



ROCKY MOUNTAIN BRIDE

ROCKY MOUNTAIN BRIDE

*the only wedding resource, in both print
+ online, that covers the entire range of
the Rocky Mountain Region
on a national level*

STATS

- 2. DEMOGRAPHICS
- 3. CONTENT
- 4. REACH

MAGAZINES

PRINT PUBLICATIONS

- 6. PRINT PRODUCTION SCHEDULE
- 7. PRINT PUBLICATION PRICING

DIGITAL PUBLICATIONS

- 8. LOCAL WEDDING GUIDES
- 9. VENUE GUIDE
- 10. AD SPECIFICATIONS

DIGITAL

- 12. ONLINE ADVERTISING
- 13. VENDOR COLLECTIVE
- 14. HONEYMOON COLLECTIVE
- 15. SOCIAL MEDIA + GIVEAWAYS

EDUCATION

- 16. ROOTED IN THE ROCKIES

CONTACT

- 17. TEAM



63%
of online readers are accessing our
site from their mobile devices

\$102,110
highly affluent
household income

50%
are between the ages of 25 and 34

142,400
weddings occur in the Rockies per year

82%
of RMB readers are female

\$3.5 billion
dollar industry



THE AVERAGE COST OF A ROCKY MOUNTAIN WEDDING

COLORADO

\$27,646

MONTANA

\$20,706

UTAH

\$27,095

IDAHO

\$19,925

NEW MEXICO

\$18,470

WYOMING

\$26,017

CANADIAN ROCKIES

\$30,717



SOCIAL



8,160,000+

YEARLY IMPRESSIONS

1,000,000+ accounts reached yearly

62,000+ followers



14,880,000+

YEARLY IMPRESSIONS

4,300+ followers



17,100+

AVERAGE REACH PER POST

26,400+ followers



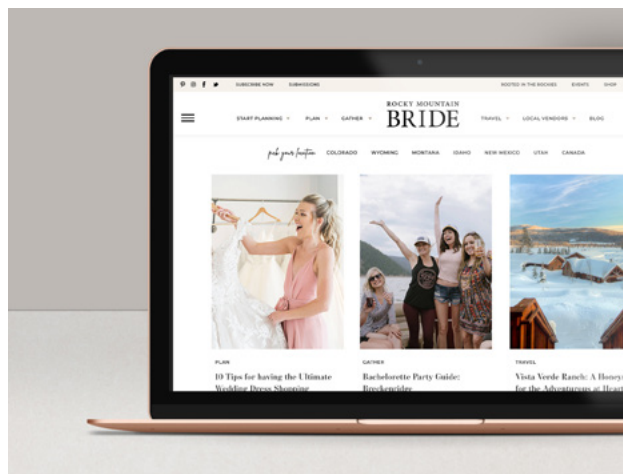
350,000+

YEARLY IMPRESSIONS

4,250+ followers



COMING SOON



MAGAZINES

80,000+

MAGAZINES PRINTED ANNUALLY

36%

AVERAGE SELL-THROUGH RATE

ON SHELVES AT: BARNES & NOBLE, CHAPTERS /
INDIGO, KING SOOPERS, SMITH'S, SHOPPERS DRUG
MART, SAVE-ON FOODS, REAL CANADIAN SUPER-
STORE, OVERWAITE, FRED MEYER, CITY MARKET,
SUPER ONE FOODS, HARVEST FOODS, WALGREENS,
WINCO FOODS, SHOPKO, SAFEWAY, ALBERTSONS,
WALMART, CVS, TARGET, REXALL, TOWN PUMP,
HASTINGS, LONDON DRUGS, COLES, LOBLAWS,
PHARMASAVE, INDEPENDANT DRUG, CITY NEWS,
TATTERED COVER, OTHER LOCAL RETAILERS AND
ADVERTISER STOREFRONTS.

