

2018  
*media kit*

**INSIDE**  
weddings.



# INSIDE weddings.

In 2002, *Inside Weddings* **INNOVATED** wedding magazines as America's **FIRST** to feature real weddings and provide readers with all vendor information to help brides plan their own wedding.

*Inside Weddings* offers **VALUE** to readers by providing the **HIGHEST RATIO** of editorial to advertising – devoting half of every issue to featuring amazing weddings of real couples.

*Inside Weddings'* **LOYAL** and **DEVOTED** readers are eager to read each and every issue. Brides rely on *Inside Weddings* to make **PURCHASE DECISIONS** and turn to us for trends and direction.

*Inside Weddings* effectively **REACHES AFFLUENT COUPLES** planning their wedding. Our exclusive network of thoroughly screened professional vendors cater to the **LUXURY** bride.

## CLEARLY FOCUSED EDITORIAL

*Inside Weddings* provides readers with a rich source of inspirational and aspirational images and ideas. The magazine is published quarterly and distributed throughout the U.S. and select international markets.



KARLISCH PHOTOGRAPHY

## LOYAL FANS WHO READ EVERY ISSUE

*Inside Weddings* is required reading for affluent and stylish brides, mothers, and professionals. Brides regularly tell us that they read our magazine from cover to cover and eagerly await each new issue.



JESS + NATE PHOTOGRAPHY

## UNCLUTTERED ENVIRONMENT

With the highest ratio of editorial to advertising content, *Inside Weddings* is the premier bridal magazine committed to featuring the most real weddings and limiting advertisers to a select group of thoroughly screened professionals.



CHARD PHOTO

## REAL WEDDINGS

Half of our editorial is devoted to showcasing in-depth coverage of real wedding events. Coordinating lists of the wedding professionals involved make it easy and convenient for our readers to identify and contact vendors.



JESS + NATE PHOTOGRAPHY

## BRIDAL FASHION, JEWELRY & ACCESSORIES

*Inside Weddings* provides unparalleled runway coverage from the latest couture bridal collections. We also feature lingerie, evening wear, bridesmaid attire, and flower-girl dresses.



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# *The Luxury Consumer*

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	median
<i>bride's age</i>	29
<i>groom's age</i>	31
<i>Median HHI</i>	\$250,000
<i>guest count</i>	187
<i>engagement</i>	17 months

Source: Featured couples financial survey required for publication.  
Data represents couples featured between 2004 and 2017.



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# *Social Media*

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*Inside Weddings is ranked in the top 10% of all social media influencers worldwide.\**

*Over 1,289,000 Fans & Followers*

<i>Facebook</i>	<i>561,000+</i>
<i>Google Plus</i>	<i>313,000+</i>
<i>Instagram</i>	<i>325,000+</i>
<i>Pinterest</i>	<i>16,000+</i>
<i>Twitter</i>	<i>73,000+</i>

\*Source: Klout.com



# 2018 Print Closing Dates & Editorial Calendar



HARWELL PHOTOGRAPHY

❖ <i>Spring 2018</i>	Ad Closing 12/12/17	Materials Due 12/19/17	On-Sale 3/13/18
❖ <i>Summer 2018</i>	Ad Closing 3/13/18	Materials Due 3/20/18	On-Sale 6/12/18
❖ <i>Fall 2018</i>	Ad Closing 6/12/18	Materials Due 6/19/18	On-Sale 9/11/18
❖ <i>Winter 2019</i>	Ad Closing 9/11/18	Materials Due 9/18/18	On-Sale 12/11/18
❖ <i>Spring 2019</i>	Ad Closing 12/4/18	Materials Due 12/11/18	On-Sale 3/5/19

# Material Specifications

## PUBLICATION TRIM SIZE

8.375" x 10.875"

## PRINTING

Web Offset (SWOP); Perfect-binding; 175 line screen

## SAFETY

Keep live matter .25" from trim on all sides.

Gutter Safety: Essential matter on facing pages should not be closer than .1875" to center fold on each side.

Publisher can not guarantee perfect alignment of type across the gutter of spreads.

NO ADDITIONAL CHARGE FOR BLEED

## COLOR

A rich black should be constructed of:  
60% cyan, 40% magenta, 40% yellow, 100% black.

## PREFERRED FILE FORMAT

PDF/X-1a

No application files will be accepted. PDF/X-1a files MUST have:

All fonts embedded | True Type fonts cannot be used for printing.

The color space must be CMYK or Grayscale.

No RGB, LAB or embedded color profiles (such as ICC profiles).

All PMS colors must be converted to CMYK.

No files with PMS colors will be accepted without prior notification.

Resolution: 350 dpi | Maximum ink density: 300 total

All partial ads must have position marks indicating bleed and trim.

All full page ads should be centered on a Trim Size Document and have marks indicating trim and bleed outside the trim size document.

## TYPE

Type reversed out of images should not be smaller than 8 points.

For store listings, use sans serif fonts no smaller than 6.5 pt.

## PROOF REQUIREMENTS

Preferred proof is Epson, running color managed SWOP 3 profiles on type 3 substrate.

Kodak Approval, running managed SWOP 3 profiles on type 3 100# or higher substrate.

All proofs must include the IDEAlliance Color Control Bar (to download color strip go to [idealliance.org](http://idealliance.org)).

All proofs should clearly indicate the type of proof it is and the name, address and phone of the prepress service provider.

In compliance with our policy, you are REQUIRED to submit a SWOP 3 certified proof. By choosing not to supply a SWOP certified proof with your ad submission the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SWOP certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the file content within your ad.

	bleed		trim	
	width	height	width	height
Spread	17.00"	11.125"	16.75"	10.875"
Full Page	8.625"	11.125"	8.375"	10.875"





## CONTACT US

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