



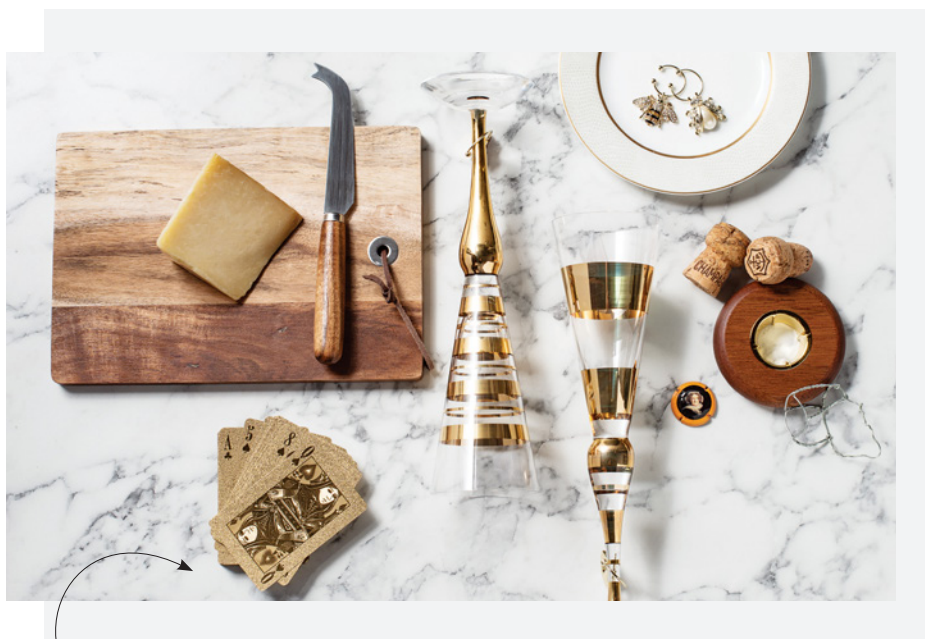
Boston
weddings
Media Kit 2020

“ With an eye on trends and the region’s most aspirational venues and vendors, Boston Weddings connects audiences with the ideas and resources they need to plan standout celebrations in the city and beyond.”

— ANDREA TIMPANO, EDITOR IN CHIEF, BOSTON WEDDINGS

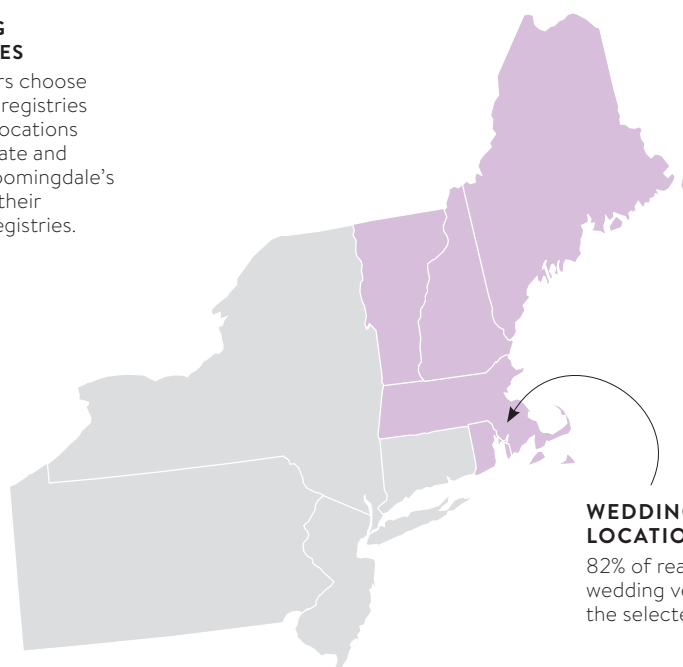
Wedding Profile

Boston Weddings is the go-to source of wedding-planning inspiration and information, connecting New England's affluent brides and grooms with the region's most sought-after vendors and services through engaging editorial content and stunning photography. With features on everything from the latest bridal fashion to top-notch venues to local wedding-industry influencers, Boston Weddings offers a fresh, modern take on the honored traditions of many New England couples and their families.