3,344,100+

ONLINE MAGAZINE IMPRESSIONS

DIGITAL

1,800,000+

YEARLY WEBSITE VIEWS

11,000+

NEWSLETTER SUBSCRIBERS WITH A

48% AVERAGE OPEN RATE



“ I CAN’T WAIT TO GET MY HANDS ON THESE. YOU’RE THE ONLY WORTHWHILE BRIDAL MAGAZINE OUT THERE, IN MY OPINION. I’M A ROCKY MOUNTAIN GIRL, SECOND TIME BRIDE WHO FINALLY FOUND THE ONE. DETERMINED TO THROW SOME OF MY MONTANA ROOTS INTO MY OKLAHOMA WEDDING! ”

- lisa piccolo, bride

**CANADIAN ROCKIES
SPRING/SUMMER**

AD CLOSE: FEBRUARY 15

ON SHELVES: APRIL

**COLORADO
SPRING/SUMMER**

AD CLOSE: FEBRUARY 15

ON SHELVES: APRIL

UTAH*

AD CLOSE: FEBRUARY 15

ON SHELVES: APRIL + OCTOBER

MONTANA*

AD CLOSE: APRIL 15

ON SHELVES: JUNE + OCTOBER

WYOMING*

AD CLOSE: APRIL 15

ON SHELVES: JUNE + OCTOBER

IDAHO*

AD CLOSE: APRIL 15

ON SHELVES: JUNE + OCTOBER

NEW MEXICO*

AD CLOSE: APRIL 15

ON SHELVES: JUNE + OCTOBER

**CANADIAN ROCKIES
FALL/WINTER**

AD CLOSE: AUGUST 15

ON SHELVES: OCTOBER

**COLORADO
FALL/WINTER**

AD CLOSE: AUGUST 15

ON SHELVES: OCTOBER

REGIONAL VOLUME 6

AD CLOSE: OCTOBER 15

ON SHELVES: DECEMBER

* DENOTES COVER CHANGE

BRADEN YOUNG PHOTOGRAPHY



STATE / CANADIAN ROCKIES PUBLICATION

Print magazines are on newsstands throughout the state + neighboring cities
Canadian Rockies publications are nationally distributed across Canada

SIZE	PRICE
HALF PAGE	\$1,800
FULL PAGE	\$2,500
TWO PAGE SPREAD	\$3,500
INSIDE FRONT COVER	\$4,500
INSIDE BACK COVER	\$4,500
BACK COVER	\$6,000

NATIONAL PUBLICATION

Print magazine with a regional focus on newsstands nationwide

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

BUNDLES

Maximize your exposure and connect with both local + destination couples

FULL PAGE	PRICE	VALUE
STATE + REGIONAL	\$5,000	\$7,495
2 STATE(S) + REGIONAL	\$7,000	\$9,995

**bundling includes corresponding ad in local wedding guide or venue guide*

HALF PAGE	PRICE	VALUE
STATE + REGIONAL	\$3,200	\$4,995
2 STATE(S) + REGIONAL	\$4,200	\$6,795

**bundling includes corresponding ad in local wedding guide*

easily accessible, free to the bride, digital magazines containing an aggressive seo strategy targeted to couples getting married within a specific market

RATES



SIZE	PRICE
QUARTER PAGE	\$495
HALF PAGE	\$695
FULL PAGE	\$995
TWO PAGE SPREAD	\$1,495

CASSIE MADDEN PHOTOGRAPHY

MARKETS

CANADA

Banff / Canmore / Kananaskis
 Calgary
 Central Alberta
 Cranbrook
 Edmonton
 Fraiser River Valley
 Greater Vancouver Area
 Jasper
 Okanagan
 Southern Alberta
 Sunshine Coast
 Vancouver Island
 Victoria
 Waterton
 Whistler / Pemberton Valley

COLORADO

Aspen / Roaring Fork Valley
 Boulder
 Breckenridge
 Buena Vista / Salida
 Colorado Springs
 Crested Butte
 Denver
 Durango
 Estes Park
 Evergreen / Bailey
 Fort Collins
 Grand County
 Keystone / Summit County
 Steamboat Springs
 Telluride
 Vail
 Western Slope / Grand Junctionw

