360 WEST

Weddings

MEDIA KIT 2018

360 West Weddings reaches thousands of brides and grooms who are planning weddings in Tarrant County and surrounding areas each year. We have designed an integrated marketing package that provides maximum reach and exposure, incorporating print advertising, direct mail and online platforms. Hundreds of area bridal retailers are taking advantage of this unique, hyper-local package to grow their business.

Tarrant County's Luxury Wedding Magazine

360 WEST
Weddings

360 WEST WEDDINGS MAGAZINE

With more than 30,000 print and digital copies distributed annually, our signature product is dedicated to serving the Tarrant County market and surrounding areas. Each issue has fresh editorial content, references, the most complete reception-site guide, fashion spreads, wedding trends and pages and pages of current insights into what brides are looking for. It is the most comprehensive local information source for planning a wedding in and around the Tarrant County area. Magazine advertisers also benefit by having automatic inclusion in the digital edition and an online presence on 360westweddings.com.

360 West Weddings provides Tarrant County area brides and grooms the local information they need to plan the perfect wedding. Advertisers in *360 West Weddings* have the added value of being listed online on the 360westweddings.com resource directory with their address, phone number, and link to their website.

INSIDE

Every issue contains 100% local content, from the articles to the advertisers, with fresh content every six months. Our comprehensive editorial content covers every aspect of the process with advice on the best in wedding consultants, the latest trends, bridal gowns, beauty, photography, wedding party attire, jewelry, flowers, cakes, invitations, registries, reception venues and entertainment and honeymoon planning — all local and all upscale. It makes for an excellent reference piece that brides refer to again and again.

DISTRIBUTION

360 West Weddings is published twice a year, in January and July with an annual print/digital distribution of over 30,000 copies.

COMPLIMENTARY

- In all *360 West Weddings* magazine advertiser locations across Tarrant County and surrounding areas
- Direct mailed monthly to our database of recently engaged couples
- Copies are distributed at local bridal events that *360 West Weddings* sponsors throughout the year

FOR PURCHASE

- Area Barnes & Noble, Central Market, Whole Foods and Books-A-Million stores throughout the Tarrant County area.

360 WEST Weddings

360WESTWEDDINGS.COM

Along with bridal magazines, today's brides and grooms are using the Internet as an essential source of information to plan their weddings. 360westweddings.com is here to fill that need. In addition to providing great editorial and wedding planning advice, it is home to one of the best directories of local wedding retailers.

ON-LINE WEDDING PLANNING

Eighty-one percent of all engaged couples gather information to plan their weddings by using the Internet, making the online wedding market worth over $7.9 billion annually.

DIGITAL EDITION

360westweddings.com is the luxurious local online resource for area brides and grooms. All print ads also appear with a link in the digital version of *360 West Weddings*. The digital edition is also accessible for free via our applications on iPhone, iPad and Android devices. So no matter where today's engaged couple may be, the most comprehensive magazine of local wedding professionals is at their fingertips.

PROMOTION ON CAMPUS AND VIA *360 WEST*

Newspaper ads in *TCU's Daily Skiff*, drive local brides to the digital version on 360westweddings.com. We also heavily promote the digital edition in *360 West* magazine

DIGITAL ADVERTISING OPPORTUNITIES

- Home page banner (300w x 250h) –$300/month, $1,000 for 6 months
- Digital presentation pages (adjacent to the front and back covers of the digital edition) –$750/month, $2,500 for 6 months

*Source: Shane McMurray & www.theweddingreport.com

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360 WEST WEDDINGS MAGAZINE/ 360WESTWEDDINGS.COM PACKAGE

Ad Size/Position	1 Issue	2 Issues	4 Issues
Two-page Spread	$4,760	$4,375	$4,120
Back Cover	$4,265	$3,925	$3,670
Inside Front	3,755	3,455	3,235
Inside Back	3,300	3,040	2,850
Page 1	3,440	3,160	3,025
Page 2-7	3,235	2,975	2,770
Page 8-11	3,040	2,795	2,615
Full Page	2,975	2,735	2,575
2/3 Page Vertical	2,555	2,350	2,230
1/2 Page Horizontal	1,970	1,810	1,715
1/3 Page H/V	1,520	1,395	1,320
1/6 Page	900	815	750

Advertisers in *360 West Weddings* magazine will have a link/listing online at 360westweddings.com. Ads are 4-color and include ad design by our staff at no additional charge. All rates are quoted gross, per issue. Eligible ad agencies receive 15% discount with digital ready materials.

