charleston

weddings

Showcasing the romantic best of the Lowcountry

Media Kit 2009

Often lauded as the most romantic city in the country and ranked as one of the top spots for destination weddings, Charleston and its surrounding environs are the places for local and out-of-town couples to say "I Do!" The reasons are obvious: Our miles of sandy beaches, shoreline of lush marshes, neighborhoods of secret courtyard gardens, plantations and parks shaded by oaks, and historic buildings swathed in piazzas have made courtship second nature here for centuries. And talk about perfect backdrops for saying your vows! With more than 100 churches downtown alone, it's no wonder the Holy City constantly rings with the cheery sounds of wedding bells.

Given that, *Charleston Weddings* is the must-have planning "Bible" for both local and visiting brides. With its indispensable, up-to-date resource guide that lists the hottest wedding professionals in the area, plus stories, insider tips, and breathtaking photos on everything from Southern etiquette to registry ideas, stunning cakes, bejeweled rings, fresh-faced bouquets, ravishing receptions, gorgeous gowns, mouthwatering fare, and more, it's the definitive, discerning tool that brides fervently rely on to plan their Lowcountry weddings. Thus, advertisers included on its pages reach a highly responsive readership that depends on *Charleston Weddings* to introduce them the best local professionals, venues, sources, and more to make their fairytale Big-Day dreams a romantic reality.

PHOTOGRAPH BY PETER FRANK EDWARDS

Spring-Summer 2009

Space reservation: December 22
Ad materials: December 29
Available: February
Warm-weather ideas, trends, tips, and inspiration
Stunning seasonal bouquets
Light, bright wedding cakes
Sunny-sky fashions

Fall-Winter 2009

Ad sales: June 29
Ad materials: July 6
Available: August
Cozy, elegant ideas, trends, tips, and inspiration
Inspiring indoor settings
Evergreen outdoor venues
Savory menus

PHOTOGRAPH BY PETER FRANK EDWARDS

In Every Issue

Fashion
Off-the-runway gowns from the country's top designers

Real-Life Weddings
Spectacular events shared by readers

Tying the Knot
Tips, trends, buzz, and ideas

Party Time!
Ideas for rehearsal dinners, showers, luncheons, and more

How-To
Simple decorative projects from local pros

Stationery
The latest in save-the-date cards, invitations, and programs

Aisle Style
Rings and accessories for brides, grooms, and wedding parties

Advice
Words of wedding wisdom from local pros

Bride's-Eye View
Musings on the joys (and oh, boys!) of Lowcountry matrimony

Memorable Moments
Snapshots from the Big Day

Details
Looks and ideas we loved from area celebrations

Gift Registry
What to wish for from area shops

Bouquets
Pretty petals designed by Charleston's top florists

Cakes
Inspiring confections from stellar regional designers

Receptions
Model events and menus dreamed up by local wedding experts

Planner
Countdown checklist to the Big Day

Announcements
Wedding photos and announcements

Resources
Extensive listing of local wedding professionals, venues, services, and more (also posted online)

Advertiser Index
Guide to the advertisers

AVERAGE READERSHIP PER ISSUE: 66,000+
TOTAL AVERAGE PRINT RUN: 22,000+
AVERAGE PASS-ALONG RATE : Estimated 3 readers per copy

REGISTRY DISTRIBUTION

7,000

Includes Pottery Barn, Belk, Bed, Bath & Beyond, Williams-Sonoma, Le Creuset, Brittain's of Charleston, Linens 'n Things, Dillards, Kohl's, Mikasa, and Yves Delorme.

NEWSSTAND

7,500

Includes national distribution and local consignment sales.

EVENT PARTICIPATION & SPONSORSHIP

3,500

Distributed at bridal and regional trunk shows, at the Spring and Fall Wedding Channel Couture Show in New York City, and at Charleston Fashion Week's Bridal Couture show in March.

HOTEL & RESORT DISTRIBUTION

2,500

Distributed to hotels on and around the Charleston peninsula.

TARGETED BRIDAL DATABASES

500

CVB Distribution

WAITING ROOM DISTRIBUTION

1,000

Reaches consumers in upscale establishments and locations such as salons, spas, dermatologists, health clubs, plastic surgeons, and yacht clubs.

DIRECT ORDERS

200

Single issue request by phone & internet.

