

Detroit WEDDING DAY



ADVERTISING
GUIDE

CIRCULATION

Nearly 20,000 copies of *Detroit Wedding Day* are printed annually with a proven direct distribution strategy designed to reach an unmatched number of local brides-to-be as they plan their wedding.

BRIDAL SHOWS: We distribute at local bridal shows throughout the year.

BED, BATH & BEYOND: We have *exclusive* distribution at 16 locations throughout Metro Detroit.

LOCAL BRIDAL GOWN SHOPS: Distributed to every bride that visits each store.

ADVERTISERS: Our advertisers provide complimentary copies to brides as a bridal planning tool.

READERS

Today's brides are both sophisticated and practical. They seek useful content and time-saving tools to help select professionals who best fit their personal sense of style *and* budget. We distribute directly to brides-to-be actively planning their weddings. Although we don't poll our readers directly, by definition, they are representative of the national averages* of today's bride and their weddings:

Average age is 29 for brides and 31 for grooms

Average wedding budget is \$32,641

Average engagement length is 14.5 months

Average number of wedding guests is 139

Source: 2015 XO Group Inc. Real Weddings Study

CONTENT & DESIGN

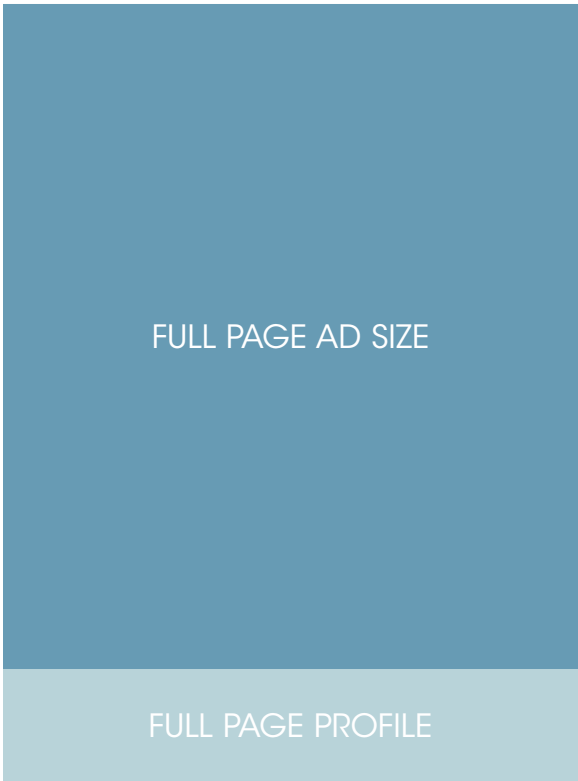
Organized Layout: Professional options are presented in an order similar to their wedding planning.

Vendor Profiles: A time-saving resource that provides brides with valuable information about each vendor.

Wedding Checklist & Budget Planner: Comprehensive guides provided standard in each issue.

Local Photography: All images used in every publication proudly feature local wedding photographers.

Ad Sizes



* 2 Page spread options are also available.

Ad Samples

Receptions - Full Page

DETROIT ZOO



**Say
"I DO"
at the
DETROIT ZOO**

For more information,
please contact
our sales manager
at (248) 336-5805
or email
schmie@dz.org
www.detroitzoo.org

8450 West 10 Mile Road, Royal Oak, MI 48067 | 248.336.5805 | www.detroitzoo.org

Contact	Sherril Chmiel	<h3>HIGHLIGHTS</h3> <p>Beautiful surroundings, inspired culinary creations, and the calls of wildlife combine at the Detroit Zoo, making for an unforgettable wedding reception. Our unique and scenic venues create the perfect backdrop for your special day.</p> <p>Whether you prefer a small, intimate ceremony in the Butterfly Garden or in the Nunsvat Gallery with its underseater view of polar bears, we can accommodate you and your guests. If you prefer a large affair outdoors, we feature the Rackham Fountain and the Events Pavilion.</p> <p>Celebrate your special day at the Detroit Zoo and add a touch of wildlife to your wedding!</p> <p> Mention Detroit Wedding Day and receive a discount of \$7.00 per person from the full price package!</p> <p style="text-align: right; font-size: small;">detroitweddingday.com</p>
Contact email	schmie@dz.org	
Number of different rooms	1	
Number of affairs at the same time	1	
Separate cocktail area	Yes	
Room capacity - cocktail reception	250	
Room capacity - dinner reception	200	
Outdoor reception area	Yes	
Room rental fee	Varies	
Deposit required	50%	
Kitchen on premises	Yes	
Must use in-house catering	Yes	
Cuisine	American	
Kosher	No	
Room rental fee	465	
Pricing for plated meals	445	
Price range for buffet meals	445	
Gratuity	21%	
Must use in-house liquor	Yes	
On-site ceremonies	Yes	
A.V. equipment available	Yes	
Valet parking	Yes	
Handicap accessible	Yes	
Lounge for bride/groom/friendal parties	No	
Complimentary overnight stay for bride & groom	No	

