



Detroit WEDDING DAY

Metro Detroit's Wedding Resource Guide

MEDIA KIT



CIRCULATION

Detroit Wedding Day is available to readers in a printed magazine format, digital magazine, and online on www.detroitweddingday.com. Nearly 20,000 copies of *Detroit Wedding Day* are printed annually with a proven direct distribution strategy designed to reach local brides-to-be as they plan their wedding.

- **BRIDAL SHOWS:** The magazine is distributed at local bridal shows throughout the year.
- **BARNES & NOBLE BOOKSTORES:** The magazine is distributed to 20 Michigan based bookstores.
- **INDEPENDENTLY OWNED BOOKSTORES:** The magazine is distributed to independent bookstores.
- **BED, BATH & BEYOND:** We distribute to 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.



Detroit Wedding Day is a wedding planning magazine and wedding website.

Engaged couples do a lot of research to help them create a memorable wedding day. We want to make that job easier. We do this by connecting our readers to businesses that have the products and services that they are looking for.

First, we ask the questions that many couples would normally ask. Then, we do the research to help them find the perfect professional. We do all of this to help our readers save valuable time.

As a result, brides and grooms find both the wedding magazine and wedding website to be a very helpful wedding planning tool that is easy to use.

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 who are actively planning their weddings. Although we don't poll our magazine readers directly, the demographics profiles of our online and social media followers provide insight about our users.

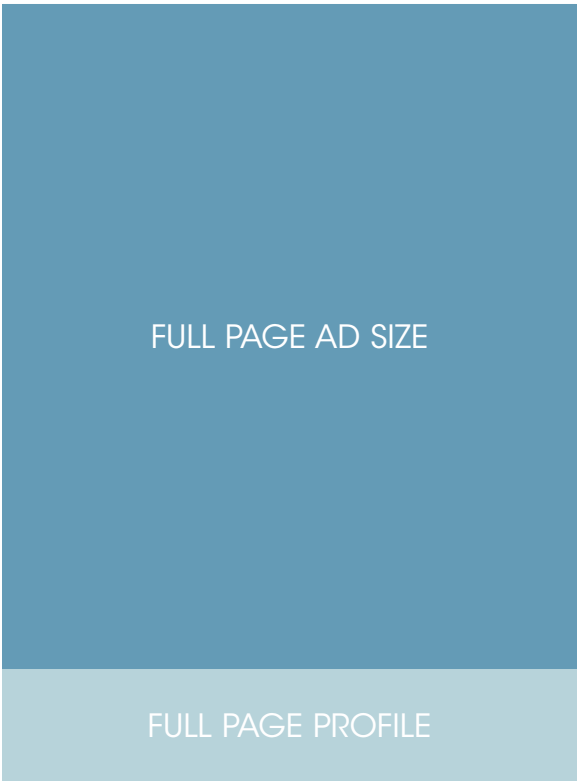
- Ages between 25-44 years old: 53%
- Gender: 71.5% Female ; 28.5 Male
- Average amount Metro Detroit couples spend on wedding: \$25,449²
- # of guests Metro Detroit couples have: 49 or less 15%, 50-150 54%, 151+ 32%²

Source: 1) Averages Detroit Wedding Day's Facebook & Google Analytics; 2) Averages from The Wedding Report Detroit Market 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:** Images used in every publication proudly feature local wedding photographers.

Ad Sizes



* 2 Page spread options are also available.

Ad Samples

Receptions - Full Page

THE MASONIC TEMPLE OF DETROIT

HISTORY | ELEGANCE | ROMANCE

500 Temple Street, Detroit, MI 48201 | 313-832-7100 | www.themasonic.com

Contact.....	Melinda Matler
Contact email.....	matt@themasonic.com
Number of different rooms.....	3
Number of floors at the venue.....	3
Separate cocktail area.....	Yes
Baron capacity - seated reception.....	25 to 400
Baron capacity - floor reception.....	25 to 500
Ceremonial reception area.....	No
Baron rental fee.....	\$200 and up
Deposit required.....	\$4,000
Flashes on premises.....	Yes
Must use in-house catering.....	Yes
Cake.....	Yes
Keelie.....	No
Parking for guests available.....	Yes
Price range for full service.....	\$10 to \$100
Service charges.....	10%
Must use in-house liquor.....	Yes
On-site coordination.....	Yes
A/V equipment available.....	Yes
Video production.....	Yes
Flower service available.....	Yes
Lounge for bride/groom/bridal party.....	Yes
Complimentary overnight stay for bride & groom.....	No

Additional photography

HIGHLIGHTS

Complete looking for a historic, romantic, and unique property and look no further than The Masonic Temple. As one of Detroit's most dramatic buildings, the Masonic holds a special place in the city's rich history. The 20-year-old building features two unique ballrooms and a spectacular outdoor chapel with stained glass windows.

