2019 MARKETING ROCKY MOUNTAIN BRIDE

Media kit



MISSION STATEMENT

the mountains are calling and Imust go

John Muir's famous words echo true for the allure of the Rockies and the manifesto here at Rocky Mountain Bride. It's the romance of the wild unknown, a sense of adventure and the charm of the culture that beckons you to stay awhile. Our curated resources inspire authentic love stories for modern couples, crafted by local creatives who put their heart into each wedding. Rocky Mountain Bride is home to the only locally-minded, selective approach to connecting the regions' vendors to potential clients.

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(Demographics

63% of RMB online readers are accessing our site from their mobile devices. 50% are between the ages of 25 and 34 with 82% of all readers being female. RMB readers are using social platforms, podcasts, videos, blogs, and directories to plan their celebrations.





OUR READERS ARE SPENDING AN AVERAGE OF \$23,309 USD ON 142,355 WEDDINGS A YEAR CREATING A 3.5 BILLION DOLLAR INDUSTRY.

ALBERTA + BRITISH COLUMBIA

42,414 average weddings per year \$30,717 CAD average cost of wedding

COLORADO

36,840 average weddings per year \$27,646 average cost of wedding

IDAHO

13,433 average weddings per year \$19,925 average cost of wedding

MONTANA

8,301 average weddings per year \$20,706 average cost of wedding

NEW MEXICO

11,291 average weddings per year \$18,470 average cost of wedding

UTAH

25,877 average weddings per year \$27,095 average cost of wedding

WYOMING

4,199 average weddings per year \$26,017 average cost of wedding

obline + print REACH







2,804,892+

YEARLY IMPRESSIONS 293,076 ACCOUNTS REACHED YEARLY 57,800+ FOLLOWERS



12,000,000+

YEARLY IMPRESSIONS 4,000+ FOLLOWERS



13,200+

AVERAGE REACH PER POST 163,200 ACCOUNTS REACHED YEARLY 26,742+ FOLLOWERS



25,000+

ACCOUNTS REACHED YEARLY 4,464+ FOLLOWERS



11,000 + NEWSLETTER SUBSCRIBERS

80,000+

MAGAZINES PRINTED ANNUALLY

this includes RMB's state publications for colorado, montana, wyoming, idaho, new mexico, utah, canada and our annual regional issue.

4,000+

RETAIL LOCATIONS YEARLY

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

320,000+

RMB MAGAZINES

since its rebranding in 2014, rocky mountain bride has put over 320,000 magazines in the hands of couples all over the Rocky Mountain Region and beyond.

3,239,833+

IMPRESSIONS ON ISSUU.COM from digital reads of RMB magazines on issuu.com

ONLINE ADVERTISING

ONLINE AD SPACE

		3 months	6 months	12 months	
	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
	HORIZONTAL BANNER	\$1,500	\$2,900	\$5,700	1460 X 180 px height

DIGITAL ADVERTISING

NEWSLETTER INCLUSION // \$300

Banner ad or small snippet in either RMB's monthly Vendor Collective newsletter or monthly bride newsletter.

EVENT LISTING // \$500

Have RMB help promote your event or show! Receive an event listing online, one newsletter inclusion, and RMB magazines for your event.

ARTICLE INCLUSION // \$250

Include your business within one of RMB's online articles.

Sponsored Article // \$500

Brand focused article created by RMB with your provided materials and promoted online.

CURATED CONTENT // \$1,500

Dedicated content designed for your brand or company including a text, photos and promotion.





The best, hand-selected wedding vendors from the U.S. and Canadian Rockies. The RMB Vendor Collective is a couple's go-to guide for who to trust when selecting their venue and vendors.

INVITATION-ONLY MEMBERSHIP:

\$500 / year one location, one category

\$1,500 / year destination listing

Custom online listing to market your services to real clients that fit your style.

Access to the RMB Collective Community; giving you exposure to a collaborative group of inviteonly members, market-specific meet-ups and endless referrals.

Online article contribution, event listings and styled shoot collaboration opportunities.

Discounted pricing for online + print advertising.

Be a part of RMB's Collective Facebook group to be updated on events + promos.



RMB is building an entirely new website to make your experience and exposure even better:

Featured client testimonials.

More personalized "about you" section to instantly connect with your ideal clients.

New and improved data + ROI tracking.

SOCIAL MEDIA

INSTAGRAM STORY CAMPAIGN

\$500

3+ Instagram Story slides with custom messaging tailored to your brand including up to 2 swipe-up call-to-actions.

SPONSORED FACEBOOK POST

\$850

Have RMB help promote services, products and experiences with a custom post on our Facebook feed. Can include up to 5 images and 1 link.

pundle & save

\$1,000

Create a custom social media campaign across RMB's social media platforms and receive a custom analytics report with live stat updates.

GIVEAWAYS



Partner with Rocky Mountain Bride for an online giveaway to promote your brand or company with a customized social media campaign.