IDAHO

Boise
 Coeur d'Alene
 McCall
 Palouse
 Southeastern Idaho
 Sun Valley

MONTANA

Big Sky
 Billings / Red Lodge
 Bozeman
 Glacier
 Missoula

NEW MEXICO

Albuquerque
 Las Cruces
 Sante Fe
 Taos

UTAH

Moab
 Park City
 Provo
 Salt Lake City
 St. George

WYOMING

Big Horn
 Casper
 Jackson
 Southeastern Wyoming

*a digital magazine featuring venues within the entire rocky mountain region,
fiercely marketed by rmb to local + destination couples throughout north america.
rmb's venue guide is the only directory that exists to cover the region's best properties.*



RELEASE DATES + RATES

*annual edition
released every june*

*pricing includes venue guide &
corresponding local wedding guide*

*listings are not included in local weddings
guides*

SIZE

FULL PAGE

TWO PAGE SPREAD

LISTING

PRICE

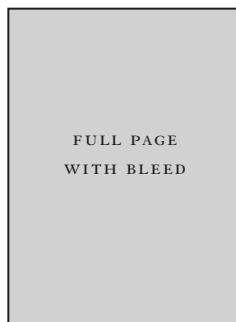
\$995

\$1,495

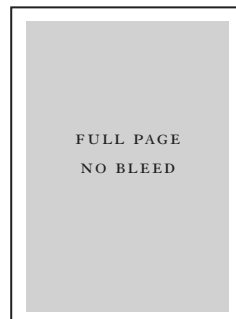
complimentary to select venues

DIMENSIONS

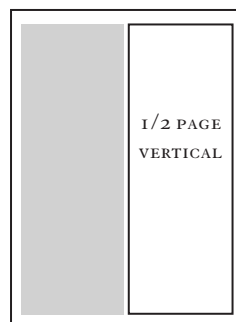
8.375 x 10.875"
(Trim plus .125" bleed on 4 sides)



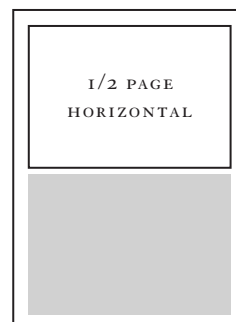
7.375 x 9.875"



3.25 x 9.875"



7.375 x 4.75"