We don't offer packages that tend to include extra items, so we cater each event specifically to our individual client's needs. You select the items that will add your vision and make your wedding experience the best it can be, and we charge for only the items you use. This high level of customization makes our property highly adaptable and uniquely attractive.

Call today for a private tour of this one-of-a-kind property!

Melinda Matler | Wedding Day and venue | complimentary champagne toast for all your reception wedding guests.

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Standard 1/3 Page

wedding professional services

The Direct Her
Wedding and Event Planning
www.thedirecther.com
(248)793-5517

Photo Credit: Max Adams Photography

@TheDirectHer @TheDirectHer @TheDirectHer

The Direct Her
CONTACT: Laurel Layton
764-599-8817
Serving all of Michigan.
Writing to inquire for availability and pricing.
www.thedirecther.com
laurel@thedirecther.com

HIGHLIGHTS: Enjoy every all the pre-planning up to the wedding and then allow The Direct Her to execute all your plans to ensure a spectacular, memorable wedding day.

PRICES: Minimum \$500

Flawless Med Spa

WEDDING PACKAGES
Starting at \$350 and up

0% FINANCING AVAILABLE

248-467-3738

17940 FARMINGTON RD. SUITE 205, LIVONIA, MI 48152 **FLAWLESSMEDSPA.COM**

HIGHLIGHTS: The exceptional team at Flawless Med Spa recognizes that your wedding includes both inner and outer beauty. In addition to their professional medical spa services, the team recognizes long-term. Medical and aesthetic skin services ensure a smooth complexion. Services include: chemical peels, micro-needling, skin care, waxing, laser hair removal, Sculptra body contouring, injectables, hair restoration, Botox, and more. Just to name a few. Contact the team to discuss your special needs. **PRICES:** You make the choice on services.

Melinda Matler | Wedding Day to learn about special rates.

Flawless Med Spa

CONTACT: Heidi
944-480-0298
17940 Farmington Road, Suite 205
Livonia, MI 48152
Flawlessmedspa.com
Flawlessmedspa@gmail.com

DETROIT WEDDING DAY 2019

Standard 2/3 Page

fashion

Bellissime
BRIDAL SALON

Bellissime Bridal Salon

CONTACT: Nancy Giles
248-850-8700
234 South Main Street
Rochester, MI 48307
www.bellissimebridalsalon.com
info@bellissimebridalsalon.com

HIGHLIGHTS: You have an intimate salon with a focus on customer service and affordability. Our greatest pleasure is helping our brides find the perfect gown during their one-of-a-kind appointment.

DOWN IN STOCK: 250

PRICING: \$100 to \$2,000

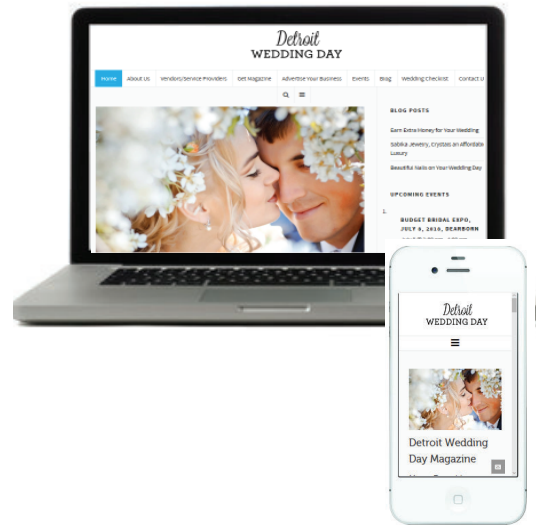
LEAD TIME: 6 months. Appointment required.

FEATURED DESIGNERS: Maggie Sottero, Sottero Midjley, Rebecca Ingram, and March. (Launching New Line coming in 2019). Symphony wedding & headpieces.

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Standard Full Page

Website & Sponsorship Opportunities



The majority of couples will use the internet to help plan their wedding this year.

A study 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. 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.

Our site also features 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 opportunities pricing.

Website Opportunities Include:

- Advertising Banners
- Guest Submitted Feature Blog to promote business or products
- Calendar of event inclusions
- Customized sponsorship and promotional opportunities.

Events:

Detroit Wedding Day hosts events for the sole purpose of helping our reads and advertising partners connect with each other in an engaging and entertaining event. Each event features some of the area's top professionals, raffle giveaways, tips from local experts, entertainment and more.



Detroit Wedding Day
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248.800.6393
email: info@detroitweddingday.com

DETROITWEDDINGDAY.COM