WEDDING REGISTRIES

Our readers choose top online registries and retail locations such as Crate and Barrell, Bloomingdale's & Zola for their wedding registries.



WEDDING LOCATIONS

82% of readers book wedding venues within the selected states

BREAKDOWN

Industry at a Glance

NO. 1

\$105,000

is the average high-end wedding budget

NO. 2

\$42,800

is the average high-end venue budget

NO. 3

14 months

is the average length of engagement

Meet Our Editors



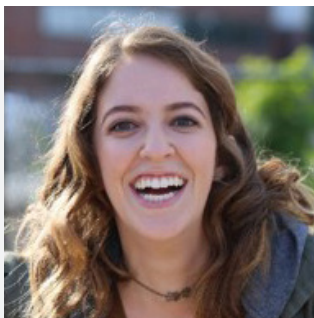
Andrea Timpano

Since arriving at *Boston* magazine in 2013, Andrea has covered everything from healthcare and home design to Real New England Weddings and real estate. Now the editor in chief of *Boston Weddings* and *Boston Home*, she continues to explore the wedding and design industries while writing for *Boston* magazine in her spare time.



Michele Snow

Michele is the art director for *Boston Weddings* and *Boston Home*, and has been with the magazine since 2013. She brings the pages of both publications from imagination to execution to production. Born and raised on the South Shore and Cape Cod, she is proud to celebrate the best of our local New England wedding and home design talent in every issue.



Rachel Kashdan

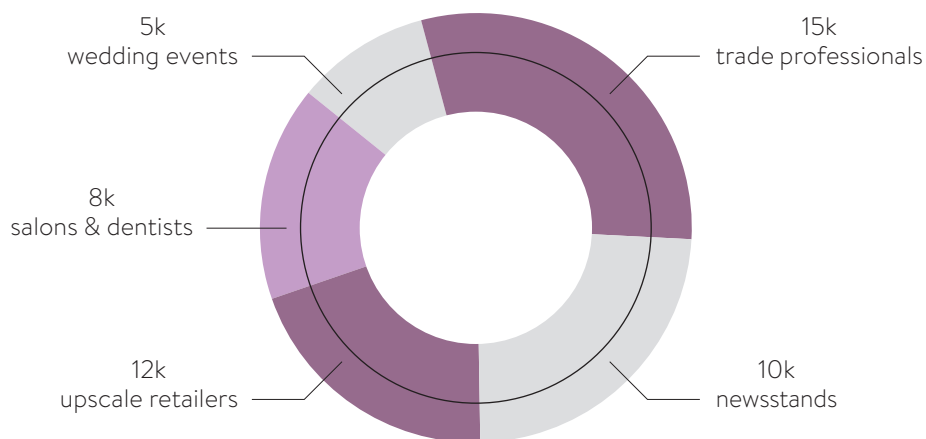
As a staff writer at *Boston* magazine, Rachel does everything from covering weddings, home design, and travel on the web and in print to helping grow the presence of our brands on Instagram. She holds a degree in journalism from Boston University, and her writing has appeared on sites like Elle Decor and Veranda among others.

Who We Reach

Boston Weddings targets high-end couples throughout greater Boston and the New England region, reaching 50,000 annually through upscale retail, newsstand and top tier wedding events.



DISTRIBUTION **50,000**



OUR UPSCALE RETAILERS INCLUDE

Bloomingdale's
Macy's
Nordstrom
West Elm

Williams-Sonoma
Pottery Barn
DeScenza
Shreve, Crump & Low

Planning Calendar

Boston Weddings 2020: Volume II / ON SALE 7/21/20

Run of Book Ad

COMMITMENT DEADLINE

June 5

Boston Weddings 2021: Volume I / ON SALE 12/29/20

Local Talent*

Run of Book Ad

COMMITMENT DEADLINE

October 16

November 11

**Photoshoots must be booked by the commitment deadline. Final photos must be submitted by materials deadline.*



Issue Overview

THE GOODS

A series of trend-focused product pages and short stories covering everything from food and jewelry to beauty and flowers.

THE EXPERTS

Tips, tricks, and advice from local wedding pros in a variety of specialties.



THE MAIN EVENT

Features on Real Weddings, the latest bridal gowns, stationery, tablescapes, and more.

