

2018

ROCKY MOUNTAIN BRIDE

Media kit



IN PRINT + ONLINE

est. 1995

# THE RMB DIFFERENCE

From the crisp morning air on your skin after the first snowfall to the glow of a campfire on a summer night, the Rocky Mountains have fully captured our hearts. Here at RMB it is our mission to grow the Rocky Mountain wedding market. RMB is the only print + online resource uniting the Rockies as a wedding destination.

## Local

Living + working in our region, our hearts lie here with local creatives and businesses. We pride ourselves on real connections and genuine customer service.

## Target Market

Approximately 140,000 weddings take place in the US + Canadian Rockies each year, 34,000 of which are destination weddings. The wedding industry in our region totals over 3.8 billion dollars a year, and only continues to grow.

## Authority

Our commitment to stay true to the Rocky Mountain way of life makes RMB a trusted resource for authentic wedding planning. Vendors see results because we connect them with qualified leads from their ideal clients.

## Coverage

With nine annual magazines and online inspiration posted daily, we are a regionally focused publication providing our vendors with national + local exposure.

## Quality

We believe in showcasing and seeking out the best. From custom editorial features with our vendors to curated online content -- we pride ourselves in delivering quality inspiration that is relatable to today's modern couple.

## Reach

Rocky Mountain Bride is a nationally recognized resource for couples getting married in the Rockies. Our vendors have the ability to grow their market while reaching local and destination brides nationwide.

## SOCIAL REACH



917,000+  
monthly impressions  
43,100 FOLLOWERS



400,000+  
monthly impressions  
1,816 FOLLOWERS



52,000+  
monthly reach to brides  
24,500 FOLLOWERS



35,000+  
monthly impressions  
4,359 FOLLOWERS



Behind the scenes at RMB, you will find nine women with personal connections throughout the Rockies. Our passion lies in creating a brand that authentically represents each state and province we cover. As a small business, our hope is to disrupt the corporate status quo, and create a resource for today's bride focused on quality over quantity, a connection to community, and support for local business owners.

"Working with the RMB Team has always been such a pleasure. The quality of product, content, research, knowledge and professionalism of their team is all on par with publications of a much larger size and market. I was blown away working with them on our first feature and have thoroughly enjoyed each project we've collaborated on since."

Liz Robinson, Heritage Hotels and Resorts



# ROCKY MOUNTAIN BRIDE

LOCAL VENDORS BLOG STYLE EVENTS SHOP



SANDHOGS AT BEACH WEDDING  
DESTINATION IDAHO GUEST RANCH WEDDING  
JANUARY 6, 2018



BANFF ENGAGEMENT & REAL WEDDING



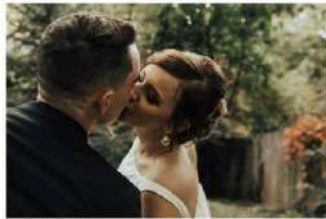
BLACK & GOLD BANFF WEDDING FLOORSEAT  
JANUARY 16, 2018



BELLING'S WEDDING INSPIRATION  
MONTANA SUMMER WEDDING INSPIRATION  
JANUARY 6, 2018



BANFF SNOWY ALBERTA DESTINATION ENGAGEMENT  
JANUARY 5, 2018



BOISE BEACH WEDDING  
BOISE BACKWARD WEDDING  
JANUARY 3, 2018



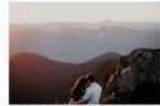
JACKSON REAL WEDDING  
DESTINATION JACKSON HOLE WEDDING | COLLEGE SWEETHEARTS  
JANUARY 4, 2018



DIEMANAGAN REAL WEDDING  
OKANAGAN VALLEY DREAM WEDDING  
JANUARY 1, 2018



BOZEMAN CELEBRATE YOUR LOVE, YOUR ENGAGEMENT AND THE NEW YEAR!  
DECEMBER 31, 2017



VANCOUVER ENGAGEMENT  
VANCOUVER HELICOPTER ENGAGEMENT  
DECEMBER 29, 2017

medium

## WEDDING GUIDES



Brides, you're invited!

