

CHARLESTON, SOUTH CAROLINA



2011

ADVERTISING & MEDIA KIT

(MODIFIED AUGUST 2011)

• WWW.THEWEDDINGROW.COM •

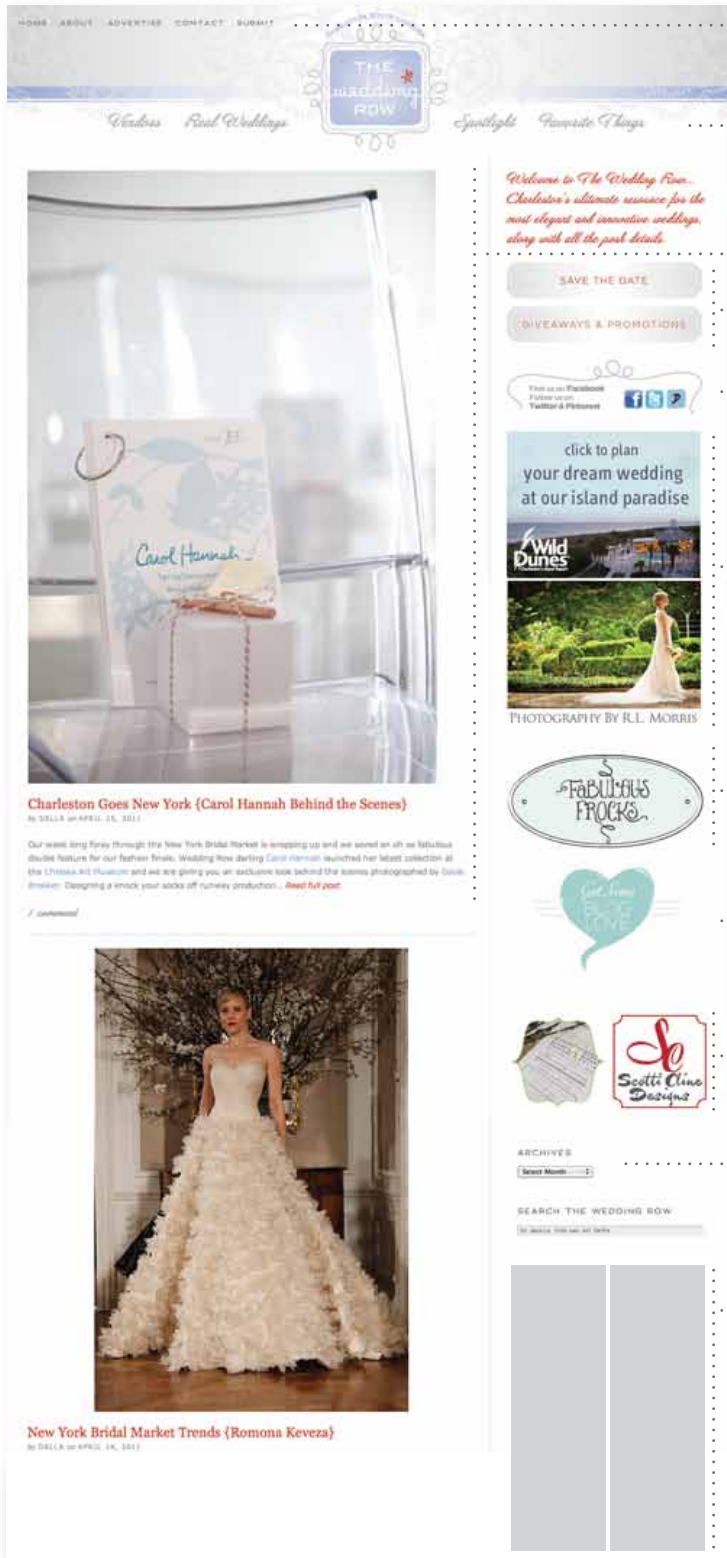
LOVE STYLED WELL.



