

NEW ORLEANS  
*Weddings*  
MAGAZINE

2019

*Hi there!*

I'm thrilled you've contacted us about promoting your business with New Orleans Weddings Magazine. We help large and small businesses increase their visibility in the ever-crowded wedding market. If you'd like to get engaged eyes on your business, we can help!

From our print edition, to our website, to our highly anticipated interactive bridal events, we bring the unique "flavor" of New Orleans to everything we do. We also offer networking and education opportunities through our Wedding Krewe. You'll find more details in the following pages, but feel free to give us a call - we'd love to meet you and discuss your goals and how the visibility we provide can help you.

In the mean time, spend some time looking through our magazine and website...I think you'll love what we do!

*Jessica Burke.*

N.O.W. Publisher

GIVE US A RING: 504-832-2775  
EMAIL: [INFO@THENOWBRIDE.COM](mailto:INFO@THENOWBRIDE.COM)



FEATURED 2018 FALL+WINTER EDITION COVER, "DREAM IN COLOR" EDITORIAL  
PHOTO: BRIAN JARREAU PHOTOGRAPHY | ON LOCATION: W NEW ORLEANS - FRENCH QUARTER | GOWN: MAEME THE BRIDAL BOUTIQUE | HAIR AND MAKEUP: TRACY BRANCH AGENCY | JEWELRY: KENDRA SCOTT | ENGAGEMENT RINGS: BRILLIANCE IN DIAMONDS | MODEL: JULIE HUESMAN



## THE WEDDING KREWE

### *Join the Krewe!*

We've created The Wedding Krewe to help build a sense of community among wedding professionals in our area as well as provide a resource for on-going education in partnership with our sister company, Four Doors Consulting.

The Wedding Krewe membership offers:

Educational networking luncheons at special member rates

Preferred rates for Four Doors Consulting group workshops and private consulting services

Your company listed in [theweddingkrewe.com](http://theweddingkrewe.com) website member directory

Opportunity to participate in collaborative photo shoots to be featured on [theweddingkrewe.com](http://theweddingkrewe.com) blog

Krewe membership is included in our Advertising Basics Packages  
and Premium Sponsorship Packages

OR you may join the Krewe for an annual membership fee of \$199

# PREMIUM SPONSORSHIPS

Set your company apart with New Orleans Weddings Magazine's Premium Sponsorship packages. Packed full of perks, these sponsorships give your business prominent exposure to the New Orleans area wedding market. Packages below are available for the Spring+Summer 2019 Print Edition (March 2019-August 2019) and the Spring Bridal Bash at The Jung Hotel on March 19th, 2019. Sponsorships are available in 3 levels.

## DIAMOND LEVEL \$7000

### INCLUDES

- Double page ad in NOW print edition, 1st 16 pages Premium Placement
- Logo prominently displayed on Bridal Bash marketing material\*
- Website banner placement on Bridal Bash web page (thru March 2019)
- Website banner placement on NewOrleansWeddingsMagazine.com front page for 3 months (Level 1)
  - Basic THE LIST Listing on NOW website (6 months)
- Recognition on NOW Facebook Page and Bridal Bash Event Page
  - Recognition through Twitter Promo Tweets for Bridal Bash
  - Recognition through Instagram posts for Bridal Bash
- Prominent logo exposure in email promos to brides for Bridal Bash
  - Double Booth (10'x10') at Spring 2019 Bridal Bash
  - Logo featured in Bridal Bash Registration Area + Event Guide
    - Opportunity to provide Bridal Bash tote bag stuffers
      - 20 Complimentary Tickets to the Bridal Bash
- Prominent logo exposure in post show email campaigns to brides
  - Recognition in all show wrap-up features on NOW Blog
  - Recognition in all show wrap-up social media posts
- (2) Spotlight Features on NOW Blog including Social Media Mentions
- Exclusive industry sector Bridal Bash Sponsorship representation\*\*
  - 6 month Membership in The Wedding Krewe