www.rockymountainbride.com

large

small

## ONLINE ADVERTISING

online ad space

	3 mo.	6 mo.	12 mo.	
SMALL SIDEBAR	\$500	\$900	\$1,700	600 x 240 px horizontal
MEDIUM SIDEBAR	\$750	\$1,400	\$2,700	600 x 600 px square
LARGE SIDEBAR	\$1,500	\$2,900	\$5,700	600 x 1200 px vertical

digital advertising

**GIVEAWAY**  
Promote your service or product with a custom social media campaign: 1 newsletter inclusion, 2 social blasts on all outlets + Instagram stories

\$750

**NEWSLETTER INCLUSION**  
Banner ad or small snippet in either RMB's monthly vendor or bride newsletter

\$300

**ARTICLE INCLUSION**  
Include your business within one of Rocky Mountain Bride's online articles

\$200

**SOCIAL BLAST**  
1 social media blast on Facebook, Twitter and Instagram

\$250

**EVENT + SHOW PROMOTION**  
Have RMB help promote your event or show! Receive an Event Listing online, 1 newsletter inclusion, 2 social blasts on all outlets and RMB magazines for your event

\$600

**ADVERTORIAL**  
Dedicated content designed for your brand or company

CUSTOM

# GEM COLLECTIVE

12 month membership

\$500

## OVERVIEW

THE GEM COLLECTIVE IS AN ONLINE, HAND CURATED VENDOR RESOURCE FOR COUPLES SEEKING TO CONNECT WITH OUR COMMUNITY OF PREFERRED PARTNERS. FOCUSED ON QUALITY OVER QUANTITY, WE'VE CREATED A SPACE FOR VENDORS THAT ARE COMMITTED TO SETTING THE HIGHEST STANDARDS AND CREATING THE BEST EXPERIENCES FOR THEIR CLIENTS.

## THE PERKS

20% OFF PRINT + DIGITAL ADVERTISING

SUBSCRIPTION TO RMB'S MONTHLY GEM COLLECTIVE NEWSLETTER: FILLED WITH INDUSTRY TRENDS, TIPS ON GETTING PUBLISHED AND LOCAL COLLABORATION OPPORTUNITIES

PRIORITY SUBMISSION PROCESS + DIRECT LINK TO THE RMB EDITORIAL TEAM THROUGH AN EXCLUSIVE EMAIL

A CUSTOM SOCIAL MEDIA HASHTAG TO HELP YOU STAND OUT IN A CROWD #RMBGEMCOLLECTIVE

DESTINATION MINDED?

BE LISTED IN ALL STATES WITHIN YOUR CATEGORY FOR \$1000 / YEAR

add a state or category to your profile for \$100 / add-on

full portfolio of 18 images or streaming videos

direct links for brides to get in touch with you and see more of your work

The screenshot shows a vendor profile for 'Ira + Lucy', categorized as 'IDAHO WEDDING PLANNERS & DESIGNERS & IDAHO DECOR & RENTALS'. The profile includes a bio describing them as a premier event planning and design company, contact information (phone: 208-914-3351, email: [lucy@iraandlucy.com](mailto:lucy@iraandlucy.com), website: [www.iraandlucy.com](http://www.iraandlucy.com)), and social media icons for Facebook, Instagram, Twitter, Google+, LinkedIn, and YouTube. A 'View Gallery' link is present below a grid of 12 wedding-related images. Below the main profile, there is a 'FEATURES' section with four featured listings: 'BOISE REAL WEDDING' for Makayla & Mike's Garden Wedding, 'EAGLE REAL WEDDING' for Megan & Kaleo's Wedding, 'MCCALL REAL WEDDING' for Whitney & Tim, and 'EAGLE STYLED SHOOT' for The Chateau des Fleurs.

links to your RMB online features

# PRINT OVERVIEW

## 60,000 MAGAZINES PRINTED ANNUALLY

*this includes rmb's state publications for colorado, montana, wyoming, idaho, new mexico and our annual regional issue*

