

# SARATOGA BRIDIE®

2026  
MEDIA KIT

2 ISSUES  
YEARLY!

SPRING/SUMMER • FALL/WINTER

REAL BRIDE: RICHELLE & TYLER  
PHOTO BY **VISCOI PHOTOGRAPHY**  
LOCATION **ANNE'S WASHINGTON INN**  
WEDDING GOWN **SOMETHING BLEU BRIDAL**

# SARATOGA'S AWARD WINNING BRIDAL MAGAZINE



As awarded by the  
New York Press Association

FALL '2023

## 1<sup>st</sup> Place: Niche Publication- Glossy

### JUDGES' COMMENTS:

“Lovely publication that includes necessary advertiser information and not just a photo book.”

2023 MEDIA

## 1<sup>st</sup> Place: Best Media Kit

### JUDGES' COMMENTS:

“More than just a pretty face, this media kit has it all - testimonials, stats, convincing copy, gorgeous layout - great work here.”

2021 ISSUE

## 1<sup>st</sup> Place: Best Large Space Ad

### JUDGES' COMMENTS:

“Love this ad! The colors and styling are beautiful and classy. Great job!”

SPRING 2019

## 2<sup>nd</sup> Place: Niche Publication - Glossy

### JUDGES' COMMENTS:

“The top bridal special section I've seen yet: lavishly decorated pages, great color, top graphics and stories on quality page stock... superb.”

FALL 2018

## 2<sup>nd</sup> Place: Niche Publication - Glossy

### JUDGES' COMMENTS:

“...visually stunning! The cover of this section holds up against any bridal magazine. The personal stories in both the Destination and Real Brides' sections were inviting. Much of the photography was impressive as well as the wedding details.”

SPRING 2017

## 1<sup>st</sup> Place: Niche Publication- Glossy

### JUDGES' COMMENTS:

“Clearly the standout entry in this category. This magazine is beautiful and the content structure genius. Amazing photography, readable content and eye-catching advertising.”



PHOTO BY CAITEE SMITH PHOTOGRAPHY  
LOCATION OLD DALEY ON CROOKED LAKE

# Peek inside....

# SARATOGA BRIDE®

• WEDDINGS DATE: JUNE 1 •  
LOCATION: THE SARATOGA WINERY • PHOTOGRAPHY: ROB SPENGLER PHOTOGRAPHY



**MARTHA & DANIEL**  
This Real Bride brought to You By...  
• The Saratoga Winery •

*Our Story.*

Daniel and I met on a dating app in early 2019 when we were both living in Stamford, Connecticut. We quickly figured out that we wanted to spend nearly all our free time together. A little over a year later, the pandemic hit, and I was on my own decision that we'd be in each other's bubble.

We often worked remotely together, and after making it through the first six months of the pandemic, we were ready to sign a lease... together!

In October 2022, Daniel and I came up to the Saratoga area visiting my family, when we decided to head up to Bolton Landing and do a short hike called "The Pinnacle" (near Cat Mountain). There was barely anybody on the trail, we even saw a deer! When we got to the top, there was a bench. We sat down and Daniel started talking about our relationship and the time he knew that we were going to last... and then he proposed!

It was such a beautiful moment, and since the Adirondacks were so much to us, it was just perfect.

Because it's where my family is from, and accessible to Daniel's family in New Jersey, we decided we wanted to get married in the Capital Region. We looked at several Lake George, Saratoga, and Catskills venues, but decided on choosing the Saratoga Winery because of the beautiful outdoor surroundings as well as the lovely event space of the Wine Barn.

We loved that Saratoga Winery was an ceremony space, reception venue, and caterer! We had the most perfect weather for our wedding, and the vendors, like all in the Capital wedding party, came together wanting to make a day that was so much fun... and truly felt like us!

saratogaCOO.com/weddings  
SPENGLERPHOTOGRAPHY.COM  
SPRING/SUMMER 2023 | SARATOGA BRIDE | 49

With informative articles, tons of inspiration, features on local weddings and plenty of beautiful photographs showcasing our area's exceptional bridal professionals (and locations!) this all-local magazine celebrates the Saratoga, Adirondack, and Capital Region as the ideal four-season wedding destination!