THE WEDDING ROW IS CHARLESTON'S ULTIMATE RESOURCE FOR WEDDINGS. From the chic, to the elegant, to the over-the-top fabulous, we divulge all the details here. Whether you are a bride, a groom, or just wedding obsessed, The Wedding Row is here to explore, discuss, and share all things matrimonial. The wedding industry thrives in Charleston, and the creative minds behind the industry feed its growth. We feature a select collection of vendors who comprise the upper tier of their respective trades. Trailblazers in style, creativity, and service, their work consistently awes and inspires.



TWR ANATOMY



SECONDARY NAVIGATION

PRIMARY NAVIGATION

BLOG POST

QUICK CLICKS TO:
SAVE THE DATE & PROMOTIONS

TWR SOCIAL MEDIA

AD SPACE - A
(see page 7 for rates)

AD SPACE - B
(see page 7 for rates)

LOVE OF BLOGS

AD SPACE - C
(see page 7 for rates)

SEARCH BY MONTHLY ARCHIVE

SEARCH TWR

AD SPACE - D
(see page 7 for rates)

TWR

STATISTICS



CHARLESTON IS A TOP TEN DESTINATION WEDDING CITY FOR MANY REASONS. She is filled with gorgeous venues, spectacular views and many gifted professionals that transform mere weddings into works of art. TWR is a visual stage for all the posh details. Our goal is to synergistically work with the entire wedding community to share inspiration with brides and our wedding obsessed readers. Here are some tasty tidbits about our viewers. . .

90

COUNTRIES

6

CONTINENTS

OVER
25,000
MONTHLY

51%
OF VISITORS
ARE NEW

OVER
75,000
MONTHLY
PAGE VIEWS

49.84%
VISIT MULTIPLE
PAGES



PAGE **ONE** GOOGLE RANKINGS FOR THE FOLLOWING SEARCHES:

Wedding Blogs	6
Charleston Wedding Venues	10
Charleston Weddings	4
Wedding in Charleston	9
Weddings in Charleston	7
Charleston Wedding Blog	1
Charleston Wedding Blogs	1
Charleston Wedding	7
Charleston Wedding Resource	2

TWR

EXCLUSIVE PERKS



THE WEDDING ROW IS EXCITED TO ANNOUNCE OUR NEW eGLOSSY - **SMITTEN**. LAUNCHED August 2011. This digital publication serves as an inspirational look book to a national audience. Also, Wedding Row Vendors and Advertisers, receive preferred rates for Advertising. Please visit www.Smitten-Mag.com for the Media Kit and Advertising rates.

The **LOVE OF BLOGS** is yet another platform The Wedding Row spotlights its Vendors and Advertisers Blogs - increasing even more traffic to your Blog!

TWR is an editorial partner with TWO BRIGHT LIGHTS, creating another method to send submissions with ease directly to The Wedding Row.



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SOCIAL MEDIA



TWR

ADVERTISING OPPORTUNITIES



AD CAMPAIGNS ARE SOLD IN THREE MONTH CONTRACTS. All Ads are subject to approval to ensure the aesthetic integrity of TWR. We reserve the right to not publish an Ad. We recommend Hoppmann Creative for assistance in Ad design, they offer our clients specialized rates. . . info@hoppmanncreative.com.

<p>A LARGE RECTANGLE</p>	<p>B SMALL RECTANGLE</p>	<p>C SQUARE</p>	<p>D TALL RECTANGLE</p>
<p>SOLD OUT</p>	<p>SOLD OUT</p>	<p>\$80 MONTHLY <small>(to ensure equal visibility, ads rotate on each page refresh.)</small></p>	<p>\$185 MONTHLY <small>(to ensure equal visibility, ads rotate on each page refresh.)</small></p>
<p>284 (w) x 215 (t) PIXELS</p>	<p>284 (w) x 137 (t) PIXELS</p>	<p>137 (w) x 137 (t) PIXELS</p>	<p>137 (w) x 415 (t) PIXELS</p>
<p>72 DPI JPEG or GIFF LIMIT TO 3 FRAMES 30K MAX FILE SIZE</p>	<p>72 DPI JPEG or GIFF LIMIT TO 3 FRAMES 30K MAX FILE SIZE</p>	<p>72 DPI JPEG or GIFF LIMIT TO 3 FRAMES 30K MAX FILE SIZE</p>	<p>72 DPI JPEG or GIFF LIMIT TO 3 FRAMES 30K MAX FILE SIZE</p>

