



Philadelphia

# Wedding



**ANNUAL PARTNERSHIPS**

*Who We Are*



# Say, “I Do.”

As **Philadelphia’s largest and most authoritative wedding brand** and publication, *Philadelphia Wedding* is the must-have resource for **bold, empowered local couples**. With inspirational ideas and trends straight from the runway, *Philadelphia Wedding* is written, photographed, designed and edited by **unique local professionals**, making it a true leader in the market.

## Our Readers...

by the numbers

**83%**

of readers are female

**57%**

of readers are ages 25-44

**49%**

of readers have a house hold income of \$100k+

**81%**

of readers currently own their home

**74%**

of readers reside in Pennsylvania

SOURCE: INTERNAL REPORTING DATA



# Where We Are

## Newsstand Distribution

Philadelphia Wedding can be found on newsstands across the tri-state area

### By State

Pennsylvania.....	40%
New Jersey.....	23%
Other.....	7%
(includes NY, DE and MD)	



# 50,000+ copies per year

### ► UPGRADE RETAIL

Found at the most prestigious wedding registries and wedding vendors in the tri-state area.

### ► WEDDING EVENTS

Included at wedding events, showcases, and open houses of all sizes.

### ► WEDDING COMMUNITY

Distributed to key members of the local wedding community upon request.

### ► NEWSSTAND

Prominent presence at accessible newsstand locations.

### ► ENGAGED COUPLES

Sent via direct mail to a qualified audience of newly engaged couples in the Greater Philadelphia region.

### ► PHILADELPHIA MAGAZINE SUBSCRIBERS

Mailed to subscribers of Philly Mag who have engaged with the Philadelphia Wedding brand.