## SAPPHIRE LEVEL \$5000

### INCLUDES

- Full page ad in NOW print edition, right hand read
- Basic THE LIST Listing on NOW website (6 months)
- Website banner placement on NewOrleansWeddingsMagazine.com front page for 3 months (Level 2)
- Recognition through Twitter Promo Tweets for Bridal Bash
  - Recognition through Instagram posts for Bridal Bash
    - Basic Booth (6'x8') at Bridal Bash
- Logo featured in Bridal Bash Registration Area + Event Guide
  - Opportunity to provide Bridal Bash tote bag stuffers
    - 12 Complimentary Tickets to the Bridal Bash
    - 6 month Membership in The Wedding Krewe

## RUBY LEVEL \$3500

### INCLUDES

- Half page ad in NOW print edition, right hand read
- Basic THE LIST Listing on NOW website (6 months)
- Website banner placement on NewOrleansWeddingsMagazine.com front page for 3 months (Level 3)
- Recognition through Twitter Promo Tweets for Bridal Bash
  - Recognition through Instagram posts for Bridal Bash
    - Basic Booth (6'x8') at Bridal Bash
- Logo featured in Bridal Bash Registration Area + Event Guide
  - Opportunity to provide Bridal Bash tote bag stuffers
    - 8 Complimentary Tickets to the Bridal Bash
    - 6 month Membership in The Wedding Krewe

\*Inclusion of logo on marketing material for materials produced after contract execution + payment in full

\*\*Vendor will be the sole industry vendor allowed as a sponsor for the Bridal Bash, other vendors from this category may participate at a non-sponsorship level

# OUR ADVERTISING BASICS PACKAGES

ARE ANYTHING BUT BASIC...

*W*e're kinda extra here, so even our "basic" packages come packed with SO.MUCH.STUFF. We want to see you succeed more than anything and believe that to help you get the most out of working with us that we need to get eyes on your business in as many ways as possible. Each issue of New Orleans Weddings is on newsstands for 6 months so your ad investment goes a long way!

## RATES *include:*

your color ad in one print issue (6 months on newsstands!)

your ad hyperlinked in the virtual edition

6 month basic listing on THE LIST

1 basic Bridal Bash booth

6 month membership in The Wedding Krewe

*plus* complimentary ad design!

## ADVERTISING BASICS PACKAGE RATES PER ISSUE

TWO-PAGE SPREAD	\$3600
FULL PAGE	\$2400
HALF PAGE HORIZONTAL	\$2000
QUARTER PAGE	\$1600

## SPECIAL PLACEMENTS

BACK COVER	\$4000
INSIDE FRONT COVER	\$3400
FACING INSIDE FRONT COVER (PAGE 1)	\$3400
BACK INSIDE COVER	\$3000
FULL PAGE (FIRST 16 PAGES)	\$2800

## Issue Deadlines

**Spring+Summer Issue:**  
Issue Ad Sales Close: January 15th  
On Sale Date: March 1st

**Fall+Winter Issue:**  
Issue Ad Sales Close: July 15th  
On Sale Date: September 1st

\* ALL RATES ARE NET | PAYMENT PLANS AVAILABLE FOR ADVERTISING BASICS PACKAGES  
GIVE US A RING: 504-832-2775 | EMAIL: SALES@THENOWBRIDE.COM



# DIGITAL ADVERTISING

## Position your brand (and all that Jazz)

Feature your business on New Orleans' favorite wedding planning website (that's us). Within this local, niche market, we generate an average of 26,000+ impressions each month!

## Banner Ads

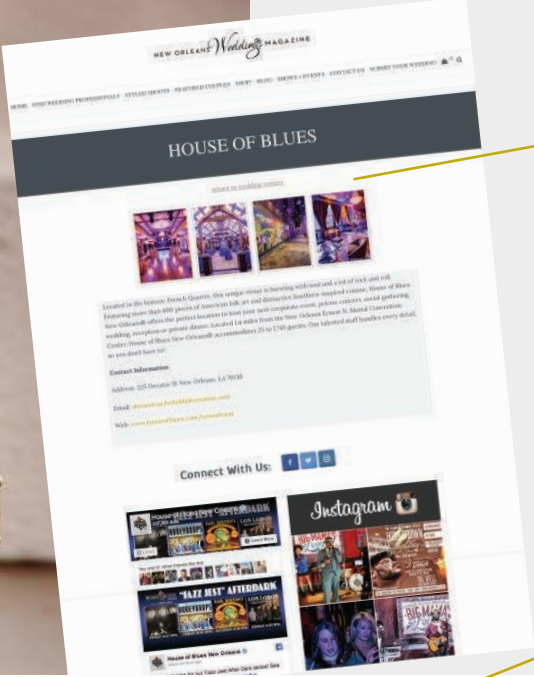
Premium Animated Banner starting at \$300 per month