THE PARTIES

Standout local celebrations.



THE VENUES

A look at the region's most sought-after celebration spots.



ADDITIONAL FEATURES:

THE REGISTRY

Everything and everyone a Boston couple needs to know—from bands and DJs to caterers and planners—all in a convenient listing format.

Digital Audience

Bostonmagazine.com is Boston's must-read destination that connects Bostonians to their community and helps them make the most out of living in the Greater Boston area. We have more than 10 channels that cover everything from wedding inspiration and vendor resources, to restaurants and local news, and so much more.

Bostonmagazine.com's Wedding Content Channel

60k+

MONTHLY
PAGE VIEWS

43k

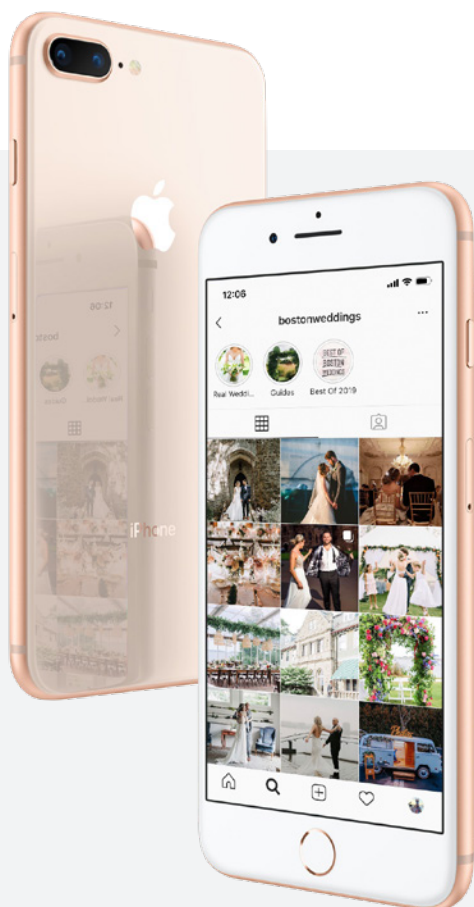
MONTHLY
UNIQUE USERS

4k

OPT-IN NEWSLETTER
SUBSCRIBERS

2:49

AVERAGE TIME SPENT
READING WEDDING
CONTENT



.....

@bostonweddings
instagram

14,000

followers

—
78%

ages 25–44

—
87%

female

.....

Digital Capabilities

Boston Weddings reach is extended via Bostonmagazine.com—an integrated source for further wedding inspiration, featuring articles from each issue as well as expanded coverage through fresh online-only content, guides and e-newsletters.



CHANNEL SPONSORSHIPS

Align directly with Boston magazine's online wedding vertical



CUSTOM CONTENT

Partner with a *Boston Weddings* writer on a custom content article



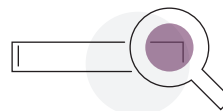
SPONSORED INSTAGRAM POSTS

On @bostonweddings



ENEWSLETTER SPONSORSHIP AND EBLASTS

Reach opt-in subscribers



Our curated wedding directory is the ultimate source that connects couples with wedding vendors in the region.

With Us, It's a Party

Boston magazine produces more than 30 events each year, attracting the most influential guests in the Boston area. Each Boston magazine event is truly one-of-a-kind, bringing the best of everything in Boston to our audience through interactive experiences and rich brand integrations.

Event Calendar



Bubbly Brunch

The perfect wedding planning event for brides- and grooms-to-be! Guests enjoy brunch-themed hors d'oeuvres, bubbly, and gather inspiration for their big day from top local wedding vendors.



Meet the Editor

Throughout the year *Boston Weddings* hosts intimate meet the editor events, where partners and advertisers are exclusively invited to gather with our *Boston Weddings* team for an evening of networking, refreshments and light bites.

Best of Boston Weddings

In celebration of our region's best wedding venues, vendors, and designers, the night provides an inside look at the newest issue of *Boston Weddings*. Top industry professionals enjoy an elegant night of networking at a beautiful downtown venue.

Contact Us

Christina Miller

Associate Publisher

857-221-5415

cmiller@bostonmagazine.com