

THE *Wedding* GUIDE to the Outer Banks

Covering the destination
Wedding Industry
 of the Outer Banks Area



PRINT

THE WEDDING GUIDE TO THE OUTER BANKS

2024 ISSUE: Published Jan. 2024

DIGITAL

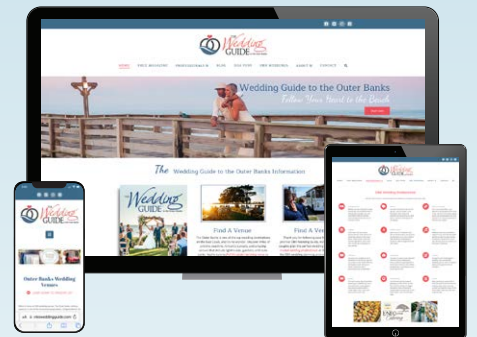
DIGITAL MAGAZINE & WEBSITE

OUTERBANKSWEDDINGGUIDE.COM
 OUTERBANKS.COM

Reservation Deadline: 12/06/23 **Ad Approval:** 12/13/23

Since 2001, *The Wedding Guide to the Outer Banks* has been the premier resource for couples preparing to marry on the Outer Banks. From wedding fashions, trends, planners, cakes, flowers and decor to a comprehensive venue and accommodations guide – our beautiful magazine delivers local, inspiring wedding content to thousands of brides-to-be every year.

- Magazine mailed directly to **bridal inquiries** coming from *OuterBanksWeddingGuide.com* **PLUS** *OuterBanks.com* which has **over 1.2 million unique visitors** per year, along with leads from bridal shows in Virginia.
- Promoted and handed out at bridal shows in Central, Northern and Coastal Virginia markets throughout 2024.
- Free rack circulation throughout the Outer Banks, in over 50 locations!



- **2024** All advertisers included on OuterBanks.com with an Upgraded Listing, reaching over 1.2 million unique users per year!
- Advertiser Profile Page (responsive to all devices) on both websites to include logo, contact info, photos with links to advertiser website, email and Google map location.
- Magazines available on both websites via Virtual Book link.

Distribution that Matters Most!

700 Magazines
Distributed at
Virginia Bridal
Shows in 2023

BRIDAL SHOW ATTENDANCE 2023 & 2024

*Coastal Virginia Wedding
Showcase*
Virginia Beach, January

*Show Bride Spring
Engagement Expo*
Virginia Beach, March

Uniquely Yours Showcase
Norfolk, January

Richmond Bridal Expo
Richmond, March

*Show Bride Winter
Engagement Expo*
Hampton, January

T. Rose Bridal Shows
Alexandria, Richmond,
Washington, DC

*Central Virginia Wedding
Showcase*
Lynchburg, April

Bag sponsor where Outer Banks
Wedding Guide was included in all
check-in bags



LOCAL DISTRIBUTION OUTLETS

Atlantic Realty KH
Basnights Lone Cedar NH
Black Pelican
Carolina Designs Realty Duck
Comfort Inn North
Comfort Inn South NH
Currituck Visitor Center Moyock
Currituck Visitors Center Corolla
Dawn's Kitchen
Duck Woods Country Club
Southern Shores
First Colony Inn NH
Food Lion Corolla (seasonal)
Food Lion KDH (seasonal)

Food Lion Southern Shores
(seasonal)
Hampton Inn Corolla
Harris Teeter Corolla (seasonal)
High Cotton KH
Hilton Garden Inn KH
Inn at Corolla Light
Jennettes Pier NH
Kilmarlic Golf Powells Point
Metro Rental
Mike Dianna's Grill Room
Nags Head Golf Links NH
Oasis Suites Hotel NH
Ocean Atlantic Event Rentals

Outer Banks Beach Club
Outer Banks Brewing Station KDH
Outer Banks Chamber
Outer Banks Florist and Formal NH
Outer Banks Visitor Center
Outer Banks Visitor Center Manteo
Owens Restaurant NH
Pigman's BBQ
Ramada Inn
Resort Realty NH
Roanoke Island Inn Manteo
Sanctuary Vineyards
Sanderling Resort
Sea Ranch Resort KDH

Seaside Vacations KDH
Shutters on the Banks
Sugar Creek Restaurant NH
Surf Side Hotel NH
Surfin Spoon NH
The Elizabethian Gardens Manteo
The Event Boutique
The Pavillion Pirates Cove Manteo
Twiddy Realty
Twiddy Realty Duck
Unique Nails and Spa KH
Village Table and Tavern Duck
Westside Inn Manteo
Whalehead Club

Note: Most are replenished up to 3x throughout the year.

