

# 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 FEB. 2024

**DIGITAL**

**DIGITAL MAGAZINE & WEBSITE**  
OUTERBANKSWEDDINGGUIDE.COM  
OUTERBANKS.COM

**Reservation Deadline: 1/19/23 Ad Approval: 1/26/23**

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.

SERVICE EXPERT SAMPLE

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.*

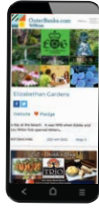
**See next page for website only options**



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: January 19, 2024

AD APPROVAL: January 26, 2024

PUBLISHING DATE: February 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.



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