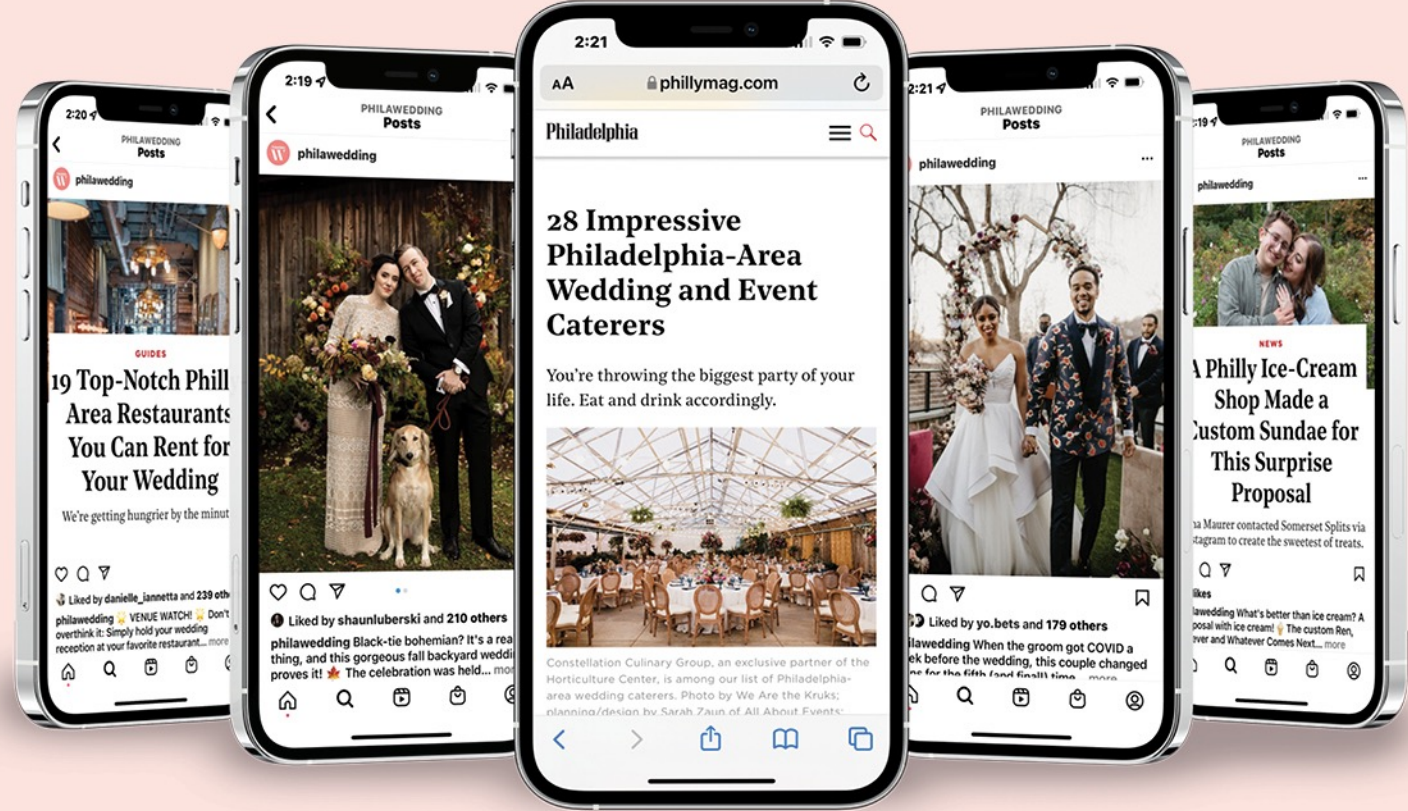


# *We Dominate Online*

*Philadelphia Wedding* has the  
**largest local special interest  
social following** with  
**11k Facebook** and  
**22.5k Instagram** followers.

## **The authoritative local resource for:**

- Expert advice
- Trending tips
- Real wedding inspiration
- Latest wedding fashions
- Local jewelry
- Chic hairstyles & makeup
- Honeymoon destinations
- Decadent desserts
- Fresh bouquets.... *and more!*



**PLUS, MORE  
ENGAGEMENT ONLINE**

**62%**  
Of readers are 25-34

**5k+**  
Reach for Monday  
E-newsletter

**10**  
Weekly Instagram Posts  
& Stories



## *We've Got the Perks*



## Local Pros Resource Listing

- Complimentary 30-50-word listing in the “Local Pros” section of *Philadelphia Wedding*

## Wedding Leads

- Qualified leads from opt-in subscribers shared with print partners every month

## Philadelphia Wedding Marketing Tool Kit

- Access to the *Philadelphia Wedding Network* badge, digital flipbook, plus more resources to dominate your market and industry

## Networking Opportunities

- Invitations to issue launch parties as well as “Meet the Editor” events

## Philadelphia Magazine Benefits

- Insider access to *Philadelphia* magazine's print, digital, and event promotions

ONE OF US

## Meet the Editor

Kristen Schott joined *Philadelphia Wedding* in March 2020. She most recently served as editor-in-chief of *Modern Luxury DC* and *Modern Luxury Weddings* Washington.



# Annual Partnership Opportunities

Marketing Tactic	Package #1: Present Value: \$7,100 Your Price: \$6,900 \$575/month	Package #2: Competitive Value: \$9,100 Your Price: \$8,400 \$700/month	Package #3: Dominant Value: \$12,100 net Your Price: \$10,200 \$850/month
Third Page Ad in <i>Philadelphia Wedding</i>	✓		
Half Page Ad in <i>Philadelphia Wedding</i>		✓	
Full Page Ad in <i>Philadelphia Wedding</i>			✓
(2) Instagram Story Sponsorships	✓	✓	✓
(2) Instagram In-Feed Posts	✓	✓	✓
(1) Find It/Philly Wedding Featured Listing	✓	✓	✓

Planning Calendar

2024 Annual Issue  
Deadline: September 27 2023  
Materials Due: September 29 2023  
Newsstands: Nov 13 2023



## *Annual Partnership: Present Package*

***Print***

- 1/3 Page Ad in the 2024 Annual issue of *Philadelphia Wedding*
- Complimentary 30-50-word listing in the “Local Pros” section of *Philadelphia Wedding*