OPTIONAL BRIDAL SHOW PRESENCE

Discounted Booths at the 2024 Coastal Virginia Wedding Showcase

January 7, 2024 • Founders Inn & Spa, Virginia Beach
1-4pm • Expected Attendance 750+

Basic Table Price: \$350 (6' table in foyer/hallway), normal rate \$475

Regular Booth Price: \$500 (single 8' x 10'), normal rate \$650

Double Booth Price: \$1,000 (double 8' x 20'), normal rate \$1,200

Note: \$75 surcharge for electricity if needed

Scan for a recap of the 2023 Wedding Showcase



ADDED VALUE PROGRAMS

Wedding Venue Features

Have one of your top weddings highlighted in a full page "feature" format. **Special 40%-50% discount rates apply to these formatted ads.** Specs: Up to 4 photos + 250 words of copy.

Ask The Service Experts

This Q & A, 1/2 page format positions each advertiser as an industry expert.

Each category is exclusive to one advertiser. Categories include hair and makeup, spas, wedding planners, officiants, florists, bakeries, jewelry, apparel, photography, honeymoon, and transportation. Exclusive availability as added value towards service experts with 1/2 page or larger ad purchase. Specs: Up to 5-6 Q & A's + photo + information about expert.

WEDDING VENUE FEATURE SAMPLE

PACKAGES INCLUDE

Full or Double Page Package

Full or Double Page Ad in the Wedding Guide to the Outer Banks

- **OuterBanks.com** Upgraded Listing (1.2 million unique visitors annually)
 - Profile page including photo, unlimited/updatable text, web link + map locator feature
 - Automated advertiser traffic results
- **OuterBanksWeddingGuide.com** Featured Listing (on 1 vendor category)
 - Profile page including 8 photos and 300-word business description
 - Links to website, email, social media and map locator
- Ad Placement in digital online Wedding Guide

Half Page Package

Half Page Ad in the Wedding Guide to the Outer Banks

- **OuterBanks.com** Upgraded Listing (1.2 million unique visitors annually)
 - Profile page including photo, unlimited/updatable text, web link + map locator feature
 - Automated advertiser traffic results
- **OuterBanksWeddingGuide.com** Featured Listing (on 1 vendor category)
 - Profile page including 6 photos and 160-word business description
 - Links to website, email, social media and map locator
- Ad Placement in digital online Wedding Guide

Quarter Page Package

Quarter Page Ad in the Wedding Guide to the Outer Banks

- **OuterBanks.com** Upgraded Listing (1.2 million unique visitors annually)
 - Profile page including photo, unlimited/updatable text, web link + map locator feature
 - Automated advertiser traffic results
- **OuterBanksWeddingGuide.com** Featured Listing (on 1 vendor category)
 - Profile page including 2 photos and 35-word business description
 - Links to website, email, social media and map locator
- Ad Placement in digital online Wedding Guide

THE WEDDING GUIDE TO THE OUTER BANKS 2024 RATES

All Rates Include: Bridal Leads, Complimentary Ad Design, Listings on OuterBanks.com plus OuterBanksWeddingGuide.com

Ad Size	Annual Rate	Annual Rate Full Page Wedding Venue Feature + Selected Display Ad	Discounted Target Display Rates Tactics Include Display Search & Retargeting 120,000 Impressions (3 months at 40K)
Full Page	\$3,290	\$4,935	\$1,440
1/2 Page	\$2,620	\$4,430	\$1,440
1/4 Page	\$1,930	\$3,900	\$1,440
Back Cover	\$4,030	\$5,675	\$1,440
Double Page	\$5,920	\$7,570	\$1,440
Inside Front or + PG 3	\$3,920	\$5,565	\$1,440

Billing is upon publishing with 15 day terms. Installment payments can be offered to established accounts in good standing.