## 200,000+ RMB MAGAZINES

*since its rebranding in 2014, rocky mountain bride has put over 200,000 magazines in the hands of couples all over the rocky mountain region and beyond*

## 2,356,736 IMPRESSIONS ON ISSUU.COM

*from digital reads of rmb magazines on issuu.com*

## OVER 3,250+ RETAIL LOCATIONS YEARLY

*us and canadian retail locations include: albertsons, safeway, king soopers, barnes & noble, target, walmart, shopko, hastings, tattered cover, super 1 foods, smith's, fry's food stores, fred meyer, quality food, chapters, city market, indigo, save on foods, overwaitea food, independent bookstores + advertiser storefronts including local bridal shops, venues and more!*

## DOUBLE THE AVERAGE

*rmb is proud to report our sell-through rate is double the average of 30%*

## 50 STATES, 10 PROVINCES AND 2 COUNTRIES

*rmb's online shop ships magazines to brides nationwide with a strong following in: texas, new york, florida, california, georgia, illinois, minnesota, washington and oregon*

**THE TANGIBLE EXPERIENCE** our brides and readers have with our magazines mean just as much as the beautiful inspiration filling its pages. From the custom matte finish of the cover to the print quality and focus on imagery for our visually minded couples, it all adds to the charm of the reading experience. This adds value to our advertisers as our magazines create a lasting impression. Whether its passed along to a dear friend or kept as a keepsake, our magazines continue to withstand the test of time.



Proudly printed locally in Denver, Colorado

# STATE PRINT

*spotlighting each state with an authentic look at local love stories + inspiration*

## IDAHO

*annual edition  
150+ retail location*

On newsstands August 2018  
June 15 deadline

HALF	\$1,000
FULL	\$1,500
INSIDE FRONT	\$3,000
INSIDE BACK	\$3,000
BACK COVER	\$5,000
TWO PAGE	\$4,000
MARKETPLACE	\$400

## MONTANA

*annual edition  
160+ retail location*

On newsstands August 2018  
June 15 deadline

HALF	\$1,000
FULL	\$1,500
INSIDE FRONT	\$3,000
INSIDE BACK	\$3,000
BACK COVER	\$5,000
TWO PAGE	\$4,000
MARKETPLACE	\$400

## NEW MEXICO

*annual edition  
150+ retail location*

On newsstands August 2018  
June 15 deadline

HALF	\$1,000
FULL	\$1,500
INSIDE FRONT	\$3,000
INSIDE BACK	\$3,000
BACK COVER	\$5,000
TWO PAGE	\$4,000
MARKETPLACE	\$400

## WYOMING

*annual edition  
120+ retail location*

On newsstands August 2018  
June 15 deadline

HALF	\$1,000
FULL	\$1,500
INSIDE FRONT	\$3,000
INSIDE BACK	\$3,000
BACK COVER	\$5,000
TWO PAGE	\$4,000
MARKETPLACE	\$400

## COLORADO

*semi-annual edition  
300+ retail location*

SPRING & SUMMER on newsstands April 2018 | March 1 deadline  
FALL & WINTER on newsstands October 2018 | September 1 deadline

### ONE ISSUE

HALF	\$1,300
FULL	\$1,800
INSIDE FRONT	\$4,000
INSIDE BACK	\$4,000
BACK COVER	\$6,000
TWO PAGE	\$5,000
MARKETPLACE	\$500

### TWO ISSUES

HALF	\$2,300
FULL	\$3,200
INSIDE FRONT	\$7,000
INSIDE BACK	\$7,000
BACK COVER	\$10,000
TWO PAGE	\$9,000
MARKETPLACE	\$900

