

# San Diego Style WEDDINGS

Magazine  
Re-launch  
2024!



San Diego Style Weddings Magazine will give our brides and grooms the best experience to create and envision their event with reputable vendors.

It's a robust way to a network with successful vendors in the industry. SDSW is a great way to add value and relationship to local wedding vendors by marketing and creating a presence both tangibly and online.

To reserve space in **San Diego Style Weddings**, please contact us at 619.855.2141 | [stacie@sandiegostyleweddings.com](mailto:stacie@sandiegostyleweddings.com)

SAN DIEGO | TEMECULA | DESERT CITIES

## ABOUT US

### SAN DIEGO STYLE WEDDINGS

San Diego Style Weddings **MAGAZINE & WEBSITE** is committed to supporting our advertisers' marketing efforts. Each issue of our publication (offered both in print and online) is the ultimate resource for all things wedding in Southern California. which features ideas, inspiration, tips, event listings and much much more, our site provides everything needed for a couples big day.



#### STACIE BARBA

**OWNER / PUBLISHER / DIRECTOR OF  
MARKETING PARTNERSHIPS**

Stacie has been in the wedding industry for 20 years. She has had her work seen in many reputable magazines as well as reputable news shows and tv shows. She had a very successful Event planning business and rental company. Stacie has many contacts in the industry and understands what they need.



#### ALYSSA MCNEES

**OWNER / EXECUTIVE  
CREATIVE & DESIGN DIRECTOR**

Alyssa has been in the magazine, web design industry for over 20 years with her versatility and excellent eye for design has made her a huge success. She understands what it takes to make a successful magazine. She has specialized in marketing, branding, creative concepts and producing photo shoots.

### WHY CHOOSE US

San Diego Style Weddings has been the premier resource for couples who are on the search for wedding professionals for over 30 years thanks to Dena Nolen-Malasek and we are coming back strong! Our media synergy approach offers our advertisers maximum exposure in the wedding industry with our exclusive "Complete Marketing Program" Your marketing message can be shared with the greatest number of couples by using the most comprehensive program in Southern California.

**PRINT | DIGITAL | LEADS | PR | WEBSITE | SOCIAL | BLOG | BRANDING**



# SDSW MARKET



Just how relevant  
is print marketing  
to couples? A  
survey found that  
an outstanding 87%  
of today's couples  
buy a local wedding  
magazine as  
soon as they  
become engaged.\*

We are ready to  
make sure it happens!

Advertising in San Diego Style Weddings Magazine ensures your brand will be in the hands of over 75% of engaged couples in San Diego, Temecula and now the desert cities destination market.\*

Right now more than ever we are excited to announce the Re-launch of San Diego Style Weddings magazine. SDSW wants to create an experience for the bride and groom. SDSW will provide a space for vendors to network and be seen from the end user, consider SDSW to be a hybrid PR company.

Couples absolutely love San Diego Style Weddings and the tools we provide. By partnering with us, businesses benefit from the Promotions and Programs where our magazines are distributed such as shows, grocery stores, book stores, venues, gown shops, events, on line, and much more! San Diego Style Weddings gives your business ways to promote to couples as well as other industry experts. Our goal is to help you build strong and lucrative relationships faster!

\*Breakthrough Marketing, Inc.

# SDSW PLATFORM



## **MULTI-PLATFORM MARKETING**

### **ALL RATES INCLUDE**

- Print ad to run in a selected category for 12 months.
- Anytime Access Leads list available 24 hours a day 7 days a week
- Index Listing in all publications.
- Guide listings and online (when applicable)
- Inclusion in photoshoots (minimums required)
- Social Media Campaigns
- Digital Magazine and Vendor Landing Page Links
- Networking Events & Opportunities

## **MAGAZINE**

SDSW Magazine will get vendor information back in the hands of local brides through a high-end creative and beautiful publication distributed to bridal shows, grocery stores, book stores, venues, gown shops, events and more.

TOTAL CIRCULATION 50,000

## **EDITORIAL LINEUP**

### **REAL & DESTINATION WEDDINGS:**

Featuring venues in San Diego, Orange County, Palm Springs, Temecula, Napa, & Mexico

**FEATURES:** The Ultimate Venue Guide, Wedding Gowns, Hair and Makeup Trends AND... Styled Shoots, Engagement Photos, Wedding Trends, Catering, Bouquets, Wedding Registry Tips, Stationery Suites, Color Inspiration, Rehearsal Dinner and more.



# SDSW PLATFORM

## DIGITAL MAGAZINE







Your ad in the SDSW Digital Magazine is embedded with hot-links that allow couples to reach your website directly with a simple click of the mouse. The direct link increases your site's web traffic and are pivotal in boosting your Search Engine Optimization (SEO), ensuring a high ranking on sites such as Google or Bing. Our Digital Magazine also makes it easy for couples to share favorite looks, styles, and ideas in today's digital world.