Our **REAL BRIDES** section gives future brides tons of inspiration and confidence in hiring the right people!

*Will they be reading about your business?*

## Real Brides

### REAL STORIES!

## Local Business Spotlights

A variety of articles featuring local businesses in the wedding industry!

*Will they be reading about your business?*

A Good Read | New Venue!

## SARATOGA'S NEWEST HIDDEN GEM

WRITTEN BY MEGAN POTTER  
PHOTOS COURTESY OF HOTEL BROOKVIEW

*Making your dream day as easy as saying, "I do!"*

At Hotel Brookview, every moment is designed to be seamless. Nestled on a storied 15-acre executive estate, Saratoga National Golf Course, the exclusive retreat feels worlds away, but it's here, where a mix of the Saratoga Race Course, Saratoga Lake, and downtown Saratoga Springs.

Formerly Longfellow Hotel and Restaurant, this beautiful Saratoga landmark has been meticulously renovated with a \$30 million investment. Brookview presents itself as a cutting-edge resort, a modern contemporary retreat, with the quiet beauty of its surroundings. Day rooms, and you're welcomed by a world-class team of early years, nature-inspired artwork, and custom landscaping set the stage for everything that follows. Built by Brooks Construction and designed by the Atlanta-based Firm Patrick Smith, Brookview feels like a new and grounded, a true reflection of its setting.

Here, weddings are not just events but experiences. With on-site catering, thoughtful service, and more, the staff is ready to make intimate gatherings to grand celebrations. Brookview is a destination where love stories unfold with ease and elegance.

**Elegant Event Options**  
The ideal event space awaits in a beautiful black canvas for what you want to create, and Brookview's Catering Sales Manager, Katie Garry, a 40-year professional, professional whose meticulous attention to detail, proactive approach, and compassionate nature work together to coordinate the day you've been dreaming of.

Brookview's 4,000-sq. ft. of event space includes the elegant Grand Ballroom that can accommodate up to 210 guests or be divided into golden ballroom, a large ballroom, and two ballrooms. The Ballroom is a private room with the best view of the resort, all the surrounding trees and grounds, as well as the hotel's commitment to sustainable environmental practices.

**The Gallery and Outdoor Ceremony**  
The Gallery and Outdoor Ceremony with a shaded seating and just a few steps from the main building, the Gallery is a private room with the best view of the resort, all the surrounding trees and grounds, as well as the hotel's commitment to sustainable environmental practices.

**The Nest**  
The Nest is a private room with the best view of the resort, all the surrounding trees and grounds, as well as the hotel's commitment to sustainable environmental practices.

**A Moment of Possibilities**  
For an intimate wedding, the Brookview Restaurant and Bar is the perfect setting. Executive Chef Chris Smith prepares French-inspired cuisine and regional fare. The dining room, which was built in the 1920s, is a private room with the best view of the resort, all the surrounding trees and grounds, as well as the hotel's commitment to sustainable environmental practices.

Watching Chris play a meal is like watching an artist paint a masterpiece, and when Chris is done, you have a created work of art. In addition to the food, the staff is ready to make intimate gatherings to grand celebrations. Brookview is a destination where love stories unfold with ease and elegance.

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JUSTIN TIBBITTS PHOTOGRAPHY  
FLOWERS A TOUCH OF AN ANGEL FLORIST



**Your WEDDING VIBE**



Get inspired by these unique photo shoots from LILY SARATOGA & SOMETHING BLEU BRIDAL

PHOTOS BY TRACY BUICE PHOTOGRAPHY

FALL/WINTER 2023 | SARATOGA BRIDE | 34

Beautiful Photos

Local wedding vendors and photographers inspire!