\*PRICE REFLECTS BUNDLE  
DISCOUNT FOR THE YEAR

*Welcome to the family!*

*inaugural issues on newsstands March 2019*

## UTAH

*annual edition  
150+ retail location*

February 1 deadline

HALF	\$1,300
FULL	\$1,800
INSIDE FRONT	\$4,000
INSIDE BACK	\$4,000
BACK COVER	\$6,000
TWO PAGE	\$5,000
MARKETPLACE	\$500

## CANADA

*annual edition  
250+ retail location*

February 1 deadline

HALF	\$1,500
FULL	\$2,000
INSIDE FRONT	\$4,000
INSIDE BACK	\$4,000
BACK COVER	\$6,000
TWO PAGE	\$4,000
MARKETPLACE	\$500

\*PRICES IN CAD



# REGIONAL PRINT

*highlighting elevated experiences in each state + province that make up our region*

REACH BRIDES COAST TO COAST! WITH RMB REGIONAL, REACH THE DESTINATION BRIDAL MARKET ACROSS THE US AND CANADA. IN DECEMBER 2018, THE REGIONAL VOLUME 4 WILL EXPAND ITS DISTRIBUTION WITH A NATIONAL PRESENCE IN ALL BARNES & NOBLE STORES NATIONWIDE.



## V4 REGIONAL

*annual edition*

On newsstands December 2018 | October 1 deadline

HALF PAGE	\$2,500
FULL PAGE	\$4,000
INSIDE FRONT COVER	\$6,000
INSIDE BACK COVER	\$6,000
BACK COVER	\$10,000
TWO PAGE SPREAD	\$7,000
MARKETPLACE	\$750

*BUNDLE STATE AND REGIONAL AD BUYS FOR AN EXTRA DISCOUNT*

"Rocky Mountain Bride and the amazing women who run it, have been nothing short of wonderful! I became a Gem Member after my first submission to the blog. From the first moment of contact, I felt important, understood and appreciated. They have worked with me to help me become a part of their magazine and were just as excited as I was when I saw my first image in print! They're a genuine and compassionate group of women who have created not only a beautiful magazine and blog, but who have taken the time to really make connections with their vendors. To support them and to share in their joys and successes. I will continue to be a part of RMB for years to come!"

Melanie Hatch, Grey Lily Photography

"We love working with the team at Rocky Mountain Bride! They share our vision and support our goal of creating awareness for winter weddings in the Canadian Rockies and the heart of Banff National Park, here in Lake Louise. From editorial photos shoots, to print and digital advertising and digital features, we appreciate the ongoing collaboration we have with Rocky Mountain Bride to create compelling and inspiring content for couples."

James Fraser, Fairmont Lake Louise

# PRINT SPECIFICATIONS

## AD SIZES

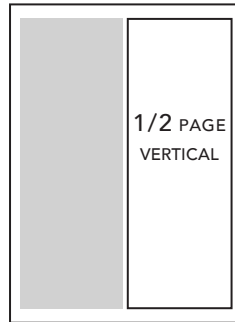
8.375 X 10.875"  
(Trim plus .125" bleed on 4 sides)



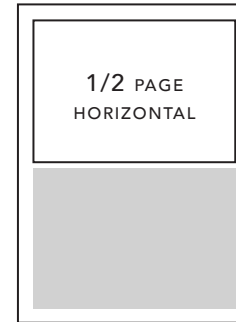
7.375 X 9.875"



3.25 X 9.875"



7.375 X 4.75"



4.75 X 3.25"



*Exclusive for  
Gem Collective  
Members*

### *ad creation*

- High resolution logo
- Tagline, contact information, social media handles, location
- Modern images that complement RMB's aesthetic

### *requirements*

- All colors must be converted to CMYK
  - Minimum resolution of 300dpi
- Completed advertisement must be submitted as high-res PDF

*RMB's creative team can design your advertisement for \$250*





ROCKY MOUNTAIN  
**BRIDE**

---

“I just got engaged in November and didn’t know the first thing about planning a wedding. Rocky Mountain Bride has been a tremendous resource in so many ways. It’s lead me to venues, photographers, and offered an incredible amount of wedding inspiration. For someone who was ‘in the dark’ on all things weddings, RMB has really paved the way and helped me realize what I do and don’t want in a wedding.”

- *ALEXANDRIA ARROYO, BRIDE-TO-BE*

---