



THE *Wedding* RING

WEDDING EXPOS | WEDDING MAGAZINE | ONLINE WEDDING RESOURCE

*Media Kit 2023*



## THE RING'S WEDDING EXPOS

Live and In-Person is your FAVOURITE way to connect to local engaged couples! Offered in select cities for a truly local experience, each expo city/territory offers limited numbers of exhibitors in each category for a curated wedding planning experience. Booths include WiFi, hydro (excludes Hamilton and Niagara), inclusion in the handout, social media tags before, during, and after the event, vendor lounge, and more.

Kitchener-Waterloo | Cambridge | Guelph | London | Brantford  
Hamilton | Stratford | Woodstock | Norfolk County | Niagara

**\$495 - 795 / single exhibitor space**

**\$895 - 1495 / double exhibitor space**

Sponsorship opportunities are available.

\*\*\*Reservations for booths open when the corresponding Expo ends. Priority booking is given to previous Expo Exhibitors.\*\*\*



## THE WEDDING RING MAGAZINE SEPTEMBER 2023 & JANUARY 2024 PRINT & DIGITAL

5,000 print copies distributed at local wedding expos, advertising vendors, on Chapters Newsstands, and available as a free digital download (over 15,000 copies downloaded per issue).

25 printed magazines included.

NEW Hardcover Coffee Table Book for your office or studio – available for \$95 per copy.

### **1 FULL-PAGE CONTENT FEATURE, \$750 PER PAGE**

Expert Tips | Feature Galleries | Design Palette | Real Wedding Story | Micro Weddings | Style Shoot  
Destination Weddings | Favourite Things | Wedding Worthy Venue

### **2 PAGE PACKAGE, \$1245 (regularly \$2095)**

1 Full Page Ad + 1 Full Page Content Feature + 1 Hardcover Coffee Table Book

### **3 PAGE PACKAGE, \$1845 (regularly \$2745)**

1 Full Page Ad + 2 Full Page Content Features + 1 Hardcover Coffee Table Book

### **DISPLAY ADS AVAILABLE\***

Covers \$1750 | Full Page \$1250 | Half Page \$850 | Quarter Page \$650

\*Ad design \$75 per hour



## THEWEDDINGRING.CA FOR 12 MONTHS

Who you are, why couples love you, what your specialties & prices are,  
gallery of images, and more

5 Million Page Views & 315,000 Unique Visitors Annually  
Inbox marketing via Wedding eNews to your targeted city

### PLATINUM

Vendor Profile • 5 Listings • 1 Featured Listings • 24 Images Per Listing • Feature Video  
Social Sharing • Email Contact Form • Phone • Website Link  
3 content features • Email marketing  
Fully Managed by the Team at the Ring  
**\$1400/year** per city (Multi-city packages available)

### GOLD

Vendor Profile • 1 Listing • 12 Images Per Listing • Social Sharing  
Email Contact Form • Phone • Self Managed  
**\$695/year** per city (Multi-city packages available)

### SILVER

Vendor Profile • 1 Listing • 6 Images Per Listing • Social Sharing  
Email Contact Form • Phone • Self-Managed  
**FREE** - limited one city



## SHARING THE LOVE IS ALWAYS INCLUDED!

**MAGAZINE:** All content features are converted to online features for TheWeddingRing.ca and shared across our social channels and in our Wedding eNews Blasts.

**WEB:** All advertorial features are shared periodically across our social channels and in our Wedding eNews Blasts. Featured clients can tag us in a post or story and we will regram or share.

**EXPOS:** Featured exhibitors are tagged in the event posts and on listed on expo website.  
Additional sharing options available.

Facebook 9,000 followers | Instagram 4,500 followers | Pinterest 5,000 monthly views  
Wedding eNews 15,000+ subscribers

- Campaigns -

Ruby

**THE WEDDING RING MAGAZINE SEPTEMBER 2023 PRINT & DIGITAL**

2 PAGE PACKAGE - 1 Full Page Ad + 1 Full Page Content Feature + 1 Hardcover Coffee Table Book

**THE WEDDING RING MAGAZINE JANUARY 2024 PRINT & DIGITAL**

2 PAGE PACKAGE - 1 Full Page Ad + 1 Full Page Content Feature + 1 Hardcover Coffee Table Book

**THEWEDDINGRING.CA FOR 12 MONTHS**

Advertorial feature on your business in one online city + up to 3 additional content features

**\$2995** (regularly \$5490)

Emerald

**THE WEDDING RING MAGAZINE SEPTEMBER 2023 PRINT & DIGITAL**

3 PAGE PACKAGE - 1 Full Page Ad + 2 Full Page Content Feature + 1 Hardcover Coffee Table Book

**THE WEDDING RING MAGAZINE JANUARY 2024 PRINT & DIGITAL**

3 PAGE PACKAGE - 1 Full Page Ad + 2 Full Page Content Feature + 1 Hardcover Coffee Table Book

**THEWEDDINGRING.CA FOR 12 MONTHS**

Advertorial feature on your business in one online city + up to 3 additional content features

**\$3995** (regularly \$6790)

Diamond

**THE WEDDING RING MAGAZINE SEPTEMBER 2023 PRINT & DIGITAL**

3 PAGE PACKAGE - 1 Full Page Ad + 2 Full Page Content Feature + 1 Hardcover Coffee Table Book

**THE WEDDING RING MAGAZINE JANUARY 2024 PRINT & DIGITAL**

3 PAGE PACKAGE - 1 Full Page Ad + 2 Full Page Content Feature + 1 Hardcover Coffee Table Book

**THEWEDDINGRING.CA FOR 12 MONTHS IN 3 CITIES**

Advertorial feature on your business in three online cities + up to 3 additional content features

**\$4995** (regularly \$8290)

# File Submissions and Digital Requirements

You may submit your digital ad ready to print or you may have us create an ad perfect for your needs.

## MATERIAL REQUIREMENTS

All ads must be submitted electronically (through dropbox, wetransfer, etc), or flash drive.

All files must be correct ad size. (with bleed)

All files must be high resolution original size, CMYK. 300dpi at 100%. NO LESS.

All image files must include photo credits. (do not submit images pulled from webpages)

All text must be embedded and outlined.

Keep all essential elements (text and logos) 1 1/2" inside the bleed trim for type safety.

Ads will be placed on our template.

Acceptable file types: PDF, .jpg, or .eps.

Bleed Safety: 0.25" on each side (0.5" in total)

## SUBMISSIONS FOR DESIGN AND AD CREATION

All images / logos must be provided CMYK, 300dpi at 100%. Images files can be .eps, .jpg, PDF formats.

NOTE: .GIF FILES will not be accepted. (.gif is internet only and will not reproduce well in print). All files must be high resolution original size.

AD CREATION: \$75 per hour

## Ad Specs

### PRINT AD UNIT SIZES

### BLEED

### TRIM (NO BLEED)

Full Page	9.00" wide x 11.50" tall	8.50" wide x 11.00" tall
Double Page	17.50" wide x 11.50" tall	17.0" wide x 11.00" tall
Half Page Horizontal	9.00" wide x 5.50" tall	8.50" wide x 5.25" tall
Half Page Vertical	4.50" wide x 11.50" tall	4.25" wide x 11.50" tall
Quarter Page		3.875" wide x 5.125" tall