PHOTO BY **ADDY RAE PHOTOGRAPHY**  
RINGS **N. FOX JEWELERS**

2015-2017

2018

2019

2020

2021

2022

2023

2024

# Testimonials...

"I absolutely loved using the *Saratoga Bride* magazine as my main resource and inspiration as I planned my wedding. Since I was planning my wedding from Boston, *Saratoga Bride* was so helpful for finding the right local vendors to bring my vision to life! I used SaratogaBride.com as well, although I'm a bit biased to the print magazine and being able to flip through the pages with my color-coded sticky notes." - **Kelly H.**

"I was recently married and asked by my florist to be considered for the *Real Brides* section of your magazine. This was the sweetest thing ever and I couldn't say no! Your magazine helped me so much when I was planning my wedding, I would love to be able to do the same for someone else!" - **Kaleigh P.**

"I just wanted to reach out because I've been borderline obsessed with your magazine for years! I'm getting married at the Gideon Putnam this summer and have used your magazine to find most of my vendors ...and for inspiration! Thank you for the great publication!" - **Nicole C.**

"THANK YOU!! Your wedding magazine has made planning an upstate New York wedding so easy. I got really overwhelmed with Pinterest and national publications, but your magazine is the one stop shop with a creative edge and diverse pieces." - **Brittany D.**

"...*Saratoga Bride* has been the inspiration for so many details of our wedding, including our horseshoe wedding favors (which I totally spotted in last year's issue!)" - **Brie W**

"I swung by while we were in town and grabbed 3 copies of *Saratoga Bride* magazine and I read it **cover to cover** the day we got back to our NYC apartment!" - **Kelley M.**

"I was just married in August in Saratoga, and I absolutely LOVED reading *Saratoga Bride* when I was engaged! It was by far the greatest resource I had while planning the wedding; being that my husband and I live in Philadelphia, it was very helpful to have one place to go to with tons of different ideas and contacts for our planning purposes. So, thank you for all that you do! It was so helpful to me :) " - **Megan M.**

"I've been reading your magazine for years now and was using it to plan my dream wedding (even before I was engaged!)" - **Carlee M.**

PHOTO BY SUSAN BLACKBURN PHOTOGRAPHY  
LOCATION THE MANSION OF SARATOGA



“I want to offer a BIG thank you! We love being in *Saratoga BRIDE*, and we know that both our feature and the ADs have increased traffic. And Chris has been a delight to work with! If you're looking for more exposure for your wedding related business, I'd suggest *Saratoga BRIDE*!”

- Vicki and Jess, *A Touch of an Angel Florist*

PHOTO BY SUSAN BLACKBURN PHOTOGRAPHY



# Wedding Professionals - Want to have your business featured in Saratoga Bride®?

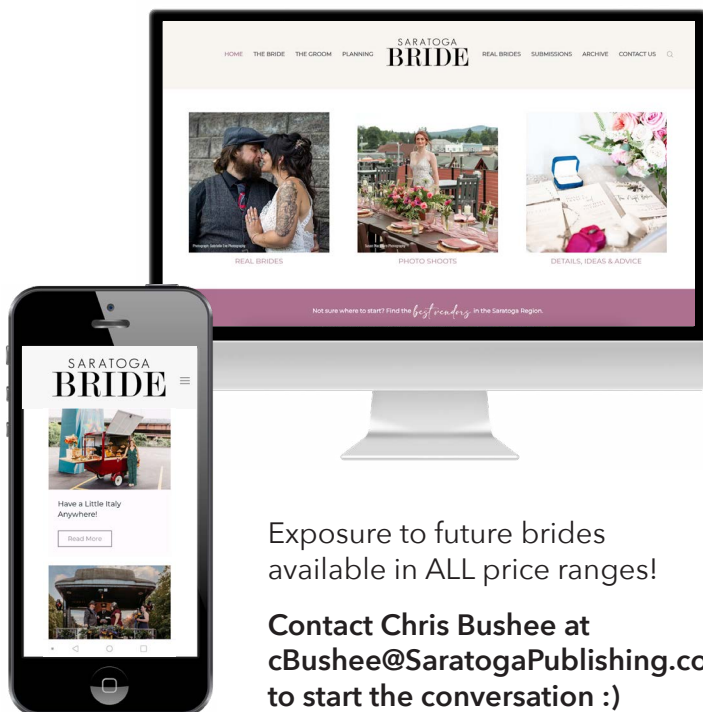
...Every AD PURCHASE  
gets EDITORIAL COVERAGE!