Level 1 (fixed position) \$250 per month

Level 2 \$150 per month

Mid-Page Showcase Banner \$150 per month

Level 3 \$50 per month



**Get on THE LIST!**

Get your own little space to show off just what you have to offer engaged couples on our website! Listings include your business in your category of choice, a four image gallery or embedded video, "get to know you" business description, address, phone number, email, website link and Facebook + Instagram Links

Basic Listing (per category)  
 \$300 for 6 months  
 \$500 for 12 months

**THE LIST  
 Category Spotlight Banners**

Promote your business with premium banner advertising space located at the top of each vendor category page. Snag one of the 3 rotating spots available per category and set yourself apart from the competition!

Spotlight banner (per category)  
 \$250 per month

**Top Row  
 Category Placement**

Move to the top of THE LIST with premium placement of your basic listing on the top row of your category.

Only 3 available spots per category.  
 (minimum 3 month commitment required)

Top Row Placement  
 (includes Basic Listing)  
 \$100 per month



PHOTO: BRIAN JARREAU PHOTOGRAPHY | ON LOCATION: W FRENCH QUARTER NEW ORLEANS | HAIR + MAKEUP: JACQUELINE REYNOLDS + JACKIE HALL FOR TRACY BRANCH AGENCY | JEWELRY: KENDRA SCOTT | ENGAGEMENT RING: BRILLIANCE IN DIAMONDS | GOWN: MAEME THE BRIDAL BOUTIQUE | MODEL: MORGAN PETE

# SPONSORED POSTS + SOCIAL CAMPAIGNS

## SPONSORED POSTS

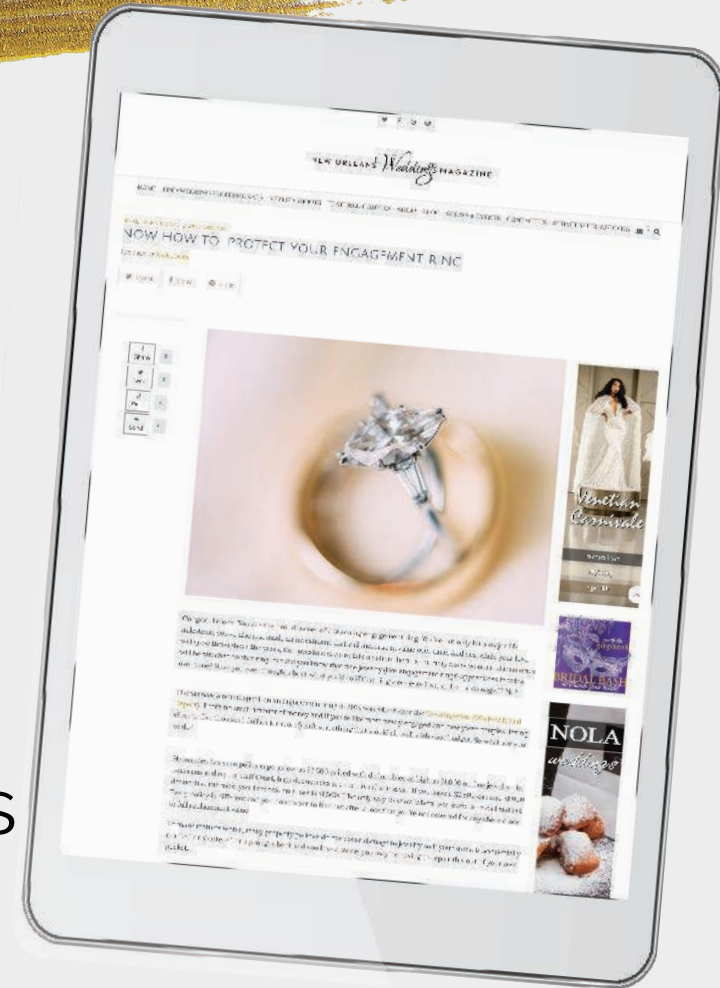
Looking for a little bit more of the spotlight? New Orleans Weddings now offers Sponsored Posts to our trusted advertisers! Featured on the front page of the NOW website and promoted through our Social Media channels, these carefully crafted posts offer an insider's view into your business or product, allowing our readers to get to know you and your brand.

