



MEDIA KIT | WEDDINGS  
2015 / 2016

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## design / lifestyle / wed

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As one of the first all digital wedding magazines, Smitten Magazine has set the standard for online publication in the industry. Like our audience, we have grown and evolved – now the go-to digital publication for those seeking authentic, truthful, and often understated design.

In every issue you will find / to-the-point editorials / highly curated trends / lifestyle inspiration / authentic weddings / doable diy / truthful style. All while showcasing designs and imagery from hand selected designers and photographers worldwide. Our clean format and aesthetics offer a unique take on design / lifestyle / weddings, and sets the stage for content that matters most.

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## why digital, why smitten magazine?

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Available in two convenient formats / Free Digital + Print

**hot links** / unlimited URL links can be embedded into your Ad, delivering an instant connection between you and your customers. Readers are taken directly to your Website, Blog, Facebook, Twitter or open an e-mail message with a single click.

**pinterest** / users can pin images, Ads, and articles directly from the digital magazine and into their inspiration boards. This keeps you in their thoughts and easily accessible .

**shelf life** / with a digital on-line archive of every issue, your Ad will live on indefinitely. Readers browse multiple issues daily, no matter the date of publication – providing our advertisers long term results.

**roi + tracking** / the effectiveness of your Ad can be measured by your own analytics. Easily track the increase in traffic to your site with *www.smitten-mag.com* as the referral.

**green** / as the design / lifestyle / + wed digital publication, our impact is big and our carbon footprint is small.

86% of tablet owners prefer to read magazines on their devices.

87% of tablet owners want the ability to purchase products and services directly by clicking on an ad.

91% read/tap on advertisements appearing in electronic publications.

90% access the same magazine issue 2 or 3 times.

– Source / Affinity/MPA, GFK MRI 2013



2,967,000

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AVERAGE  
IMPRESSIONS  
PER ISSUE



680,000

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AVERAGE  
READS PER  
ISSUE



17.08

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AVERAGE  
MINUTES SPENT  
PER ISSUE



43,000

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AVERAGE  
READS PER  
MONTH



Stats based on most recent 2014 issues. Numbers continue to grow for every issue as they are always readily available for online viewing + print on demand.  
Photo Credits / Corbin Gurkin / Jen Huang / Alissa Saylor / Jessie Holloway / Jen Huang

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## partnerships

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As a proud member of the massive *Lover.ly* network, this allows our readers, vendors, and advertisers to benefit from weekly exposure on the *Lover.ly* website and social media platforms. In addition, Smitten Magazine is a *Real Simple* partner – this added exposure means higher traffic for our featured vendors and advertisers.

We currently work closely with editorial partners like, *Wedding Paper Divas*, *Domino Magazine*, *Lover.ly*, and *Burnette's Boards* to name a few.

If you feel your company has a like-minded aesthetic as Smitten Magazine, and have great content to share, please email our editors at [audrey@smitten-mag.com](mailto:audrey@smitten-mag.com) or [becky@smitten-mag.com](mailto:becky@smitten-mag.com).

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## social media

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Visit us via social media for Magazine and Blog updates, vendor spotlights, and news + giveaways.

[instagram](#) / [pinterest](#) / [facebook](#) / [twitter](#)

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## media deadlines

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### Volume 12

Contract + Payment /  
due by July 31, 2015  
Ad Files /  
due by August 7, 2015

### Volume 14

Contract + Payment /  
due by January 15, 2016  
Ad Files /  
due by January 29, 2016

### Volume 16

Contract + Payment /  
due by July 15, 2016  
Ad Files /  
due by July 29, 2016

### Volume 13

Contract + Payment /  
due by October 16, 2015  
Ad Files /  
due by October 30, 2015

### Volume 15

Contract + Payment /  
due by April 15, 2016  
Ad Files /  
due by April 29, 2016

### Volume 17

Contract + Payment /  
due by October 14, 2016  
Ad Files /  
due by October 28, 2016

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magazine advertising rates / 2015-2016

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		1 ISSUE	2 ISSUES	3 ISSUES
<b>Standard Positioning</b>  <i>priced per ad</i>  <i>limited availability per issue</i>	DOUBLE PAGE	\$700	\$650	\$600
	FULL PAGE	\$450	\$425	\$400

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		1 ISSUE	2 ISSUES	3 ISSUES
<b>Premium Positioning</b>  <i>priced per ad</i>  <i>highly limited availability per issue</i>	INSIDE FRONT COVER	\$900	\$850	\$800
	FULL PAGE IN FIRST 15 PAGES	\$600	\$575	\$550

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**bonus to our advertisers - a \$200 value**