We accept all major credit cards (3% surcharge fee applies), *ACH payments accepted with no service fees.*

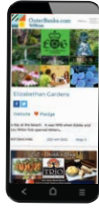
See next page for website only options



2 MILLION

REASONS TO ADVERTISE

Appearing on page one of most Google searches, advertisers get 1,000's of clicks/referrals from OuterBanks.com!



Sample Gold Level Package Page

Annual Analytics as of 9/1/23

Sessions: 1,633,948 Users: 1,282,514

Page Views: 2,834,940 Customer Referrals: 797,510

(click-thrus, map clicks, video views, coupon clicks, coupon prints and phone clicks)

Automated Advertiser Traffic Results Provided Regularly

Website Advertising Packages

OuterBanks.com

ADVERTISING UPGRADED LISTING

\$550 Value (Included w/Magazine Ad Buy - \$1500 w/out Print Ad)

- Profile page including photo, unlimited/updatable text, web link + map locator feature

SILVER PACKAGE

\$1,930 (\$2900 w/out Print Ad Buy)

- 2nd highest tier ad, above Upgraded Listing with click-thru ability from category page. Profile page includes 4 photos. 50,000 guaranteed Run-of-Site Impressions annually.

GOLD PACKAGE

\$2,820 (\$3850 w/out Print Ad Buy)

- Highest tier ad, featuring click-thru ability from category page and video placement. Profile page includes 6 photos. 100,000 guaranteed Run-of-Site Impressions annually.

Content Page Sponsorships & Events Packages Also Available.

*Above pricing applies to all segments except Vacation Rentals, Real Estate & Hotels.



Website Advertising Options

OuterBanksWeddingGuide.com

FEATURED LISTING

(Included w/Magazine Ad Buy - \$1200 w/out Print Ad)

- Placement within "Professionals" tab on one vendor category
Profile page including 2-8 photos and 35-300-word business description (levels depend on print ad size)
Links to website, email, social media and map locator

FOOTER LEADERBOARD Throughout Site in Rotation on All Pages (4 available) (\$3,600 w/out Print Ad)

TOP LEADERBOARD BANNER In Rotation Within Your Professional Category (\$1,680 w/out Print Ad)

IN-ARTICLE BANNER AD In Rotation Within Your Professional Category (\$1,200 w/out Print Ad)

- Banner ad in rotation within online articles

Leaderboard and In-Article Banner Ad = 800w x 200h

Advertising Specs

Dimensions shown are width x height.

FULL PAGE

Non-Bleed 8.5 x 10.375

Bleed 9.25 x 11.125

Trim Size = 9 x 10.875

1/4 PAGE 3.7 x 4.7

1/2 PAGE VERTICAL 3.7 x 9.625

1/2 PAGE HORIZONTAL 7.625 x 4.7

* Full page and double page ad .125" all around for bleed, live area is safe within .5" of trim. ** 1/2 Page and larger ads can bleed off the top, bottom and side edges of the page.

ARTWORK: Digital-ready, high resolution PDF

RESOLUTION: 300 dpi minimum

COLORS: CMYK only; No RGB or spot colors

EMAIL COMPLETED ADS TO:

Julie Matthews | 757-422-8979 ext. 145 | julie@vgnet.com

Important Dates

SALES DEADLINE: December 6, 2023

AD APPROVAL: December 13, 2023

PUBLISHING DATE: January 2024



Photographers

- Photo submissions with a photo release receives photo credit in magazine.
Real Wedding submissions for consideration must accompany completed form.
Image files along with a digital contact sheet (pdf) should be sent via WeTransfer, DropBox or other file sharing service. Send to Julie@vgnet.com.
Though not preferred, flash drives will be accepted. Please mail to: 1264 Perimeter Parkway, Virginia Beach, VA 23454; Attention: Julie Matthews.

Above forms are available on: OuterBanksWeddingGuide.com, ABOUT tab.

Published by VistaGraphics, Inc.



Jeff Donohue | 252-202-5029 | jeff@vgnet.com

Jay Bellamy | 252-202-4015 | jay@vgnet.com



Scan for Digital Media Kit + Virtual Magazine, Links and More.