreweds.com*. Our branded content opportunities include a robust campaign. Your content is featured on the site for 30-60 days, and pushed to our audience via social media promotion. **Per Campaign \$1,000+**

ENHANCED VENDOR LISTING

Optimize how you highlight your business year-round for prospective brides and grooms who search our site for trusted vendor referrals. Your vendor listing will appear in a highlighted box at the top of search results. Includes contact information, photos, URL link, description (up to 200 words) and social media links. **Per Year \$600** (discounts available for print advertisers)

BEST OF BALTIMORE WEDDINGS READERS' POLL

Sponsor our annual Best of Baltimore Weddings Readers Poll. This annual poll highlights the best of the best in the wedding industry including planners, caterers, florists and photographers. **Per Campaign \$950**

SPONSORED EMAIL

This exclusive email is an intimate and powerful way to reach brides and grooms on the go with a timely offer, event, or piece of content; sent to *Baltimore Weddings*' opt-in subscribers. Image size: 600x1000. **Per Email \$500**

E-NEWSLETTER SPONSORSHIP

Deliver your message or special offer directly to the inboxes of *Baltimore Weddings*' opt-in subscribers. Assets: 1200x300 banner ad, (2) 300x250 medium rectangle; URL link (only one advertiser per newsletter, deploys twice per month). **Per Newsletter \$250**

INSTAGRAM

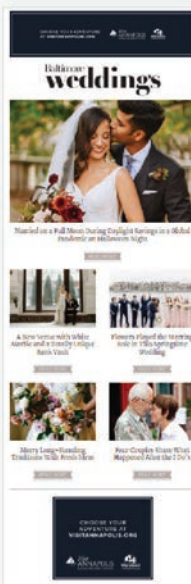
Grow your Instagram following and entice visitors to your business by partnering with *Baltimore Weddings* on an Instagram giveaway campaign or Instagram sponsored post (exclusive to two per month). **Per Campaign \$300**



Readers' Poll



Branded Content



E-Newsletter Sponsorship



Enhanced Vendor Listing



Sponsored Email

Baltimore
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