## Digital & Social Media

- (1) Featured Listing on [Find It Philly/Weddings](#) – 12 months
- (2) In-feed posts on @PhilaWedding Instagram
- (2) Stories on @PhilaWedding Instagram

## Experiential

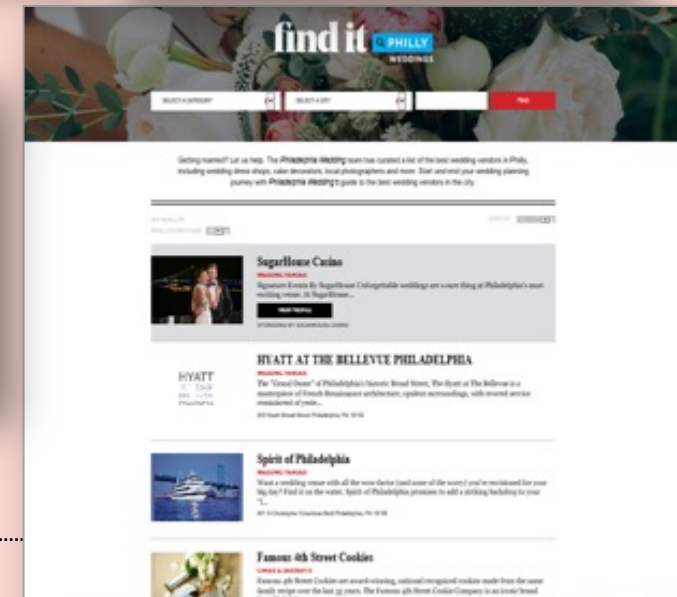
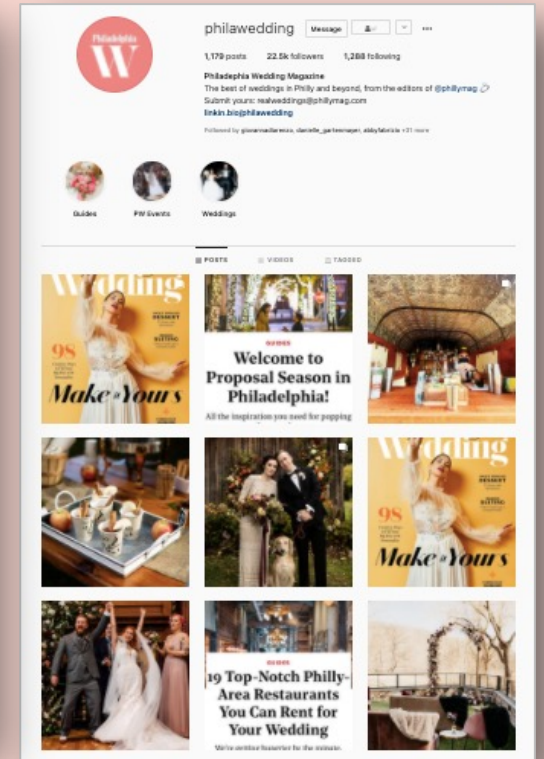
- Invitations to issue launch parties and “Meet the Editor” events
- Access to activation opportunities at *Philadelphia* magazine and *Philadelphia Wedding* consumer events

## Marketing

- Exclusive access to *Philadelphia Wedding's* monthly leads list
- *Philadelphia Wedding* tool kit: proud partner badge, sharable marketing units, and digital flipbook of the magazine

**Total Value: \$7,100**

***Your Investment: \$6,900 net / \$575 monthly***



# Annual Partnership: Competitive Package

## Print

- Half Page Ad in the 2024 Annual issue of *Philadelphia Wedding*
- Complimentary 30-50-word listing in the “Local Pros” section of *Philadelphia Wedding*

## Digital & Social Media

- (1) Featured Listing on [Find It Philly/Weddings](#) – 12 months
- (2) In-feed posts on @PhilaWedding Instagram
- (2) Stories on @PhilaWedding Instagram