| DETROIT WEDDING DAY 2016

Standard 1/3 Page

wedding services



The Metropolitan Gallery of Photography

CONTACT: Cassia Noemi
588.824.1465
3125 Kelly Road, Suite A, Farmington Hills, MI 48334
www.Metro-Gallery.com
metropolitangallery@gmail.com

HIGHLIGHTS: With over 10 years of experience, our award-winning "storyteller" photographers include the best of traditional, modern, photojournalistic, fine art, and candid images. They use a mix of light and shadow to bring the soul of a story to life and a discerning eye for the smallest details. Our artists will bring a fresh and fun approach to capturing your day, resulting in the most beautiful, emotional, and timeless photographs and albums, allowing you to savor your day for generations to come.

PRICING: Complete wedding photography coverage begins at \$1800. Photo booth coverage starting at \$200. Videography services start at \$1200.

*Mention Detroit Wedding Day to receive \$200 off any photography or video package. (Does not apply to destination weddings.)

THE METROPOLITAN GALLERY
WEDDING PHOTOGRAPHY • PHOTO BOOTH • HD FILM PHOTOGRAPHY
WWW.METRO-GALLERY.COM 336.822.4146

Standard 2/3 Page



dc
derek cookson
photography

Life,
Love,
Laughter
Photography

www.dcooksonphoto.com 248.224.7423

Derek Cookson Photography

CONTACT: Derek Cookson
248.224.7423
PROVIDES SERVICES BOTH MICHIGAN AND ONTARIO
www.dcooksonphoto.com
dcooksonphoto@gmail.com

HIGHLIGHTS: I approach my photography with the idea of capturing moments, telling your stories, making sure you look amazing, and that everyone has a LOT of fun!

PRICING: Weddings, engagements, family events, and boudoir/stripup.

PRICING: Packages start at \$1,500 for all-day coverage, engagement session, and more—with customizations welcome! Portrait packages start at \$200. \$100 deposit required.

Life, Love, Laughter Photography!

Mention Detroit Wedding Day for a free 10' x 20' canopy with your wedding package!

detroitweddingday.com DETROIT WEDDING DAY 2016 | 3

Standard Full Page

bridal fashion



MARIA'S BRIDAL COUTURE

Maria's Bridal Couture

CONTACT: Nadia Rustojevich
248.323.3000
625 Orchard Lake Road, West Bloomfield, MI 48322
www.maristasbridalcouture.com
info@maristasbridalcouture.com

HIGHLIGHTS: At Maria's Bridal Couture, our focus is on the bride and giving her all of the attention she deserves—from the moment she enters the store until she says "I do!"

SHOWS IN STOCK: 150

PRICING: \$1,200 and up; 50% deposit required.

LEAD TIME: 4 to 6 months. Appointments preferred, however, walk-ins are welcome.

detroitweddingday.com

Applicant Information

Advertiser:			Contact Name:		
Address:			Phone:	Fax:	
City:	State:	Zip:	Email:		

Location Advertises*	Rate	Trim Size	Bleed	<input checked="" type="checkbox"/>	Ad	<input checked="" type="checkbox"/>	Subtotal
Full Page (Includes vendor profile)*	\$1,200	7.25" x 4.5"	n/a	<input type="checkbox"/>	\$145	<input type="checkbox"/>	

