

# Fredericksburg Wedding

MEDIA KIT 2023 - 2024

The City of Fredericksburg Economic Development & Tourism is partnering with Alchemi Design creator of Walk The Aisle Weddings to publish the 2nd edition of the Fredericksburg Wedding. This high-end marketing tool is a magazine-sized, glossy color guide that serves as the leading resource for couples planning their weddings in the region.

With its rich history and picturesque downtown area, Fredericksburg, Virginia has become a popular wedding destination for couples from all over the region. Our magazine highlights the top wedding venues, vendors, and services in the area, providing invaluable information and inspiration to soon-to-be brides and grooms.

Advertising in our publication presents an opportunity for wedding professionals to target a specific audience and grow their business in this thriving industry. By joining our group of wedding professionals, you'll have the chance to showcase your services to couples planning their dream wedding in Fredericksburg, Virginia.

The Fredericksburg Economic Development & Tourism is dedicated to assisting you in increasing your business and directing new customers to you. We are excited to produce the 2nd edition of our wedding guide, which will help increase exposure and grow the local wedding economy.



## Publishing

Over 2,500 Printed Copies  
18-24 Month Targeted Circulation

## Digital Edition

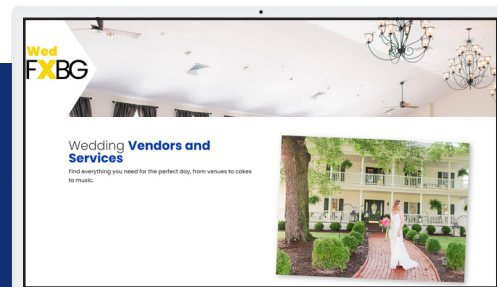
FXBG.com  
FredericksburgVa.com  
walktheaisleweddings.com

## Advertised on

VisitFXBG Social Media

## Direct Mail

Request a FREE copy  
of Fredericksburg Wedding on  
The City of Fredericksburg  
Economic Development & Tourism  
website FXBG.com



FOR MORE INFORMATION

*Lindsay Fuccillo*, Account Executive  
978-8525810 | lindsay@alchemidesign.com

# Fredericksburg Wedding

MEDIA KIT 2023 - 2024

## Printed Guide

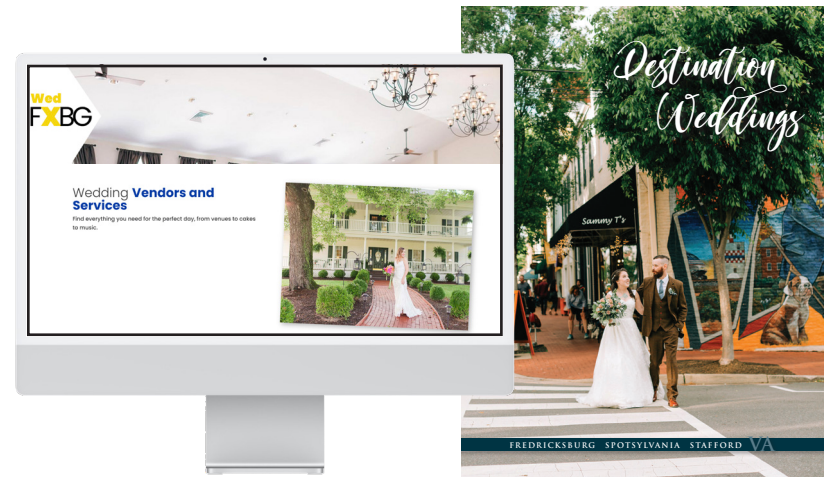
The Fredericksburg Wedding magazine is the leading resource for couples planning their weddings in the region. Our goal is to highlight the top wedding venues, vendors, and services in the area, providing invaluable information and inspiration to soon-to-be brides and grooms.

Our magazine is distributed over 18-24 months through various channels ensuring that your advertisement reaches a large and diverse audience.

Advertisers will receive copies of the book to incorporate into individual wedding marketing efforts. Ads are in color and include complimentary ad design with ad purchase. Limits apply.

AD SIZES	(WxH)	*COST
1/8 Page (Hz)	3.875" x 2.3125"	\$395
1/4 Page (Vt)	3.875" x 5.125"	\$675
1/2 Page (Hz)	8" x 5.125"	\$895
Full Page Bleed	8.375" x 10.875"	\$1675
Inside Back Cover	8.375" x 10.875"	\$1875
Back Cover	8.375" x 10.875"	\$1995
2 Page Spread	16.75" x 10.875"	\$2995

\*Cost based on 18-24 months



## Digital Edition & Wedding Vendor Listings

More couples are increasingly relying on the internet as an essential source of information to plan their weddings. In addition to print, the Fredericksburg Wedding guide will also appear in a digital version, which can be emailed to prospective clients and is featured on:

- FXBG.com
- FredericksburgVa.com
- walktheaisleweddings.com

Advertising in the Fredericksburg Wedding guide automatically lists your business in online directories at these websites, providing potential customers with comprehensive information including your business address, phone number, website link, photos, and more.