## Experiential

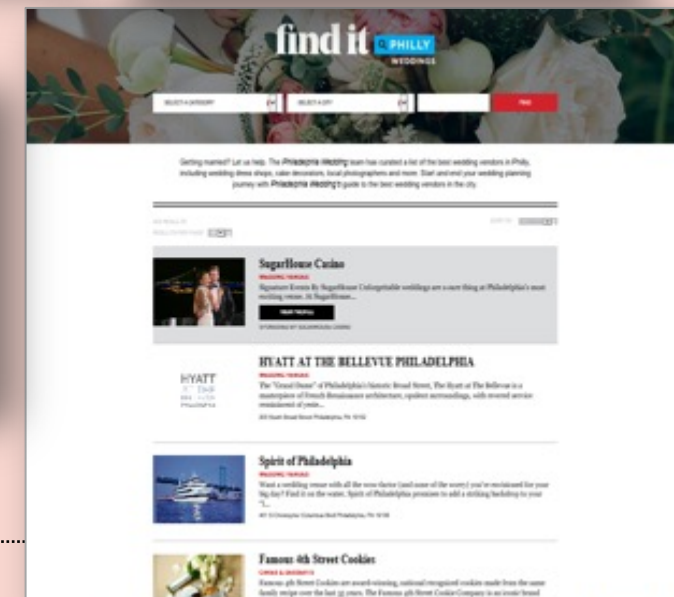
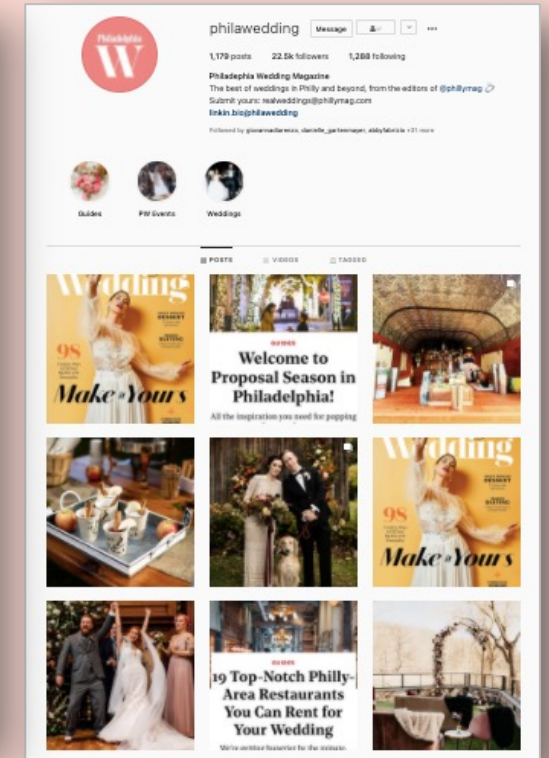
- Invitations to issue launch parties and “Meet the Editor” events
- Access to activation opportunities at *Philadelphia* magazine and *Philadelphia Wedding* consumer events

## Marketing

- Exclusive access to *Philadelphia Wedding*'s monthly leads list
- *Philadelphia Wedding* tool kit: proud partner badge, sharable marketing units, and digital flipbook of the magazine

**Total Value: \$9,100**

**Your Investment: \$8,400 net / \$700 monthly**





# Annual Partnership: Dominant Package

## Print

- Full Page Ad in the 2024 Annual issue of *Philadelphia Wedding*
- Complimentary 30-50-word listing in the “Local Pros” section of *Philadelphia Wedding*

## Digital & Social Media

- (1) Featured Listing on [Find It Philly/Weddings](#) – 12 months
- (2) In-feed posts on @PhilaWedding Instagram
- (2) Stories on @PhilaWedding Instagram