Magazine Dates & Deadlines

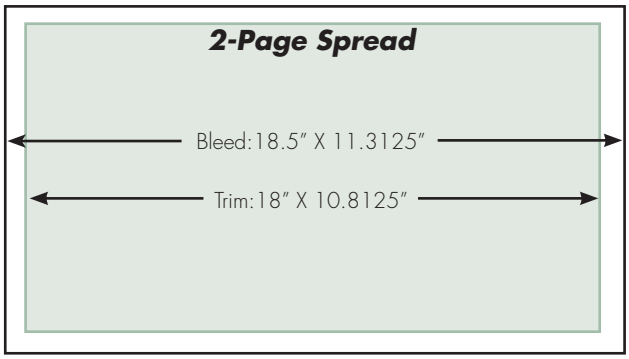
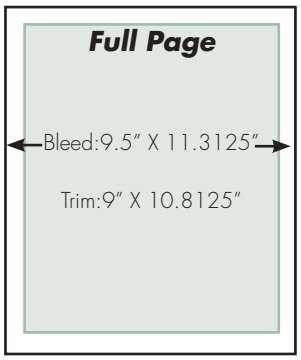
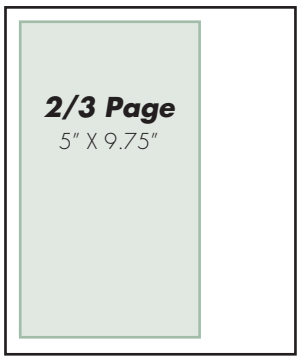
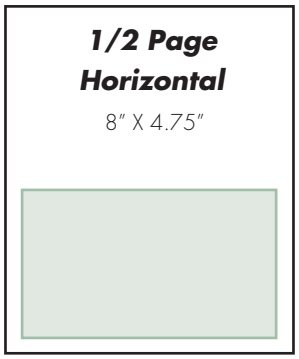
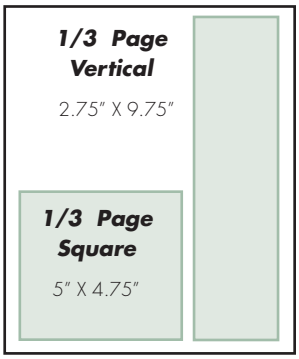
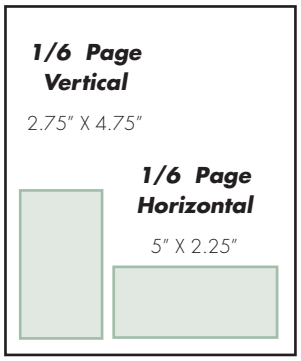
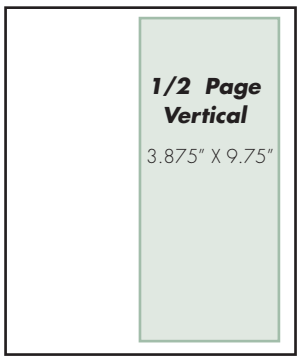
ISSUE	DEADLINE	AVAILABLE
January to June 2018	December 15, 2017	January 10, 2018
July to December 2018	June 22, 2018	July 6, 2018

Publication Trim Size: 9" X 10.8125"

Image Resolution: 300 DPI **Line Screen:** 150 DPI

Safety: 3/8" from the trim on all sides

Bleed: 1/4" extra outside trim on all sides

Acceptable File Formats: jpeg, tif, eps or PDF/X-1a files are accepted. Please make sure all fonts are outlined and embedded.

- For information on creating PDF/X files go to www.adobe.com.
- All images must be **high-resolution,** 300 DPI and placed in document at no more then 125% of its original size.
- All images should use the CMYK or greyscale color space. Do not submit files in RGB, PMS or images pulled from web pages.
- Please include bleed and crop marks with a 1/4" offset from trim size.