RMB's creative team can design your ad for \$500

AD CREATION

HIGH RESOLUTION LOGO

TAGLINE, CONTACT INFORMATION, SOCIAL MEDIA HANDLES, LOCATION

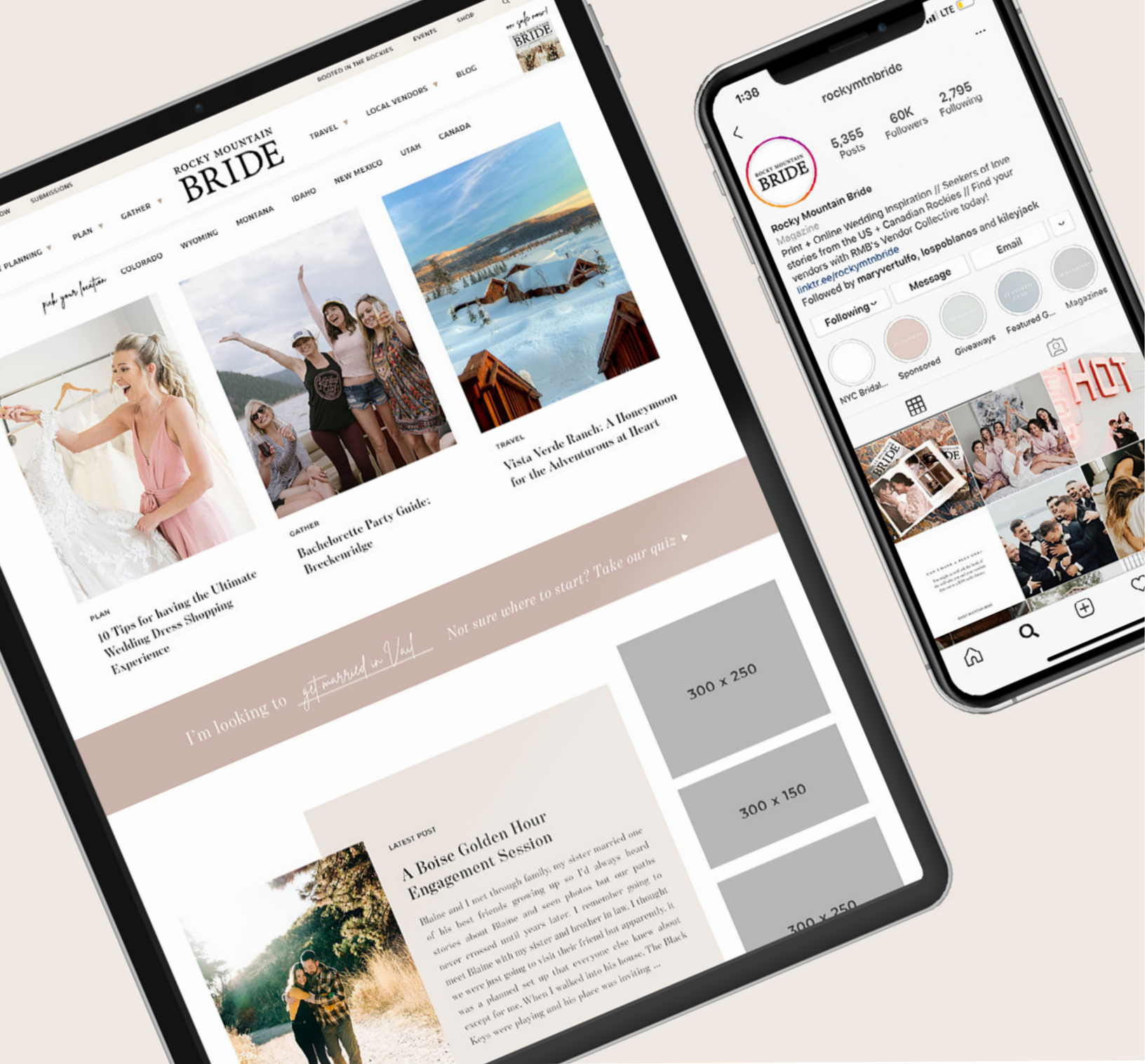
MODERN IMAGES THAT COMPLEMENT RMB'S AESTHETIC

REQUIREMENTS

ALL COLORS MUST BE CONVERTED TO CMYK

MINIMUM RESOLUTION OF 300DPI

COMPLETED ADVERTISEMENT MUST BE SUBMITTED AS HIGH-RES PDF



“ YOUR POST YESTERDAY OF MY WORK HAS GOTTEN SO MUCH TRACTION. FROM THAT ONE POST, I RECEIVED SEVEN REQUESTS FOR PROPOSALS, AND IT HASN’T EVEN BEEN 24 HOURS. THE DOLLAR VOLUME I QUOTED THIS MORNING WAS FOR \$8,500. THANK YOU SO MUCH! I REALLY APPRECIATE IT. ”

- cara rank, xowyo

EMAIL BLAST // \$1,000

A custom newsletter dedicated to your brand and message sent to vendors or brides.

EVENT LISTING // \$650

Have RMB help promote your event or show! Receive an event listing online, social media promotion, and RMB magazines for your event. Unlimited event listings available for bridal shops with Vendor Collective bundle.

SPONSORED ARTICLE // \$1,000

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 copy, photos and promotion.