## Experiential

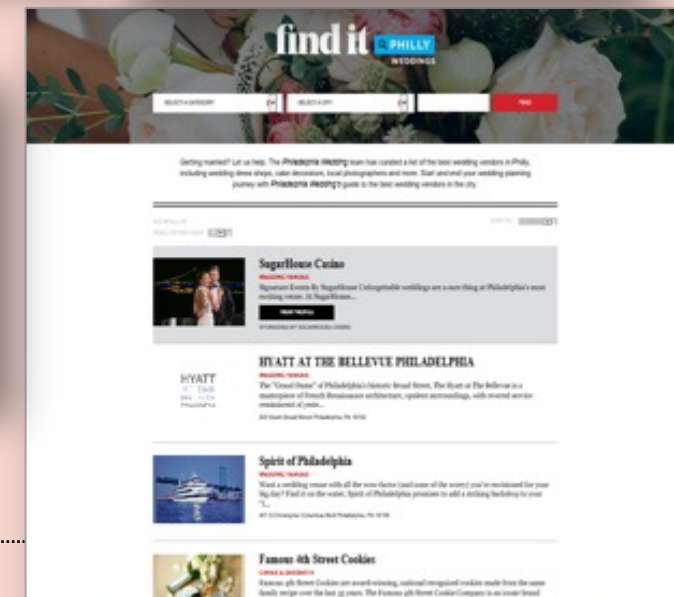
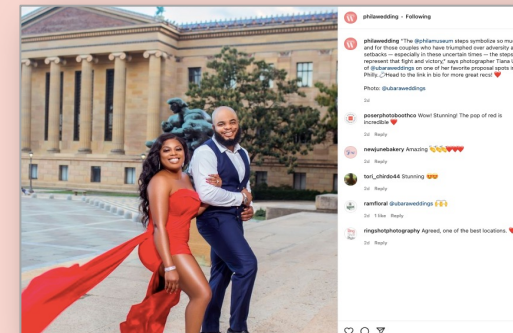
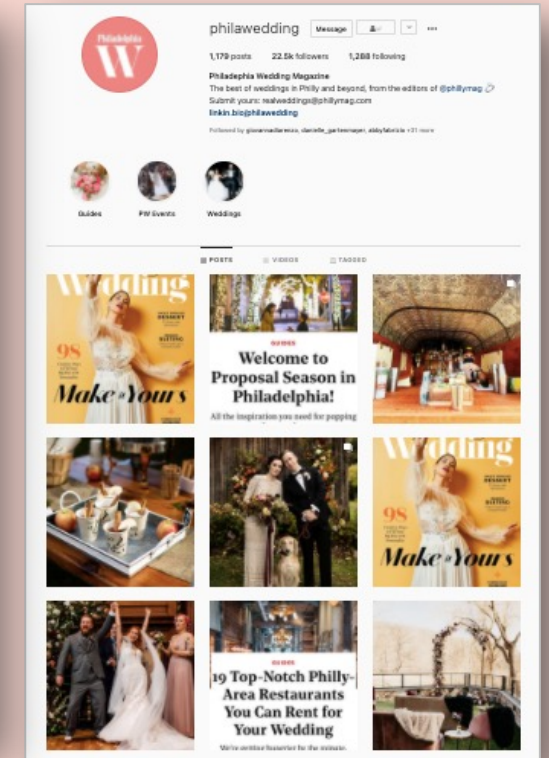
- Invitations to issue launch parties and “Meet the Editor” events
- Access to activation opportunities at *Philadelphia* magazine and *Philadelphia Wedding* consumer events

## Marketing

- Exclusive access to *Philadelphia Wedding*'s monthly leads list
- *Philadelphia Wedding* tool kit: proud partner badge, sharable marketing units, and digital flipbook of the magazine

**Total Value: \$12,100**

**Your Investment: \$10,200 net / \$850 monthly**





These materials contain confidential and trade-secret information from Metro Corp., and are intended for the use of only the individuals or entities to which Metro Corp., or its affiliates or subsidiaries, have delivered them. Any disclosure, copying, distribution, or use of this information to or for the benefit of third parties is strictly prohibited.

# *Thank You*

Philadelphia  
**Wedding**