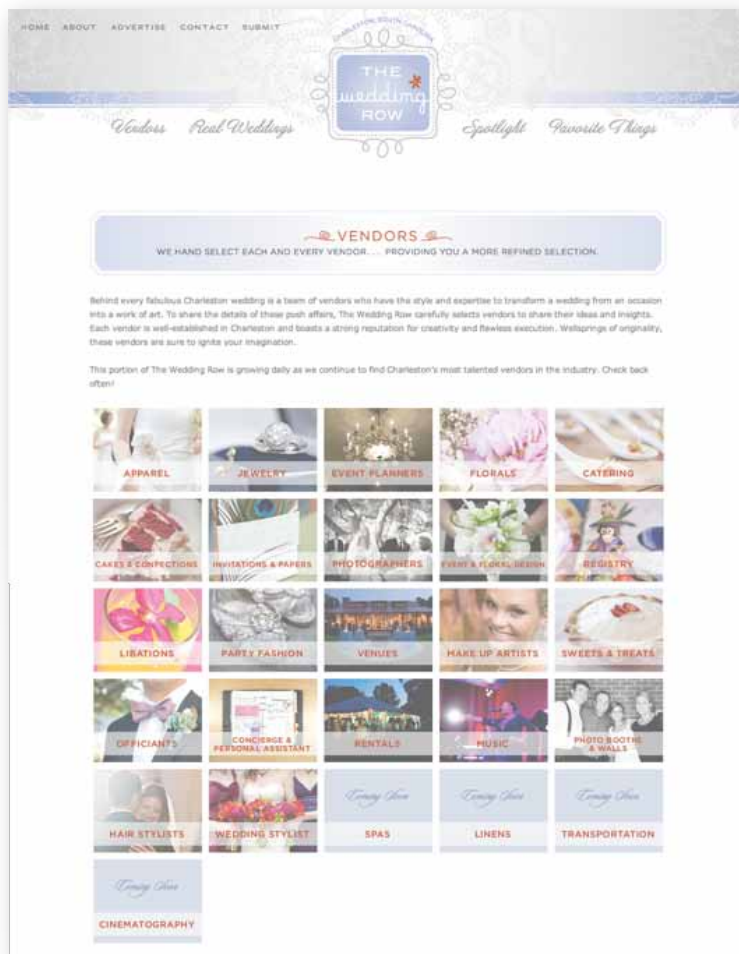
Payment in full is required prior to Ad publication.

TWR VENDOR OPPORTUNITIES



THE WEDDING ROW APPROVES A SELECT FEW FOR EACH CATEGORY OF VENDORS. By being a featured vendor you will be listed among an elite, preset number of FOUR* vendors per category. This provides our readers a more refined selection of vendors. Some categories have been filled to capacity, but TWR always takes requests due to some openings may become available in time.

*** If the category you desire already has the maximum FOUR vendors, please email a request to be considered for that categories wait list.**



FEATURED VENDOR

STARTING AT
\$600
ANNUALLY

EACH VENDOR
PROVIDES:

LOGO
ONE FEATURE PHOTO
PHONE NUMBER
WEBSITE ADDRESS
& BRIEF DESCRIPTION
(optional)
SOCIAL MEDIA LINKS

Payment in full is required prior to Vendor listing publication.

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THANK YOU
FOR YOUR CONSIDERATION

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