HOMEPAGE AD PRICING

exclusively on rmb's homepage

	3 MO.	6 MO.	12 MO.	
SMALL SIDEBAR	\$750	\$1,200	\$2,250	300 x 150
MEDIUM SIDEBAR	\$1,000	\$1,750	\$3,500	300 x 250
LARGE SIDEBAR	\$2,250	\$3,500	\$6,500	300 x 600
LEADERBOARD	\$2,250	\$3,500	\$6,500	720 x 90

DIGITAL AD PRICING

placement throughout rmb's website excluding the homepage

	3 MO.	6 MO.	12 MO.	
SMALL SIDEBAR	\$500	\$900	\$1,700	300 x 150
MEDIUM SIDEBAR	\$750	\$1,400	\$2,700	300 x 250
LARGE SIDEBAR	\$1,500	\$2,900	\$5,700	300 x 600
LEADERBOARD	\$1,500	\$2,900	\$5,700	720 x 90

ONLINE VENDOR PROFILE

an invitation-only online vendor directory featuring the top wedding professionals in our region

Includes 20 images and/or videos, contact information, social media handles, company description, fun facts, and links to featured blog posts as well as being a part of RMB's exclusive community.

\$600 / YEAR

One location, one category

\$1,500 / YEAR

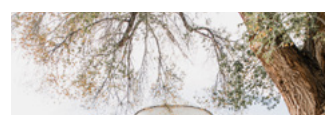
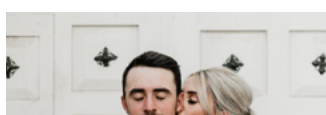
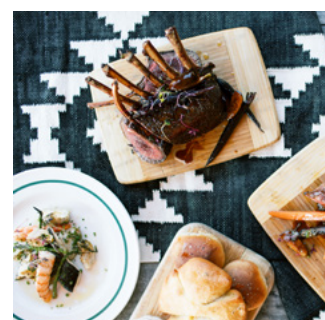
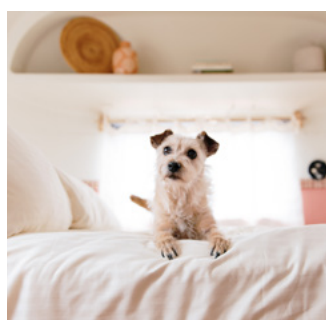
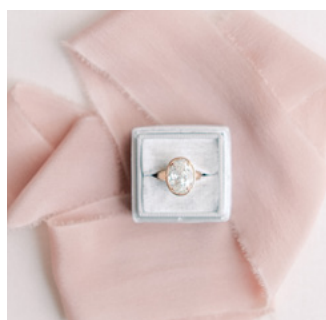
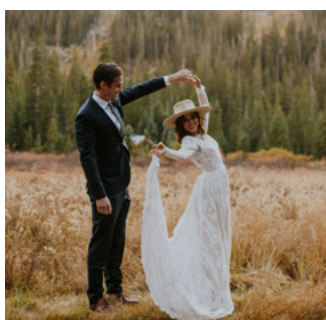
One location, one category + unlimited event listings

\$1,500 / YEAR

Destination Listing - Included in every state/province indicating travel or provide services in those areas



Perks: exclusive discounts, social media exposure, insider emails about upcoming rmb events and cover contests, print and online contribution opportunities, and so much more!





KENDRA ELISE PHOTOGRAPHY

HONEYMOON PROFILE

an invitation-only online directory featuring the top honeymoon destinations around the world

Includes 20 images and/or videos, contact information, social media handles, company description, and links to featured blog posts as well as being a part of RMB's exclusive community.



\$1000 / YEAR

One location, one category

\$1750 / YEAR

One location, one category, sponsored article

+ social media campaign

INSTAGRAM CAMPAIGN

\$500

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

FACEBOOK CAMPAIGN

\$500

Have RMB help promote your services, products and experiences with a custom post on RMB's Facebook feed

SOCIAL MEDIA TAKEOVER

\$2000

Includes promotion of your brand/specific event or experience on 2 platforms of your choosing:

Instagram: 5+ story posts, 1 feed post

Facebook: 2-3 custom posts

Pinterest: 5-10 customized graphics promoting your content

YouTube: 1-2 video/trailers (perfect for tutorials and DIYs)

Spotify: a 2-3 hour custom playlist for your event

Twitter: 2-3 custom posts

PINTEREST CAMPAIGN

\$500

Creation of 5-10 customized graphics promoting your content

GIVEAWAY

\$1000 + plus product

Partner with Rocky Mountain Bride for a week-long online giveaway to promote your product or company with a customized social media campaign



Rooted in the Rockies

A CONFERENCE FOR WEDDING CREATIVES



SPONSOR

SHOWCASE YOUR PRODUCT OR SERVICE IN FRONT OF AN ENGAGED AUDIENCE MADE UP OF DEDICATED WEDDING PROFESSIONALS.

