



the Weddingring

WEBSITE | MAGAZINE | EXPO

Media Kit



THE WEDDING RING MAGAZINE JANUARY & SEPTEMBER PRINT & DIGITAL

5,000 print copies distributed at local wedding expos, advertising vendors, on Chapters Newsstands, and available as a free digital download (over 15,000 copies downloaded per issue).

25 printed magazines included.

NEW Hardcover Coffee Table Book for your office or studio – available for \$95 per copy.

1 FULL-PAGE CONTENT FEATURE, \$650 PER PAGE

Expert Tips | Feature Galleries | Design Palette | Real Wedding Story | Micro Weddings | Style Shoot | Destination Weddings | Favourite Things | Wedding Worthy Venue

2 PAGE PACKAGE, \$995 (regularly \$1900)

1 Full Page Ad + 1 Full Page Content Feature + 1 Hardcover Coffee Table Book

3 PAGE PACKAGE, \$1595 (regularly \$2550)

1 Full Page Ad + 2 Full Page Content Features + 1 Hardcover Coffee Table Book

DISPLAY ADS AVAILABLE*

Back Cover \$1750 | Full Page \$1250 | Half Page \$850 | Quarter Page \$650

*Ad design \$75 per hour



- Web -

THEWEDDINGRING.CA FOR 12 MONTHS

Advertorial feature on your business: who you are, why couples love you,
what your specialties & prices are, gallery of images and more
5 Million Page Views & 315,000 Unique Visitors annually
Inbox marketing via Wedding eNews to target city
\$1400/year per city for profile + up to 3 additional content features
(Additional cities - \$500. Multi-city packages available)

- Expo -

THE WEDDING RING EXPOS

Live and In-Person is your FAVOURITE way to connect to local engaged couples!
Offered in select cities for a truly local experience, each expo city/territory offers limited numbers of exhibitors in each category for a curated wedding planning experience.
Booths include tables, chairs, WiFi, hydro, inclusion in the handout, social media tags before, during and after the event, vendor lounge and more. All COVID-safety protocols will be followed.
Kitchener-Waterloo | Cambridge | Guelph | London
Brantford | Hamilton | Barrie | Stratford
\$450 - 750 / single exhibitor space
\$800 - 1400 / double exhibitor space
Sponsorship opportunities available.
Reservations for booths open when the corresponding Expo ends. Priority booking is given to previous Expo Exhibitors.

- Social -

SHARING THE LOVE IS ALWAYS INCLUDED!

MAGAZINE: All content features are converted to online features for TheWeddingRing.ca and shared across our social channels and in our Wedding eNews Blasts.
WEB: All advertorial features are shared periodically across our social channels and in our Wedding eNews Blasts. Featured clients can tag us in a post or story and we will regram or share.
EXPOS: Featured exhibitors are tagged in the event posts and on listed on expo website.
Additional sharing options available.
Facebook 8,900 followers | Instagram 3,600 followers | Pinterest 9,000 monthly views
Wedding eNews 15,000+ subscribers



- Campaigns -

Gold

THE WEDDING RING MAGAZINE JANUARY PRINT & DIGITAL

2 PAGE PACKAGE - 1 Full Page Ad + 1 Full Page Content Feature + 1 Hardcover Coffee Table Book

THE WEDDING RING MAGAZINE SEPTEMBER PRINT & DIGITAL

2 PAGE PACKAGE - 1 Full Page Ad + 1 Full Page Content Feature + 1 Hardcover Coffee Table Book

THEWEDDINGRING.CA FOR 12 MONTHS

Advertorial feature on your business in one online city + up to 3 additional content features

\$2195 (regularly \$5200)

Platinum

THE WEDDING RING MAGAZINE JANUARY PRINT & DIGITAL

3 PAGE PACKAGE - 1 Full Page Ad + 2 Full Page Content Feature + 1 Hardcover Coffee Table Book

THE WEDDING RING MAGAZINE SEPTEMBER PRINT & DIGITAL

3 PAGE PACKAGE - 1 Full Page Ad + 2 Full Page Content Feature + 1 Hardcover Coffee Table Book

THEWEDDINGRING.CA FOR 12 MONTHS

Advertorial feature on your business in one online city + up to 3 additional content features

\$2995 (regularly \$6500)

Diamond

THE WEDDING RING MAGAZINE JANUARY PRINT & DIGITAL

3 PAGE PACKAGE - 1 Full Page Ad + 2 Full Page Content Feature + 1 Hardcover Coffee Table Book

THE WEDDING RING MAGAZINE SEPTEMBER PRINT & DIGITAL

3 PAGE PACKAGE - 1 Full Page Ad + 2 Full Page Content Feature + 1 Hardcover Coffee Table Book

THEWEDDINGRING.CA FOR 12 MONTHS IN 3 CITIES

Advertorial feature on your business in three online cities + up to 3 additional content features

\$3895 (regularly \$7500)

File Submissions and Digital Requirements

You may submit your digital ad ready to print or you may have us create an ad perfect for your needs.

MATERIAL REQUIREMENTS

All ads must be submitted electronically (through dropbox, wetransfer, etc), or flash drive.

All files must be correct ad size. (with bleed)

All files must be high resolution original size, CMYK. 300dpi at 100%. NO LESS.

All image files must include photo credits. (do not submit images pulled from webpages)

All text must be embedded and outlined.

Keep all essential elements (text and logos) 1 1/2" inside the bleed trim for type safety.

Ads will be placed on our template.

Acceptable file types: PDF, .jpg, or .eps.

Bleed Safety: 0.25" on each side (0.5" in total)

SUBMISSIONS FOR DESIGN AND AD CREATION

All images / logos must be provided CMYK, 300dpi at 100%. Images files can be .eps, .jpg, PDF formats.

NOTE: .GIF FILES will not be accepted. (.gif is internet only and will not reproduce well in print). All files must be high resolution original size.

AD CREATION: \$75 per hour

Ad Specs

PRINT AD UNIT SIZES

BLEED

TRIM (NO BLEED)

Full Page	9.00" wide x 11.50" tall	8.50" wide x 11.00" tall
Double Page	17.50" wide x 11.50" tall	17.0" wide x 11.00" tall
Half Page Horizontal	9.00" wide x 5.50" tall	8.50" wide x 5.25" tall
Half Page Vertical	4.50" wide x 11.50" tall	4.25" wide x 11.50" tall
Quarter Page		3.875" wide x 5.125" tall

