

# celebrated

## BESPOKE WEDDINGS AND EVENTS

*Let there be love*

Due to its popularity and coastal location, Cape Cod, the islands of Nantucket and Martha's Vineyard, along with towns throughout the South Shore and South Coast, offer a wide variety of wedding resources. Each year, there are beautifully celebrated weddings throughout our region, from elegant black-tie functions, to toes-in-the-sand nuptials. Featuring all the romance and radiance of our beloved location, this debut issue is a bridal guide worth savoring.

Within the following pages, we share a little about the **Celebrated Bespoke Weddings** magazine, brand and mission. With fun and innovative ways to reach a broad readership, and creative talent to deliver the inspiration couples are looking for, we can't wait to put our niche demographic to work for you!



At *Celebrated Bespoke Weddings* magazine, we are editors, content creators, marketers, and designers, who are passionate about celebrating love stories. In 2021, we want to tell your company's story.

Just a few of the benefits of advertising in *Celebrated Bespoke Weddings* magazine ...

- Keeps your business at the top of your consumer's mind.
- Advertising in multiple publications is great for brand consistency.
- Gives your company a positive image.
- Generates brand loyalty.

This magazine is about love, inclusivity and purpose. It is our sincere hope that you'll embark on this journey with us, and fall in love with what we create. We couldn't be more excited to launch this debut issue, and thank you, from the bottom of my heart, for your collaboration.

### WHY WE STAND OUT

#### ONE-OF-A-KIND CELEBRATED WEDDINGS

Gorgeous and inspiring real weddings celebrated throughout Cape Cod, Nantucket, Martha's Vineyard, the South Shore and South Coast.

#### LONGEVITY

Treasured copies of our magazine will be out on the coffee table for years! This creates a powerful, long-lasting investment.

#### POWERFUL ADS

Couples pay attention to our advertisements, as they are seamlessly integrated into our original content, and dispersed throughout the magazine.

#### VIRTUOSO

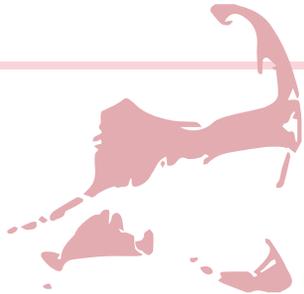
Our readers trust our wedding experts, and they trust the vendors we endorse and partner with. Our integrity and reputation are of the utmost importance.

ISSUE DEADLINE	2021 Annual Issue	2022 Annual Issue
Newsstand	January 2021	January 2022
Non-Print Ready Ad Materials (Fri)	December 15, 2020	December 14, 2021
Final Space Reservations and Print Ready Materials (Wed)	December 18, 2020	December 17, 2021

Cape Cod and the Islands have been named as one of the top wedding destinations in the U.S.

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Cape Cod and the Islands is the fifth most expensive place to get married in the United States.

*Behind only cities in New York and central New Jersey.*



September is the most popular month for Cape Cod weddings (14.1%), followed by August (13.1%) and June (13.1%).

\$86 million

In 2019, there were 1,573 weddings on Cape Cod and the Islands. Multiplying this number by the average wedding cost shows a total estimated revenue from weddings in excess of **\$86 million** to Cape Cod across all expenditures (venues, hotels, vendors, etc).

Did you know that **62%** of engaged couples **read wedding blogs** every day?

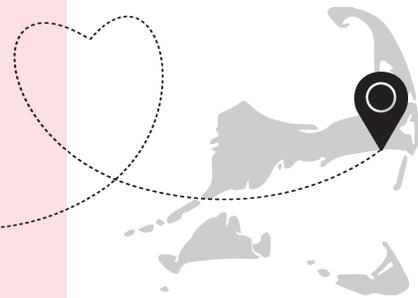


Average cost of a wedding on Cape Cod and the Islands is \$55k

*Beating the average Newport mansion wedding at \$53k and beating all coastal California weddings, ranging from \$34-44k average.*



According to the *The Wedding Report*, roughly half of the people who wed on Cape Cod and the Islands traveled here to marry.



Couples marrying on Cape Cod and the Islands travel an average of 64-74 miles from their home to marry here.

Share

# celebrate together

Join us as we celebrate together in our community.

And make 2021 a year of regrowth and renewal.



2021 annual issue, on newsstands locally and along the east coast.

On display at vendors and boutiques.

**TWO-PAGE SPREAD**

**\$2,400**

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**FULL PAGE AD**

**\$1,350**

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**TWO-THIRDS AD**

**\$1,050**

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**HALF PAGE AD**

**\$750**

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**THIRD SQUARE AD**

**\$450**

**INCLUDES:**

**One ad Celebrated Bespoke Weddings**

**Editorial story mention**

**Enhanced listing in our directory**

**Four strategic social media posts**

**Invites to our magazine launch party**

\*Commitment will include a video conference call with our editorial team to discuss your business objectives and to explore the most-compelling story concepts.

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## BESPOKE WEDDINGS AND EVENTS

Premium Positions include the Inside Front Cover, Inside Back Cover, Back Cover and across the Editor Letter.