## WEBSITES

SanDiegoStyleWeddings.com has 100,000+ unique visitors monthly and has become one of the most dominant local wedding websites for planning a San Diego, Temecula, or desert city wedding! Our site was built to be a tool where couples could gather more information and coverage on the advertisers we represent. Traffic on San Diego Style Weddings' website continues to increase yearly. We attribute this growth to the constant exposure of the publication at various events throughout the year.

## SOCIAL MEDIA

San Diego Style Weddings keeps local couples up-to-date with the latest wedding trends through the use of Facebook, Instagram, Pinterest, Twitter, and others. Our dynamic social media feeds will be updated daily with the inside scoop on popular wedding themes as well as news about local vendors, venues, special offers, and ideas for weddings and honeymoons.

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# AD SPECS & DIMENSIONS

## IF SAN DIEGO STYLE WEDDINGS IS CREATING YOUR AD

To ensure that your ad is created and returned to you for approval in a timely manner, please supply the following materials:

- All text to be included in the ad. Please submit both the ad text and any design requests.
- The logo as an EPS file. If you do not have this file, we also accept high resolution PDF, JPEG or TIFF files.
- The high resolution image(s) that you would like to include as a JPG, TIFF or PDF file(s).
- If you have a sample ad you would like us to refer to while creating your ad, please supply that as well.

## IF YOU ARE PROVIDING YOUR AD

Digital materials are preferred. Please supply native InDesign with all support files and fonts, PDF/X-1 or Press Ready PDF documents. **Please send files through Dropbox, Google Drive or WeTransfer to [alyssa.mcnees@gmail.com](mailto:alyssa.mcnees@gmail.com).**

Files need to be the correct page size including bleed and be oriented head up. All fonts must be embedded, and all images must be high-resolution (300 dpi or higher) and be in CMYK color space. Ads are recommended to be supplied with a 100% of size contract-quality proof (Iris, Kodak Approval, Rainbow, DryJet, FirstProof, or equivalent).

Crop marks offset by .375" and no other marks  
Color Conversion to the "U.S. Web Coated (SWOP) v2"



**Bleed:** This area is trimmed off during the printing process to ensure the ad meets the edge of the publication, extending beyond the trim edge and leaving no white margin. When a document has a bleed, it will be printed on a larger sheet of paper and then trimmed down.

**Trim:** This is the final edge of the publication after the printer trims off the bleed.

**Live Area:** No text or important objects should be located outside the live area. Our live area is .5" away from the trim.

Trim size of publication is **8.375" x 10.875"**

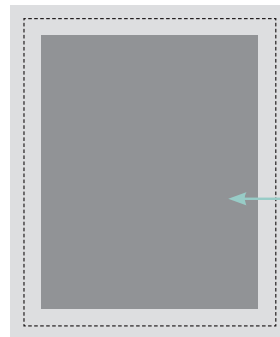
Binding method: **perfect bound**

Bleeds: **Please add .25" to all sides of ad, example: full page becomes 8.875" x 11.375"**

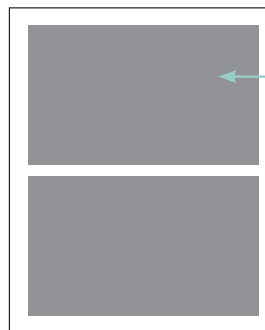
**To avoid critical information from trimming off, text must not extend beyond .5" from all trims.**



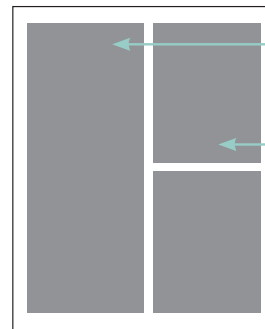
**Spread\***  
**16.75" x 10.875"**  
Bleed: .25" on all sides  
Art Size: 17.25" x 11.375"



**Full Page\***  
**8.375" x 10.875"**  
Bleed: .25" on all sides  
Art Size: 8.875" x 11.375"



**1/2 Page Horizontal, non-bleed**  
**7.5" x 4.85"**



**1/2 Page Vertical, non-bleed**  
**3.65" x 9.955"**

**1/4 Page, non-bleed**  
**3.65" x 4.85"**

Disclaimer: *San Diego Style Weddings* is not responsible for errors the advertiser fails to correct. The color of your on-screen ad proof and the printed ad may not be exact, and can vary upon publication. Images saved directly from the web are most likely low resolution and rarely convertible to the required resolution for print.