



SUMMER 2011 ISSUE

Ad space deadline: 5/13/11
 Approved digital files due: 5/27/11
 On newsstands: 6/23/11

FALL 2011 ISSUE

Ad space deadline: 8/12/11
 Fractional Ads Due 8/25/11
 FP Ads due 8/29/11
 On newsstands: 9/22/11

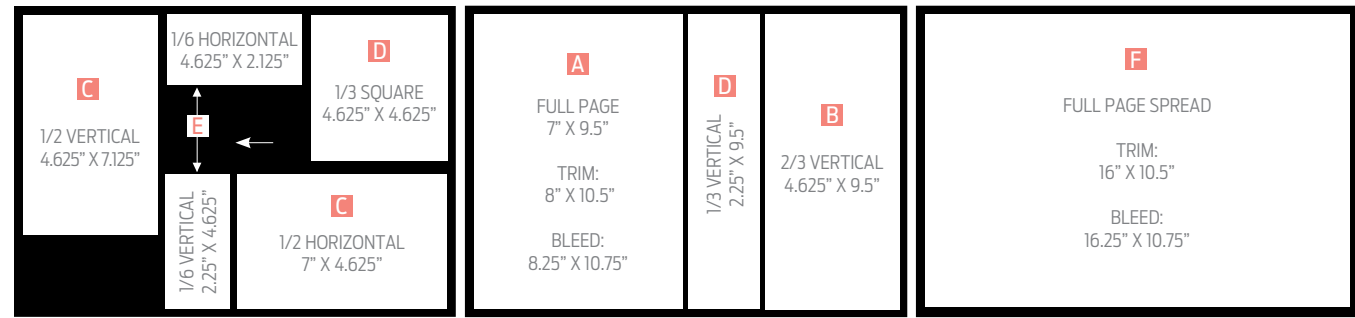
WINTER 2012 ISSUE

Ad space deadline: 11/11/11
 Fractional Ads Due 11/22
 FP Ads due 11/28/11
 On newsstands: 12/22/11

ADVERTISING RATES* & SIZES

FOUR COLOR ADS				COVER POSITIONS		
SIZE	3x RATE	2x RATE	1x RATE	3x RATE	2x RATE	1x RATE
A full page	1970	2240	2625	2nd Cover	2275	3035
B 2/3 page	1705	1940	2270	3rd Cover	2275	3035
C 1/2 page	1315	1490	1755	4th Cover	2360	3150
D 1/3 page	1050	1180	1395			
E 1/6 page	530	600	705			
F full page spread	3285	3725	4380			

***All print advertisers are also automatically listed on www.CincinnatiMagazineWedding.com in the Planning & Resources section.**



PRODUCTION & DESIGN SERVICES

CAPABILITIES

All pages of *Cincinnati Wedding* are produced **CTP (Computer To Plate)**. Production charges for digital pre-press work are included with your investment. Design and production fees are applicable for ads placed using net rates and/or duplication of *Cincinnati Wedding* custom-designed ads for other advertiser usage. A digital file checklist is available with more detailed specifications.

CHARGES

- Scanning**—Images for scanning may be supplied as transparencies, slides or prints. All supplied digital images must comply with the high-resolution specifications of *Cincinnati Wedding*. Advertisers may incur production charges for re-scanning, when necessary.
- High Resolution Scan Charges**—\$30-\$75 per scan. Prices based on the final usage size of images.
- Design**—\$125 per hour. Minimum charge is \$30. Estimates provided upon request.
- Production**—Duplication of ad to disk: \$25 plus design fee for custom ad, if applicable. Color proof to accompany digital file, as required: \$15

CIRCULATION & DISTRIBUTION
 30,000 issues of *Cincinnati Wedding* are distributed annually through newsstand sales, select advertisers, bridal shows and bookstores

» **LOCAL BRIDES LOOK TO CINCINNATI WEDDING FIRST** to help them plan their dream wedding. We are excited to announce that we will add a third issue, a Fall edition, to the *Cincinnati Wedding* lineup to give brides even more fun ideas and valuable resources for their big day. The focus—and the cover feature—of the Fall edition will be the details—the cake, flowers and stationery—that are crucial to creating an unforgettable event. Like the Summer and Winter issues of *Cincinnati Wedding*, the Fall issue will include valuable advice and inspiration, from local wedding stories to planning tips to events to reception and caterer listings. As always, the main feature of our Summer and Winter issues will be wedding gowns, which we showcase in a full-scale photo feature at a Cincinnati-area setting.