"We have been reading *Charleston* and *Charleston Weddings* magazines for years and are so excited to finally send our own wedding announcement. Zach proposed in April of 2006 (in a hot air balloon), and we were married one year later in our favorite city! We used *Charleston Weddings* as our planning Bible. We were planning a wedding from Minneapolis, and the magazine made the process much easier. We used several of your ideas, including our cake and my bouquet. And now, we've recently purchased a second home in Charleston!"

Kelly & Zach B.
Minneapolis, MN

"Just a note to tell you how useful your magazine was to my daughter and me as she was planning her wedding from Georgia. We used your Resources guide for most of our vendors. Bonnie and Travis were married June 16, 2007 at The Citadel. The day was perfect not only to the couple but to the 200-plus guests who were all from out of state. Thank you again for your helpful magazine. You helped calm a bride and her mother."

Clara S.
Dacula, GA

"When my daughter got engaged, one of the first things I did was to buy a copy of *Charleston Weddings.* The magazine is full of all kinds of useful information and ideas, and we certainly looked at the ads and resource guide to get ideas for what companies to use for flowers, photographers and many of the things we needed for the wedding. We also went to the Web site and looked at some of the videos, which were also helpful. Your magazine is one of the most beautiful wedding magazines I've seen and it's wonderful that it is local. Thank you *Charleston Weddings!*"

Pam S.
James Island, SC

"*Charleston Weddings* has given me such inspiration and enthusiasm in preparing my big day. Flipping through the photographs and advertisements really gave me perspective as to what I wanted to include. I saw my dream dress in one of the ads and immediately drove down to Charleston from Columbia to make the purchase. I was able to stay true to my traditional ceremony while adding a touch of Lowcountry class to the event, after seeing what the city has to offer. I feel *Charleston Weddings* covered all the bases and I went into my wedding knowing that I had exactly what I wanted!"

Brooke W.
Florence, SC

PHOTOGRAPH BY PETER FRANK EDWARDS

Advertiser Testimonials

Dulles Designs

"*Charleston Weddings* is an excellent publication whose creative content and elegant design makes it stand out against the myriad other wedding magazines. It has exposed our fine stationery store and customized services to local and out-of-town brides as well as other professionals in the wedding industry."

Emilie Dulles
Dulles Designs
Charleston, SC

Croghan's Jewel Box

"*Charleston Weddings* magazine keeps us in touch with the wedding scene. The estate rings we featured in our advertisement have been selling extremely well!"

Mariana Hay
Croghan's Jewel Box
Charleston, SC

Gullah Gourmet

"We are so proud to be an advertiser in *Charleston Weddings*! We have received such great response from our ad, and our sales have increased considerably because the magazine reaches so much further than just the Charleston area."

Debbie Nelson, President
Gullah Gourmet
Charleston, SC

Gown Boutique of Charleston

"We received the magazine late yesterday and I cannot begin to tell you how very excited we were! It is wonderful, full of great information and photography. What an honor to be a part of "the" wedding magazine, and to have our gowns included means so much to us.

Our press kit will be ready soon, we will be sending it to all of our current designers as well as some that we are targeting, and your magazine will be an important part of the information we include. Thank you again."

Terri L. Espy
Gown Boutique of Charleston
Charleston, SC

Joye Photography

"*Charleston Weddings* has proven itself to be indispensable to brides planning weddings here. I've had many clients who have found my services through the magazine."

Celeste Joye
Joye Photography
Charleston, SC & New York, NY

Advertising Sizes & Specifications

SIZES

ACCEPTED FILE FORMATS

• InDesign CS3 (packaged with fonts and images); QuarkXPress 7.0 (collected with fonts and images); PDF (Press ready – see PDF Specifications); Photoshop (flattened and converted to CMYK); Illustrator (fonts outlined and converted to CMYK).
• If changes are to be made to an ad, source files must be provided.
• All disks must be MAC-compatible.
• If an ad is submitted that does not contain a rule around the outside, we retain the right to add a border if we deem necessary.
• If you are working through an ad agency or a graphic designer and do not understand this process, it is your responsibility to make sure that we receive formats with which we can work.