## SOCIAL CAMPAIGNS

From product spotlights to engaging video vignettes, allow the NOW team to style and produce a social campaign to promote your business! These campaigns are designed with our readers in mind to blend in with our editorial pieces seamlessly.

| SPONSORED POSTS AND SOCIAL CAMPAIGNS START AT \$500 |

We're quite social...come follow us  
24,900+ followers on social media!



NOLAWedding  
9,600+ followers



NewOrleansWeddings  
11,500+ followers



NOWmagazine504  
2,600+ followers



NOWmagazine504  
1,200+ followers

GIVE US A RING: 504-832-2775 | EMAIL: SALES@THENOWBRIDE.COM





FEATURED 2018 FALL • WINTER  
EDITION, "TORN" EDITORIAL  
PHOTO: THERESA ELIZABETH  
PHOTOGRAPHY | VENUE:  
NOPSIS HOTEL | BRIDAL GOWN:  
MAEME THE BRIDAL BOUTIQUE  
| MENSWEAR: JOHN'S TUXEDOS  
| FLOWER GIRL DRESS: PEARL'S  
PLACE | HAIR • MAKEUP: ANN  
MARIE WHITE • CATHERINE  
BRAUD FOR DAZZLE DOLL |  
EARRINGS: KENDRA SCOTT |  
ENGAGEMENT RING • WEDDING  
BAND: BRILLIANCE IN DIAMONDS  
| BOUQUET: NECTAR • BLOSSOM |  
MODELS: REBECCA BARRAS,  
TAYLOR MCLELLAN, CHLOE  
VOGEL

# NEWSSTANDS

*include*

Barnes & Noble  
Baton Rouge City Newsstand  
Beau Rivage Resort  
Books-A-Million  
Breax Mart  
Costco  
CVS Pharmacy  
Dorignac's Food Center  
Hastings  
K-Mart  
Lakeview Grocery  
Peaches Records  
Rite Aid  
Robért Fresh Market  
Rouse's Grocery Stores  
WalMart  
Walgreens  
Winn-Dixie

*plus*

1000s of complimentary copies  
distributed through  
bridal shows, participating  
advertisers, coffee shops,  
churches, hotels, bakeries,  
and more!

Our distribution includes  
hundreds of  
bookstores and news-  
stands in the Metro area,  
across the state of  
Louisiana and the  
Mississippi Gulf Coast.

GIVE US A RING: 504-832-2775  
EMAIL: SALES@THENOWBRIDE.COM



# the Spring Bridal Bash

save the date: 3.19.2019



*The*  
**JUNG HOTEL  
& RESIDENCES**

NEW ORLEANS HOTEL COLLECTION

# Bridal Bash!

Get face to face time with potential clients at our experiential Bridal Bash Events. More than just your typical "trade show", these events are the perfect opportunity to showcase your business to hundreds of engaged couples in one evening as well as network with other wedding professionals!

Our Bridal Bash Events are held twice annually and correspond to the release of each new printed edition.

Our next event, **The Spring Bridal Bash**, will take place on Tuesday, March 19, 2019 from 6:00pm-9:00pm at The Jung Hotel & Residences on Canal Street.

Priority registration is offered to NOW print advertisers and limited space is available!

## EXHIBIT SPACE

Rates include exhibit space, table with black linen (6' table for basic and double booths, 18" hi-boy for mini gallery), City of New Orleans Special Event Permit, table top sign, company name and weblink on event website, company name in show guide, 4 complimentary tickets and lead list of opted-in guests after the event

(rates are per event)

Mini Gallery (2'x2')      \$350

Basic Booth (6'x8')      \$550

Double Booth (10'x10')      \$1000

## SPECIALTY EXHIBITS

(call for more information  
and pricing | certain restrictions apply)

The Gift Bar | 360 degree Showcases

Vehicle Showcases | Event + Entrance Sponsorships



# GIVE US A RING!



N.O.W. H.Q.  
504-832-2775

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PHOTO: MEGAN CRAWFORD PHOTOGRAPHY  
BLING: BRILLIANCE IN DIAMONDS