



Boston
weddings
Media Kit 2021

“ 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

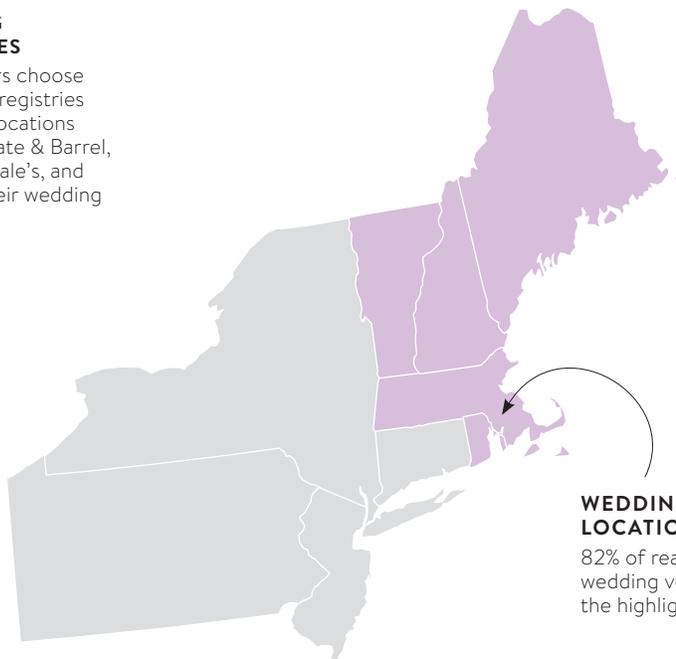
Wedding Profile

Boston Weddings is the go-to source of wedding-planning inspiration and information, connecting New England's 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 & Barrel, Bloomingdale's, and Zola for their wedding registries.



WEDDING LOCATIONS

82% of readers book wedding venues within the highlighted 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.



Planning Calendar

Boston Weddings 2022 Vol. I / ON SALE 12/21/21 / CIRCULATION: 25,000

CUSTOM ADVERTORIAL

Commitment Deadline: Oct 1

RUN OF BOOK AD

Commitment Deadline: Oct 1

All Materials Due: Nov 5

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.

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.



THE VENUES

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



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, local news, and so much more. news, and so much more.

*Wedding
Content Channel*
BOSTONMAGAZINE.COM

37k
MONTHLY
UNIQUE USERS

4k
OPT-IN NEWSLETTER
SUBSCRIBERS

2:53
AVERAGE TIME SPENT
READING WEDDING
CONTENT



Instagram

@BOSTONWEDDINGS

14,700
followers

78%
ages 25–44

87%
female

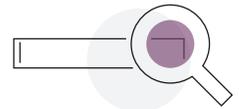
Digital Capabilities



CUSTOM CONTENT
Curated and written in
partnership with a Boston
magazine writer



**SPONSORED
INSTAGRAM POSTS**
On @bostonweddings



Our curated wedding
directory is the ultimate
source for connecting
couples with wedding
vendors in the region.

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