### TWO-PAGE SPREAD

(Front of the book first 10 pages)

Trim: 17" x 10.875"

Non-bleed: 16" x 10" (white border)

Bleed: 17.25" x 11.125"

Live area\*\* (for bleed): 17" x 10"

\*\* Do not place text outside live area.

### FULL PAGE

Trim: 8.5" x 10.875"

Non-bleed: 7.75" x 10" (white border)

Bleed: 8.75" x 11.125"

Live area\*\* (for bleed): 7.75" x 10"

\*\* Do not place text outside live area.

### 2/3 VERTICAL

4.75" x 10"

### 1/2 HORIZONTAL

7.75" x 4.75"



Fractional ads smaller than a 1/2 page will be in the directory pages.

### 1/3 SQUARE

4.75" x 4.75"

### 1/3 VERTICAL

2.25" x 10"

(column)

### 1/6 VERTICAL

2.25" x 4.75"

### 1/6 HORIZONTAL

4.75" x 2.25"



**DESIGN SERVICES FOR ADS** are offered free of charge (a \$150 value). Please provide photo(s) and text for your ad. You will be allowed up to 3 revisions of your advertisement (additional revisions cost \$50 per revision)

### PREFERRED FILE TYPE:

High-res, PDFX1a. Email files under 7MB to [ericbrust@celebratedbespokeweddings.com](mailto:ericbrust@celebratedbespokeweddings.com), or send large files for free via [wetransfer.com](http://wetransfer.com) or [dropbox.com](http://dropbox.com)

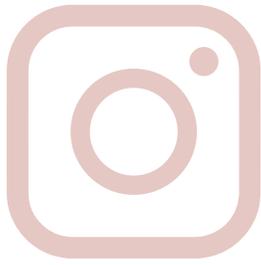
**TRIM SIZE:** 8.5" x 10.875" / perfect bound

**RECOMMENDED LINE SCREEN:** 150 lpi, 300 dpi

**BLEED:** Allow .125" all around for bleed to trim off during binding (i.e., bleed size is 9.25" x 11.125") Available only on full page and spreads (call for fractionals)

**LIVE/SAFETY AREA:** All type or graphics not intended to trim should be .5" in from trim (i.e. live area is 8" x 10")

**CROSSOVER SAFETY FOR SPREADS:** Headlines: .125" each side of the gutter Body text: .25" each side of the gutter



# 1 in 4 couples

use Instagram in their wedding planning process.

Our readers follow us on Instagram and from there, get redirected to our blog and other social channels.

Engaged couples and readers looking for their dose of wedding creativity, come to **Celebrated** to find inspiration, tips and recommendations they can trust. With an array of options — from standard sponsored posts to product spotlights and Instagram takeovers — we will work together to strategically combine beautiful imagery and engaging content that help our readers learn about (and love!) your brand.

**SOCIAL CAMPAIGNS  
START AT \$350**

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**SPONSORED EDITORIAL**, or native content, is a form of paid media where the ad experience follows similar guidelines to editorial content and may be presented in various formats (i.e. Q&As; featured editorials; event promotions; etc.)

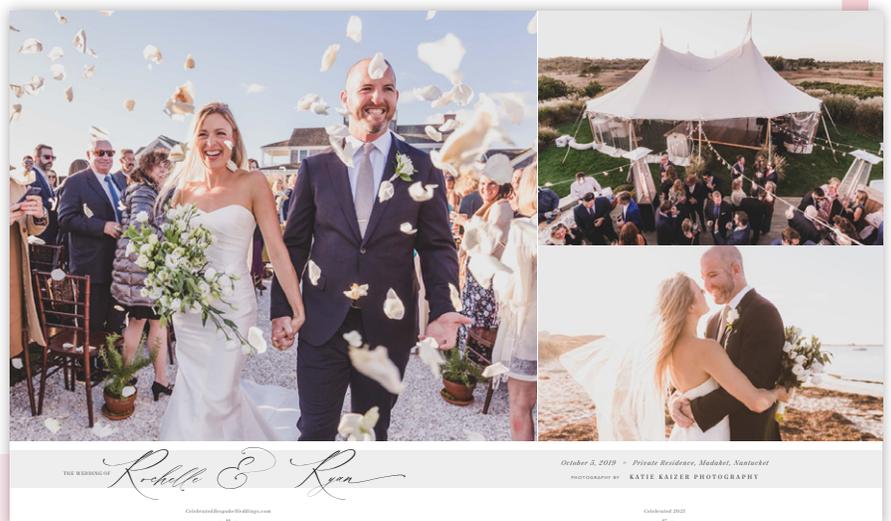
This content is to be written and/or edited by a *Celebrated Weddings* editor and published in the issue. We will also post the content to our website and boost on social media.

**\$4,500 SPONSORED EDITORIAL 1-PAGE**

**\$6,900 SPONSORED EDITORIAL 2-PAGE SPREAD**

Includes:

- Editorial feature (1 page) printed in *Celebrated Weddings* magazine
- Professional photographer to take pictures (2 hour visit)
- Sponsored web post
- Boosts on social media





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BESPOKE WEDDINGS AND EVENTS

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