PDF SPECIFICATIONS

• Prior to the creation of the PDF, colors and images should be converted to CMYK (no spot colors or RGB).
• Finished PDF should be hi-resolution with fonts and images embedded.
• If using InDesign, simply export the file as a "press quality" PDF.
• If using QuarkXpress, PDFs should be created by making a postscript file and distilling with Acrobat Distiller.
• *Charleston Weddings* magazine cannot be held responsible for printing errors due to incorrectly created files. If there are any questions about creating your PDF please email the advertising production department at ads@charlestonmag.com.

DPI SPECIFICATIONS

Charleston Home is printed with a 133 line screen. Provide all photos at 300 dpi. Line art should be provided at 600-1200 dpi.

TRIM SIZE

9" x 10.875"

LIVE AREA

All type or graphics not intended to trim should be positioned .25" from trim.

GUTTER SAFETY (full page ads only)

All copy should be placed 3/8" (.375") from the gutter on full-page ads.

BLEED SPECIFICATIONS

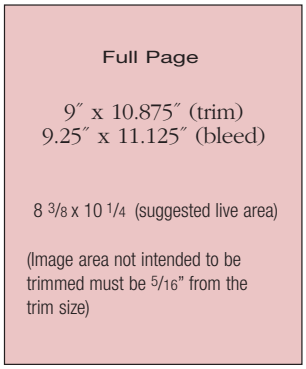
• Material intended to bleed must be furnished with a minimum of 1/8" (.125") image area beyond the trim (making the document size 9.25" x 11.125")
• On anything less than 1/8" bleed, publisher cannot guarantee consistent bleed.

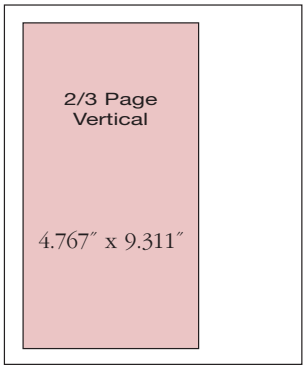
MATERIALS SUBMISSION

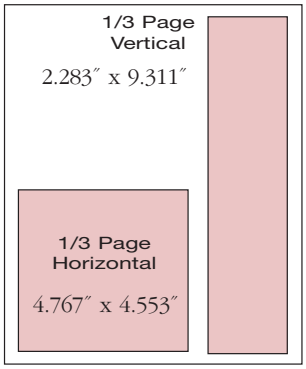
• Files need to be stuffed or compressed with fonts and images included.
• All materials must be clearly labeled with magazine title and issue.
• A color-match proof must be provided for accuracy in color and content.

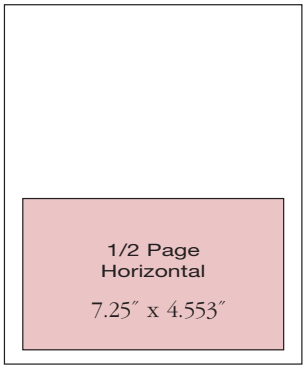
Mail: Advertising Production, 782 Johnnie Dodds Blvd., Suite C, Mt. Pleasant, SC 29464.

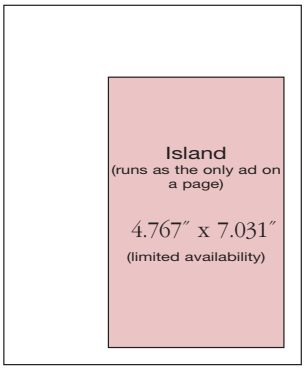
E-mail: For files 10 megabytes and under email file to **ads@charlestonmag.com.** Files over 10 megabytes please email ads@charlestonmag.com for Web Upload or FTP site instructions.

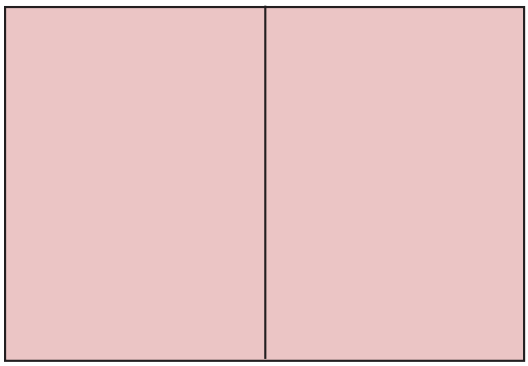












Double Truck Spread
18″ x 10.875″ (trim)
18.25″ x 11.125″ (bleed)