In addition, our Summer issue of *Cincinnati Wedding* unveiled a fresh editorial lineup and redesign that rival those in national bridal titles. We will present compelling content, both local and national, about the latest trends in wedding planning, and serve as the ultimate resource guide for the bride planning a Cincinnati-area event. New sections include: “The Moment,” an eye-catching double-page photograph that captures that perfect moment in a couple’s wedding day; “Bridal Buzz,” a department that features the latest tips and trends on a variety of wedding topics; “Ask the Expert,” a Q&A with a industry expert; and “Spotlight,” a styled photograph of an up-and-coming trend in accessories. The new lineup will include more gowns and accessories, beauty ideas, and gift registry content than ever before.

Distributing a total of 36,000 copies per year, with an average of 12,000 copies per issue. *Cincinnati Wedding* is the top seller on newsstands in the Cincinnati region.



CINCINNATI WEDDING INCLUDES:

- Local advice, resources & experts | Lively stories and features | Local Weddings
- Dresses | Cakes | Flowers | Jewelry | Beauty | Honeymoons | Gifts
- Extensive reception & catering locators | Detailed advertiser directory
- All specific to Greater Cincinnati!**



ONLINE RATES & SPECS

UPPER RECTANGLE (5 rotations each)

\$215/month \$2,320/year

SKYSCRAPER (5 rotations)

\$345/month \$1,728/year

RECTANGLE (5 rotations)

\$160/month \$1,300/year

ENHANCED LISTING

Includes: • 1 image of your business or service
• 2 lines of copy • A link to your website

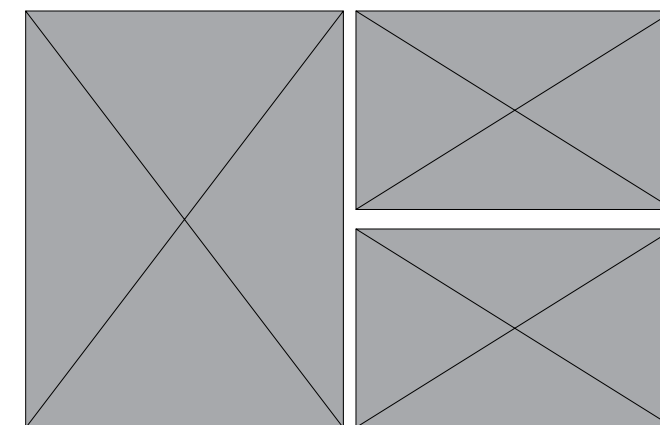
\$130/6 months \$240/year

VIDEO VIRTUAL VISIT

- Weekly leads emailed to your email address
- Enhanced online listing • :60-second Virtual Tour
- Up to 9 images of your business or services that you provide
- 125 words of copy • A link to your website

\$2,950/6 months \$3,500/year

PROFILES



Educate brides-to-be with our **Wedding Services Profiles**. An opportunity to tell our readers about your product and services, as well as the history of your business.

PROFILE RATES

1X RATE

Full Page	\$3225
Half Page	\$2755

READER RESPONSE CARD



Cincinnati Wedding's Online Reply Program is one of the best bridal lead generators available. As a BONUS, every wedding advertiser who commits to an online or display ad by closing date is listed on our response ad. Newly engaged couples login to www.cincinnatiimagazine.com online BRC listing. Leads are emailed to the participating advertiser on a weekly basis.

www.CincinnatiMagazineWedding.com

TOTAL PAGE VIEW: 33,677

ABSOLUTE UNIQUE VISITORS: 2,825

June 2010–Google Analytics