Our vendor relationships are very important to us. We hand-select our partnerships and sponsors to ensure we are showcasing the best of the region to present to our conference attendees.

We offer three sponsorship levels for the 2020 conference starting at \$2,500+

ATTEND

GIVE YOU AND YOUR TEAM THE OPPORTUNITY TO RECHARGE AND GAIN VALUABLE INFORMATION FROM INDUSTRY MASTERS TO LEVEL UP YOUR BUSINESS.

A diverse sampling of industry professionals covering topics like increasing your income, navigating business metrics, website and branding topics, attracting your ideal clients, the future of the industry, impactful client boundaries, design trends, and so much more!

April 28-30, 2020
Four Seasons Resort and Residences Vail
Vail, Colorado

Tickets starting at \$1,295

CONNECT DIRECTLY WITH THE
ROOTED IN THE ROCKIES TEAM

email | ROOTED@ROCKYMOUNTAINBRIDE.COM
visit | WWW.ROOTEDINTHEROCKIES.COM
follow | @ROOTEDINTHEROCKIES





COLORADO + NEW MEXICO

Brit Tucker

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UTAH

Vanessa Walker

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[@vanessa_rockymtnbride](https://www.instagram.com/vanessa_rockymtnbride)

MONTANA, WYOMING + IDAHO

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ALBERTA + BRITISH COLUMBIA

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LOCAL WEDDING GUIDES

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[@tasha_rockymtnbride](https://www.instagram.com/tasha_rockymtnbride)

GRAPHIC DESIGN

Kiley Jack

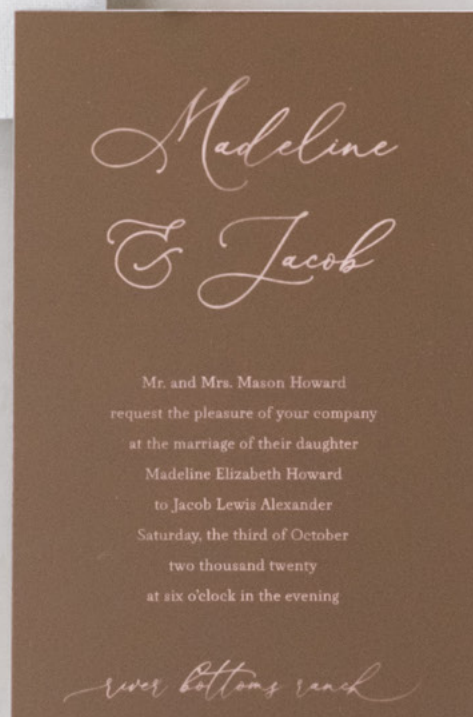
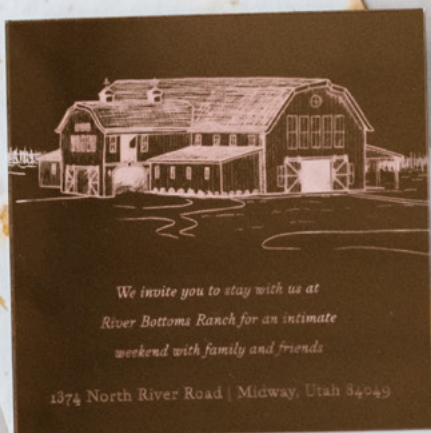
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PUBLISHER

Erika Oltmann

e.oltmann@rockymountainbride.com



“THERE ARE ALL TYPES OF LOVE IN THIS WORLD
BUT NEVER THE SAME LOVE TWICE.”

-f. scott fitzgerald