Not only can you send me a **PHOTO SHOOT**,  
**STORY IDEA** or a **WEDDING** that was just  
over-the-top fantastic – **ALL content that**  
**appears in the print version is also online!**



SARATOGABRIDE.COM

Whether brides are looking for ideas online,  
or where to pick up a copy of Saratoga BRIDE®  
magazine – they start their search here!

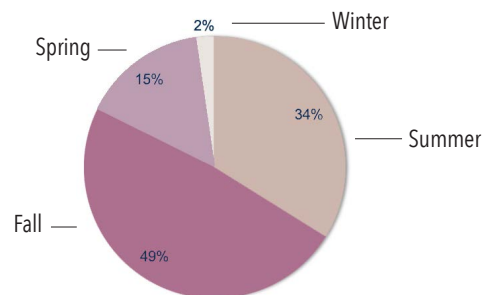


Exposure to future brides  
available in ALL price ranges!

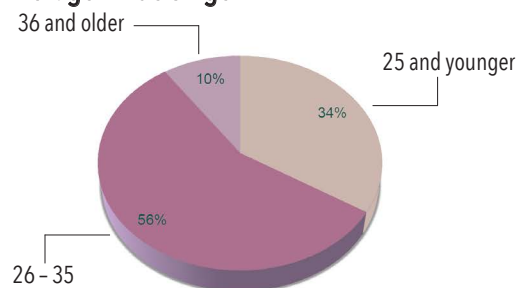
Contact Chris Bushee at  
[cBushee@SaratogaPublishing.com](mailto:cBushee@SaratogaPublishing.com)  
to start the conversation :)

## Wedding Stats from Our Brides!

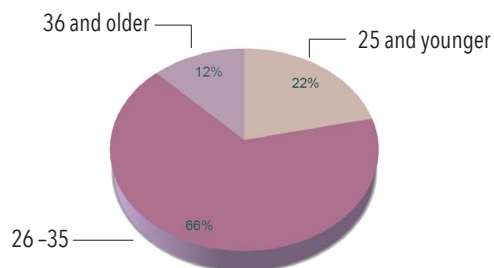
### Most Popular Wedding Seasons



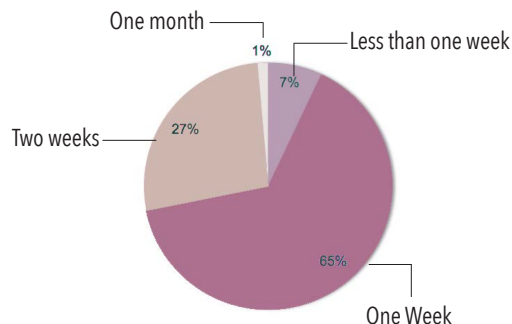
### Average Bride's Age



### Average Groom's Age



### Average Honeymoon Length



\* data collected from our Real Brides

# Advertising Rates & Specifications

2 ISSUES YEARLY! SPRING/SUMMER & FALL WINTER



*Our Readers say it best...*

"I've been borderline obsessed with your magazine for years! ...and have used your magazine to **find most of my vendors** ... and for inspiration!" - Nicole C.

"...Saratoga Bride has been the inspiration for so many details of our wedding." - Brie W.

"I swung by while we were in town for a copy of Saratoga Bride Magazine and **read it cover to cover the day we got back to our NYC apartment!**" - Kelley M.

"THANK YOU!!! Your wedding magazine **has made planning an upstate New York wedding so easy!**" - Brittany D.

I was recently married and asked by my florist if she could submit our wedding for the "Real Brides" section of your magazine. This was the sweetest thing ever and I couldn't say no! **Your magazine helped me so much when I was planning my wedding, I would love to be able to do the same for someone else!** -Kaleigh P.



**4,000+**  
COPIES PRINTED  
...& DISTRIBUTED AT  
ALL AREA  
BRIDAL SHOWS!

## RATES:

### PRINT, ONLINE & EDITORIAL!

Purchase any ad size and receive editorial based on your ad purchase!