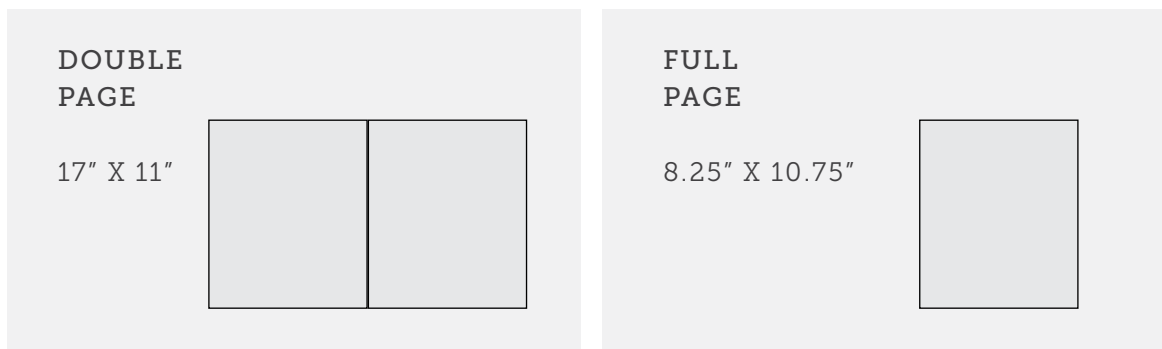
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Magazine advertisers who sign up for three issues receive a FREE 3-month Ad on the Smitten Blog with purchase and 3 Instagram shoutouts!

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## magazine advertisement size options

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## magazine advertisement specifications

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- RGB mode
- Ad file must be sized to exact size stated
- Full page Ads must include a 0.125\" bleed
- must provide all Ad link(s)
- 300 dpi file resolution
- include crop marks
- label file by company name + volume #  
( SmithPhotography\_Volume12.pdf)

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## submitting your magazine ad

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- The most eye-catching ads have only one beautiful image, your logo and contact info
- File must be a flattened PDF or JPEG with all type converted to paths
- 10mb or less
- email final ad file to [advertise@smitten-mag.com](mailto:advertise@smitten-mag.com)
- for file size larger than 10mb, please send via DropBox link

In order to maintain the aesthetics you have come to know and love with Smitten Magazine, all submitted advertisements are subject to the approval of the editorial team, and the right is reserved to reject any material that is inappropriate or incompatible with the Smitten Magazine brand. Smitten Magazine reserves the right to exclude any ad that has not been paid for in full by the payment due date.

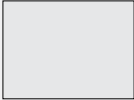


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## blog advertising rates / 2015-2016

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Blog advertising is available for 6 or 12 month contracts. All magazine advertisers who sign up for three issues receive a FREE blog ad with purchase, for 3 months. All Ads require payment before posting.

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months	x6	x12	
<b>Ad A</b> 300x250 pixels	\$50	\$40	
<b>Ad B</b> 300x120 pixels	\$40	\$30	
<b>Ad C</b> 140x140 pixels	\$30	\$20	

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## blog advertisement specifications

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- RGB mode
  - Ad file must be sized to exact size stated
  - Provide desired link
  - must provide all Ad link(s)
  - Max 3 rotations
  - 50k max file size
  - label ad file with company name
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## submitting your blog ad

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- File must be a Jpeg or Giff file format
- Email your Ad file to [advertise@smitten-mag.com](mailto:advertise@smitten-mag.com)

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## vendor directory

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Are you looking for a place where like minded vendors share their portfolio of work and show off what they have to offer? Smitten's new vendor directory – The Loop, offers your company its very own page on the Smitten website, taking advantage of Smitten's brand presence, audience and high blog traffic. The Loop vendors will also get advance notice of upcoming submission requests.

**Bonus** / all Loop vendors receive a Free blog post, 20 pins pinned from vendor websites to appropriate Smitten boards, and 6 Instagram shoutouts with vendor provided images.  
– an added \$400 value.

Contact our advertising representative at [advertise@smitten-mag.com](mailto:advertise@smitten-mag.com) with the following information for screening:

- Company Name
  - Brief description
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Categories /	Listings include /	12 month listing /
Accessories	Logo	<del>\$495</del>
Beauty	Description / Bio	If purchased by
Boudoir Photography	Locations you serve	December 31, 2015
Cakes & Sweets	Links to: Website, Blog, Shop	your listing is only
Catering	Links to: Social Media	\$150 for all of 2016
Cinematography	Link to: Email	
Decor	Large header photo	
Event Design	Photo Gallery	
Favors		
Floral Design		
Gowns		
Jewelry		
Music/Band/Dj		
Photography		
Rentals		
Stationery		
Stylist		
Venues		
and More!		
	<hr/> <b>Perks /</b>	
	- free blog post (a \$300 value)	
	- 20 pins pinned from vendor website (a \$50 value)	
	- 6 Instagram shoutouts (a \$50value)	
	- exclusive discounted advertising rates for every	
	issue of Smitten Magazine	
	- preferred 'call out' links on any accepted	
	blog features	
	- advanced notice of submission requests	

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A 'Loop' badge will be provided for your website and blog.

**Email us to get started / [advertise@smitten-mag.com](mailto:advertise@smitten-mag.com)**





THANK YOU

[facebook](#) / [twitter](#) / [pinterest](#) / [instagram](#)

Inquiries / [advertise@smitten-mag.com](mailto:advertise@smitten-mag.com)

Submissions / [audrey@smitten-mag.com](mailto:audrey@smitten-mag.com)