WHAT'S INCLUDED

1-Week Long Giveaway, Run by RMB

Requires Entrants to Follow Said Company

3-6 Custom Instagram Story Slides to Promote your Company and Giveaway 3x During the Duration of Giveaway

1 Ad or Giveaway Promotion in Our Monthly Bride Newsletter

Cross-Promotion on Facebook and Twitter

PRICING OPTIONS

\$500 + Product for Giveaway

TRADE

Work with a member of Rocky Mountain Bride to customize a trade package based on the value of your product.

A comprehensive guide to the best venues within the Rocky Mountain Region. RMB's Venue Guide features hand-selected properties marketed to both destination and local couples, bringing your ideal client straight to your doorstep.



INVITATION-ONLY

Easily accessible FREE online resource available for download or print.

Paid promotion by RMB for guaranteed reach.

Venue feature creation by RMB to ensure your property is gorgeously displayed with direct links.

Multiple layout option for one and two-page advertisers for greater exposure.

Organized by location and venue type for easy navigation.

INTRODUCTORY PRICING

Directory Listing

Complimentary to hand-picked venues.

RMB's basic online listing. Directory listings are a small peek at your venue's capabilities alongside other properties.



One-Page Feature // \$1,000 / year

Venue feature with multiple layout options. Give readers a glimpse into your property's potential.

Includes photo(s), location, website, contact information & description.

Full Feature // \$1,500 / year

Dedicated two-page listing with multiple layout options. Beautifully showcase your venue to captivate readers and leave a lasting impression.



Includes photo(s), location, website, contact information and description.

bundle & save

To receive the greatest amount of exposure for your brand, contact a Rocky Mountain Bride representative today for **EXCLUSIVE PRICING** when you combine online and print advertising!

"I'm getting married this fall in Colorado and I picked up a copy of Rocky Mountain Bride. I've been thoroughly enjoying it! Seriously, it's been a bit of a wedding bible for me. I take it everywhere and read it all the time."

- elisha mcarthur, bride-to-be



US STATE publications

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

PRINT TIMELINE

COLORADO

semi-annual on shelves April & October

> UTAH annual edition on shelves March

IDAHO annual edition on shelves September

MONTANA annual edition on shelves September

NEW MEXICO annual edition on shelves September

WYOMING annual edition on shelves September

DISTRIBUTED TO



newsstands: albertsons, safeway, king soopers, barnes & noble, walmart, shopko, hastings, tattered cover, smith's, fry's food stores, fred meyer, quality food, city market, independent bookstores, RMB's online shop and advertiser storefronts including **local bridal shops, venues and more!**

PROUDLY PRINTED LOCALLY IN DENVER, COLORADO

CANADA publication

showcasing the Canadian Rockies with a focus on Alberta and British Columbia love stories + inspiration

PRINT TIMELINE

CANADA semi-annual edition on shelves April & October



DISTRIBUTED TO

newsstands: super 1 foods, chapters indigo, save on foods, overwaitea food, independent bookstores, RMB's online shop and advertiser storefronts including **local bridal shops, venues and more!**

PRINT ADVERTISING RATE CARD

RATES	PER ISSUE	+ VENDOR C	OLLECTIVE		
QUARTER PAGE	\$500	\$8	00		
HALF PAGE	\$1,300	\$1,6	500		
FULL PAGE	\$1,800	\$2,0	000		
TWO PAGE SPREAD	\$5,000	\$5,0	\$5,000		
INSIDE FRONT COVER	\$4,000	\$4,000			
INSIDE BACK COVER	\$4,000	\$4,0	000		
BACK COVER	\$6,000	\$6,000			
FULL PAGE BUN	FULL PAGE BUNDLES STATE + REGIONAL + COLLECTIVE				
STATE + REGIONAL + C					
2 STATE + REGIONAL +	\$8,100	\$5,000			
HALF PAGE BUN	HALF PAGE BUNDLES				
STATE + REGIONAL + C	STATE + REGIONAL + COLLECTIVE				
2 STATE + REGIONAL +	\$5,600	\$4,200			

PROUDLY PRINTED LOCALLY IN DENVER, COLORADO

NATIONAL publication

a regionally focused publication with **national distribution** highlighting elevated experiences in each state + province that make up the Rockies

PRINT TIMELINE

V5 annual edition on shelves December

PRICE PER ISSUE

QUARTER PAGE \$750

> HALF PAGE \$2,500

FULL PAGE \$4,000

INSIDE FRONT \$6,000

TWO PAGE SPREAD \$7,000

INSIDE BACK \$6,000

BACK COVER \$10,000

DISTRIBUTED TO



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

PRINT SPECIFICATIONS



(TRIM PLUS .125" BLEED ON 4 SIDES)

AD CREATION

High-res 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 ads must be submitted as a high-res PDF

RMB'S CREATIVE TEAM CAN DESIGN YOUR AD FOR \$500

CONTACT US

hello@rockymountainbride.com

ALBERTA + BRITISH COLUMBIA // celynn@rockymountainbride.com + carly@rockymountainbride.com

COLORADO + NEW MEXICO // hilary@rockymountainbride.com + brit@rockymountainbride.com

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