Lindsay Fuccillo, Account Executive

978-852-5810 | lindsay@alchemidesign.com

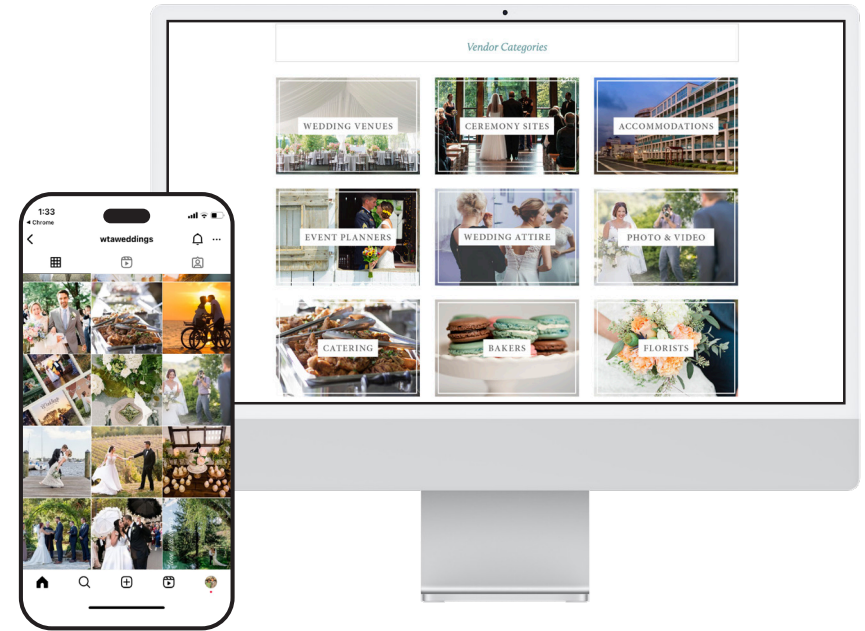
# Walk the Aisle WEDDINGS

Advertisers in the Fredericksburg Wedding guide will receive the ADDED VALUE of an upgraded vendor listing at [www.walktheaisleweddings.com](http://www.walktheaisleweddings.com) for 2 years.

- ¼ & ½ Page Ads: Featured Vendor Listing
- Full Page & Spread Ads: Premier Vendor Listing

At Walk the Aisle Weddings, we're passionate about helping every couple plan their perfect day with confidence and ease. Thousands of engaged couples throughout the Chesapeake Bay region rely on us to find quality vendors like you. Our vendor directory is organized by category and geographical region, making it easy for couples to find your services for both local and destination weddings.

We feature our vendors in our editorial blogs and social media, giving you more exposure and helping couples learn about your business. Vendors and couples can submit content to our editors for review and potential posting on our website, social media, or publications. Join our community of wedding professionals and let us help you reach the couples who are looking for your services.



THE ULTIMATE  
*Wedding Planning Resource*  
FOR THE  
*Chesapeake Bay Area*

LEARN MORE AT  
[www.walktheaisleweddings.com](http://www.walktheaisleweddings.com)

## *Basic Listing*

- ✓ Business Information & URL
- ✓ Desired Filter Search

FREE  
LISTING!

## *Featured Vendor*

- ✓ 1 Image
- ✓ Business Information & URL
- ✓ Desired Filter Search

## *Premier Vendor*

- ✓ Micro-site with 10 Images
- ✓ Business Information & URL
- ✓ Desired Filter Search
- ✓ 300 Word Descriptive Paragraph
- ✓ Listed Above Basic Vendors
- ✓ WTAW Blog & Social Media Contributor

# Fredericksburg Wedding Publication Ad Specifications

## Complimentary Ad Design

Complimentary ad design is included with the purchase of a Fredericksburg Virginia Wedding Ad. Limited to 2 rounds of edits. Must supply logo, high res photos, copy and design samples to Alchemi Design.

## Ad Specifications and Rates

\*Cost based on 18-24 months

AD SIZES	(WxH)	*COST
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## Artwork Specifications

All artwork must be supplied in PDF format, 300 DPI or larger. Do NOT pull images from web pages. All images should use the CMYK or grayscale color space. Do NOT submit files in RGB or PMS.

PUBLICATION TRIM SIZE: 8.375" x 10.875"

IMAGE RESOLUTION: 300 DPI

SAFETY: 1/4 and 1/2 page ads: .25" margin

Full Page and 2 Page Spread .5" margin

\*BLEED: 1/4" extra outside trim on all sides. No crop marks

Download the INDD template on [walktheaisleweddings.com/advertise-fredericksburg-virginia-wedding-guide](http://walktheaisleweddings.com/advertise-fredericksburg-virginia-wedding-guide)

## QUESTIONS ABOUT YOUR AD DESIGN?

*Hannah Frauenhofer*, Designer

386-983-0522 | [hannah@alchemidesign.com](mailto:hannah@alchemidesign.com)

