

Weddings elsewhere

Your professional resource for all destination weddings

Weddings Elsewhere is published three times per year for the **Association for Wedding Professionals International (AfWPI)**. Our mission is to connect wedding industry professionals worldwide to prospective couples, making a perfect match!



Why You Should Advertise With **Weddings Elsewhere**

- Gain exposure to more than 30,000 brides annually!
- Each issue of **Weddings Elsewhere** is placed directly into the hands of prospective brides and grooms and wedding planners at major bridal shows.
- More than 2.1 million weddings held by U.S. couples annually.
- Of those, 16% are destination weddings. That's more than 336,000 weddings held **elsewhere!**
- Destination brides and grooms spend an average of \$23,800 PLUS an average of 46 wedding guests spend \$1,500 per person.

Visibility

- Special placements and premium positions available.
- All advertisers are listed alphabetically in our Index to Advertisers showing website and page number of your ad.
- **Weddings Elsewhere's** digital version includes a link directly to your website through your display advertisement.

Editorial Coverage*

Winter 2015

- Choose an All-Inclusive for Easy Wedding Planning
- Getting Married South of the Border in Mexico
- Dance Down the Aisle in Nashville
- Gift Registries for Destination Weddings

Spring/Summer 2015

- Fore! Love Golf? Then You'll Love These Wedding Ideas
- 10 Romantic Wedding Spots in Belize
- Destination Honeymoons: The Last Piece of the Puzzle
- Brides in Bloom: The Latest in Bouquet Trends
- All Aboard: Getting Married at Sea

Fall 2015

- New York, New York...It's a Hell of a Town
- Mickey, Minnie and You: A Fairy Tale Wedding in Disney
- Isn't It Romantic! Getting Married in Tahiti
- Smokey Mountain Gorgeous

**Editorial calendar subject to change*

- **AfWPI members please ask about a special discount!** •

Some of the major bridal shows where **Weddings Elsewhere** is distributed:

- Buena Park, CA
- Citrus, CA
- Long Beach, CA
- Los Angeles, CA
- Pasadena, CA
- Rohnert Park, CA
- San Diego, CA
- Hartford, CT
- Willingford, CT
- Windsor Locks, CT
- Fort Lauderdale, FL
- West Palm Beach, FL
- Montego Bay, Jamaica
- Las Vegas, NV
- Morristown, NJ
- Secaucus, NJ
- White Plains, NY
- Boston, MA
- Foxboro, MA
- West Springfield, MA
- Worcester, MA
- Carretera Cancun-Chetumal, Mexico
- St. Paul, MN
- Bethlehem, PA
- Philadelphia, PA
- Bellevue, WA
- Everett, WA
- Tacoma, WA
- Appleton, WI
- Green Bay, WI

ADVERTISING CONTACT:

Kathleen Pishotta • 888.371.4933 • kathleen@apogeepublications.com

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Rate Sheet

Premium & Standard Position Rates

• AfWPI members please ask about a special discount! •

	1x	3x
Spread	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$4,400
OBC	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$3,100
IFC	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$2,900
IBC	<input type="checkbox"/> \$3,100	<input type="checkbox"/> \$2,700
Opp. IFC	<input type="checkbox"/> \$3,100	<input type="checkbox"/> \$2,700
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Guaranteed	<input type="checkbox"/> \$3,100	<input type="checkbox"/> \$2,700
Full Page	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$2,400
1/2 Horizontal Page	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,600
1/3 Vertical Page	<input type="checkbox"/> \$1,450	<input type="checkbox"/> \$1,200
1/3 Horizontal Page	<input type="checkbox"/> \$1,450	<input type="checkbox"/> \$1,200
1/4 Horizontal Page	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$950
1/4 Square Page	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$950
<input type="checkbox"/> WINTER 20___ <input type="checkbox"/> SPRING/SUMMER 20___ <input type="checkbox"/> FALL 20___		

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Production Guidelines

MECHANICAL SPECIFICATIONS

Double Page Spread	16" x 10"
Double Page Spread Bleed	17.25" x 11.25"
Trim size:	17" x 11". Live area: 0.25" from trim edge and gutter
Full Page	7.5" X 10"
Full Page Bleed	8.75" X 11.25"
Trim size:	8.5" x 11". Live area: 0.25" from trim edge and gutter
1/2 Horizontal	7.5" X 4.9"
1/2 Horizontal Bleed	8.75" X 5.53"
Trim size:	8.5" x 5.4". Live area: 0.25" from trim edge and gutter
1/3 Vertical	2.375" X 10"
1/3 Vertical Bleed	3" X 11.25"
Trim size:	2.875" x 11". Live area: 0.25" from trim edge and gutter
1/3 Horizontal	7.5" X 3.2"
1/4 Horizontal	7.5" X 2.25"
1/4 Square	3.65" X 4.9"

SUBMISSION GUIDELINES

Trim Size	8.5" X 11"
Bleed Size	8.625" x 11.25"
Line Screen	133 up to 150

COLOR FORMAT

This publication is printed using CMYK colors. If a spot color is specified, every attempt will be made to match this color using a CMYK ink mix. It's also recommended the inclusion of an accurate color proof and/or separated laser proofs with artwork submission.

PREFERRED FORMAT:

- High-resolution, 300 dpi, press-optimized PDF.
- All fonts & images must be converted to paths/ outlines and embedded.

OTHER ACCEPTABLE FORMATS:

- TIFF, EPS or Photoshop files, must be able to open in Adobe Photoshop.
- EPS file format for vector images: fonts should be converted to paths/outlines.
- Illustrator file formats: fonts & images must be converted to paths/outlines and embedded.

MEDIA ACCEPTED:

- Flash drives, DVDs or CDs. Overnight artwork to:
Apogee Publications
 6528 Greenleaf Avenue, Suite 219
 Whittier, CA 90601
- Files can be sent via FTP:
 Upload your files through our FTP site located at www.apogeepublications.com
 User name: **AfWPI@apogeepublications.com**
 Password: **RwC48ulGEJ**
 (case sensitive)
- Files can be sent via email to your representative, but must not be larger than 5MB.
- Additional charges may be incurred for files that require digital file manipulation.
- All materials to be received no later than the 5th, two months prior to issue date.

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