

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
2025 ISSUE: Published January 2025

DIGITAL
DIGITAL MAGAZINE & WEBSITE
OUTERBANKSWEDDINGGUIDE.COM
OUTERBANKS.COM

Reservation Deadline: 1/8/25 Ad Approval: 1/15/25

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 2025.
- Free rack circulation throughout the Outer Banks, in over 50 locations!



- **2025** 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.



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 7/24/24

Sessions: 1,103,302 Users: 985,255

Page Views: 1,822,387 Customer Referrals: 1,449,752

(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.

Table with 4 columns: FULL PAGE (Non-Bleed 8.5 x 10.375, Bleed 9.25 x 11.125, Trim Size = 9 x 10.875), 1/2 PAGE VERTICAL (3.7 x 9.625), 1/4 PAGE (3.7 x 4.7), 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:

Mercedes Bethune | 757-422-8979 ext. 125 | mbethune@vgnet.com

Important Dates

SALES DEADLINE: January 08, 2025

AD APPROVAL: January 15, 2025

PUBLISHING DATE: January 2025



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 CSinclair@vgnet.com. Though not preferred, flash drives will be accepted. Please mail to: 1264 Perimeter Parkway, Virginia Beach, VA 23454; Attention: Christina Sinclair.

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.