

COASTAL VIRGINIA WEDDINGS

2023 | MEDIA KIT

Covering *the* Wedding Industry

in the Coastal Virginia Area



PRINT

COASTAL VIRGINIA WEDDINGS

2023 ISSUE: Published Jan. 2023

Reservation Deadline: 11/15/22

Ad Approval: 11/22/22

Circulation: 20,000 copies

Area Distribution:

- Poly-bagged with select subscriber copies of *Coastal Virginia Magazine* Jan/Feb issue.
- Free distribution at 50 outlets specializing in the wedding industry.
- **ALL NEW!** Rack distribution of 3,000 copies at 10 area Harris Teeter stores.
- All advertisers receive a listing and landing page on covamag.com/weddings.
- Unlimited virtual "electronic" magazine impressions on CoastalVirginiaMag.com



Map Of Region Highlighted In Blue

DIGITAL

PROGRAMMATIC AD CAMPAIGN

TARGET SPECIFIC AREAS TO
DISPLAY YOUR AD



*Your
digital ads
delivered
to your
exact
audience!*

- Target prospective brides by using our Device ID tactics at All area bridal shows by geo-fencing the event venues
- You can also target brides by geo-fencing your choice of bridal shops or jewelry stores throughout the region
- Target prospective brides utilizing our display tactics as they search online and read content online related to your specific product or service in your geo-targeted area

EVENT

19TH ANNUAL WINTER WEDDING SHOWCASE

THE FIRST MAJOR SHOW OF 2023!

Date: Sunday January 8, 2023

Time: 12-4 p.m.

Location: The Founders Inn,
5641 Indian River Rd., Virginia Beach, VA 23464

OUR ELEGANT SHOWCASE WILL FEATURE:

- DJ and door prizes
- Cake Dive and other entertainment
- "Best Booth" Display Awards
- Other entertainment

ALL BOOTHS INCLUDE:

- Skirted display table and 2 chairs
- Attendance mailing list post Bridal Show



EXPECTED ATTENDANCE:
750+
QUALIFIED CUSTOMERS

SPECIAL PROGRAMS

Ask your Account Executive for a detailed sales package for programs listed below.

Local Wedding Venues/Photographer/Planner Package

Have one of your top weddings highlighted in 1/2 page to double page feature formats. Special discounted rates.

Retailers

Opportunity for product placement based upon upcoming issue themes. Items can range from registries to jewelry and more. Available as added value with 1/2 page size ad purchases.

Ask The Expert (Added Value)

This Q & A, 1/2 page format, positions each advertiser as an industry expert.

Categories include hair and makeup, medical (Medi-Spa), fitness, caterers, event planners, florists, bakeries, jewelry, clothing, honeymoon, transportation and more. Available as added value with 1/2 page or larger ad purchase.



BOOTH RATES

Reserve Your Booth Today!

Basic Table Price: \$450 (6' table in foyer/hallway)

Regular Booth Price: \$600 (single 8x10)

Discounted advertiser rates: \$450

Double Booth Price: \$1,100 (double 8x20)

Discounted advertiser rates: \$825

Note: \$50 surcharge for electricity if needed.

SPONSORSHIP OPPORTUNITIES ALSO AVAILABLE



COASTAL VIRGINIA WEDDINGS 2023 RATES

Ad Size	Annual Rate Print Issue	Print + Programmatic Campaign (100,000 impressions) 60% Geo-Fence/40% Display	Annual Rate with Print / Booth	Annual Rate with Print / Booth / Digital
Full Page	\$2,380	\$3,940	\$2,830	\$4,390
1/2 Page	\$1,660	\$3,220	\$2,110	\$3,670
1/4 Page	\$1,000	\$2,560	\$1,450	\$3,010
1/8 Page	\$600	\$2,160	\$1,050	\$2,610
Back Cover	\$3,100	\$4,660	\$3,550	\$5,110
Inside Front, Inside Back + PG 3	\$2,860	\$4,420	\$3,310	\$4,870

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