* Reception, Rehearsal Dinner, Event Facilities

Non-Location Advertisers	Rate	Trim Size	Bleed	<input checked="" type="checkbox"/>	Ad	<input checked="" type="checkbox"/>	Subtotal
1/3 Page Ad	\$475	4.625" x 2.875"	n/a	<input type="checkbox"/>	\$95	<input type="checkbox"/>	
2/3 Page Ad	\$850	7.25" x 4.47"	n/a	<input type="checkbox"/>	\$125	<input type="checkbox"/>	
Full Page Ad	\$1,200	7.25" x 7.875"	n/a	<input type="checkbox"/>	\$145	<input type="checkbox"/>	
Full Page Ad with bleed	\$1,200	8.625" x 11.0625"	.125"	<input type="checkbox"/>	\$225	<input type="checkbox"/>	
Full Pg. Advertorial/Paid Editorial*	\$1,300	Up to 250 words, photo, and contact information,					<input type="checkbox"/>
Product Feature Inclusion*	\$250	Product photo or sample to photograph (1 item),					<input type="checkbox"/>
* Advertorial/product features will be edited & sized to fit page design. Limited availability.							
* Product photo or sample to photograph (1 item), product name; price, description; web URL or email address. 25 word maximum.							

Premium Positions	Rate	Trim Size	Bleed	<input checked="" type="checkbox"/>	Ad	<input checked="" type="checkbox"/>	Subtotal
Two-Page Spread	\$2,500	17.25" x 11.0625"	.125"	<input type="checkbox"/>	\$450	<input type="checkbox"/>	
Inside Front Cover	\$3,200	8.625" x 11.0625"	.125"	<input type="checkbox"/>	\$225	<input type="checkbox"/>	
Pg. 1 (opposite inside front cover)	\$3,200	8.625" x 11.0625"	.125"	<input type="checkbox"/>	\$225	<input type="checkbox"/>	
Inside Back Cover	\$2,900	8.625" x 11.0625"	.125"	<input type="checkbox"/>	\$225	<input type="checkbox"/>	
Back Cover	\$4,000	8.625" x 11.0625"	.125"	<input type="checkbox"/>	\$225	<input type="checkbox"/>	

Close Date

Total Cost \$

SPACE CLOSE DATE	OCTOBER 28, 2017
MATERIAL CLOSE DATE	NOVEMBER 11, 2017

Mechanical Requirements

Resolution: 300 dpi

Color process: CMYK

File Format: JPEG, EPS, or PDF

Vendor Profile

Vendor profile questionnaire to be submitted online via Google Doc, ad sales rep to provide link to online form. Profile information due on or before material close date.

Payment Options

Credit Card: Completed, sign and email or fax back

Check: Payment due with signed insertion order
Make checks payable to J&B com2 llc.

Credit Card Information

Account Holder Name	
Card Number	
Expiration Date	Security Code
Billing Zip	
Advertiser Signature	
Date	

Detroit Wedding Day

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P.O. Box 989, Southfield, MI 48037

Email: info@detroitweddingday.com | detroitweddingday.com

FOR OFFICE USE

Advertising space is limited and placed on a first come first served basis. Space is confirmed once payment has been received. All reservations must be submitted no later than October 28, 2017. Advertising material must be received no later than November 11, 2017. The sender is fully and solely responsible for the design suitable of all delivered artwork. By signing this agreement, client acknowledges full understanding of 1) due dates for electronic files and 2) terms of payment AND agree to adhere and cooperate with such guidelines. Advertising space reservation in Detroit Wedding Day is binding and cancellation or failure to comply with this agreement will not dismiss requirement of payment. Should any amount be turned over to an outside party for collection, the above stated Client to which the charges are billed agrees to be responsible for paying full amount due, legal fees, and court fees.

Website



Statistically, 99% of couples will use the internet to help plan their wedding this year.

A recent analysis by marketing research firm Marketing Evolution, showed more than a 40 percent lift in web traffic occurred after consumers were exposed to magazine advertisements compared to those who were not.

We keep it simple: our goal is to provide brides with online access to local vendors in their respective markets. We do not try to compete with popular bridal sites that provide tips, trends and personal web pages. Our goal is to continue to be the leading LOCAL online resource for brides looking for LOCAL wedding vendors.

All print advertisements come with a complimentary 12-month online listing on each corresponding publication's website. Also, for those who choose not to purchase a 12-month print advertising in one of our magazines, online-only listings are also available on a month to month basis.

All of our sites have featured vendor and banner advertising upgrades available on a month-to-month basis. Please call for more information and/or statistics in your local market.

Please call for online-only pricing.

Detroit Wedding Day

P.O. Box 989

Southfield, MI 48037

email: info@detroitweddingday.com

website: www.detroitweddingday.com

Cover photo courtesy of Bethany Sharp Photography