*\*print pricing  
is per issue,  
we print twice  
yearly*

- **\$500** 1/8 page AD  
only \$425 when pre-paid!
- **\$800** 1/4 page AD  
only \$680 when pre-paid!
- **\$925** 1/3 page AD  
only \$785 when pre-paid!
- **\$1150** 1/2 page AD  
only \$975 when pre-paid!
- **\$1500** ROP Full page AD  
only \$1275 when pre-paid!
- **\$2250** Premium Full page AD  
only \$1900 when pre-paid!
- **\$2500** Inside Cover  
only \$2125 when pre-paid!
- **\$2750** Back Cover  
only \$2350 when pre-paid!

## Digital ADD ONS:

(to any print ad purchase)

**BUTTON AD: 300 x 250 px**  
**\$150** (only \$65 when pre-paid!)

**VIDEO**  
**\$1100** (only \$935 when pre-paid!)

(\*web pricing is for a full calendar year!)

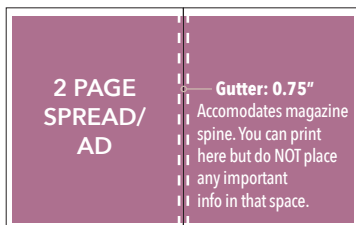
## DIGITAL ONLY

**BUTTON AD** **\$150**  
300 x 250 px

**VIDEO** **\$2200**

**VENDOR LISTING**  
free with ad purchase, **\$300** without  
(\*web pricing is for a full calendar year!)

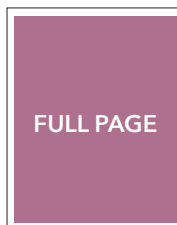
We know the fight for your AD BUDGET is a competitive one,  
so we give you the most value for your purchase.



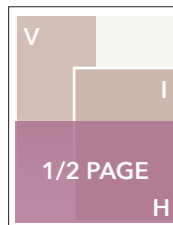
Full Bleed: 17 x 11.125"  
Cut Line: 16.75 x 10.875"  
Safe Zone: 16.25 x 10.3"



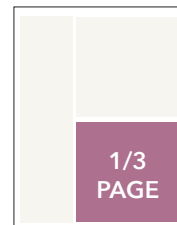
Full Bleed: 8.6 x 11.125"  
Cut Line: 8.375 x 10.875"  
Safe Zone: 7.75 x 10.125"



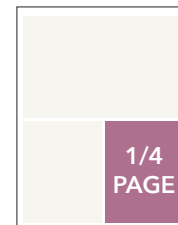
7.75" x 10.125"



Hor: 7.75 x 5"  
Ver: 3.75 x 10.125"  
Island: 5.25 x 7.375"



5.2" x 5"



3.75" x 5"



3.75" x 2.5"

# SARATOGA BRIDE®

## RESERVE YOUR AD HERE!

### 1. TELL US WHO YOU ARE:

Business Name: \_\_\_\_\_

Your Name and Title: \_\_\_\_\_

Your Email: \_\_\_\_\_

The BEST Number to Reach you at: \_\_\_\_\_

How did you hear about Saratoga BRIDE Magazine?

☐ My Saratoga TODAY Sales Rep ☐ The Internet ☐ Another Advertiser of Ours \_\_\_\_\_

Other \_\_\_\_\_

### 2. WHICH AD SIZE ARE YOU BUYING:

*Please build to the dimensions on page 6 of this media kit.*

☐ Back Cover\*

☐ Premium (before the contents)

☐ 1/2 Island

☐ Inside Front Cover\*

☐ Full Page

☐ 1/3 Page

☐ Inside Back Cover\*

☐ 1/2 Horizontal

☐ 1/4 Page

☐ 2 Page Spread

☐ 1/2 Vertical

☐ 1/8 Page

*\*These ads are first come, first served, by dated contract.*

### 3. NOW YOU'RE READY TO PAY:

Business Name: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Number on Credit Card: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Please Charge This Amount: \$ \_\_\_\_\_

Sign here to bill your Credit Card: \_\_\_\_\_



Please sign and date this page then return to Saratoga TODAY  
(For premium position ads, the dated contracts will determine placement)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### Snail Mail:

Saratoga TODAY  
2254 Route 50 South  
Saratoga Springs, NY 12866

#### Email:

Reply to your Saratoga TODAY Sales Rep  
or cBushee@SaratogaPublishing.com