

# SARATOGA BRIDIE

2024  
MEDIA KIT

2 ISSUES  
YEARLY!

SPRING/SUMMER • FALL/WINTER

PHOTO BY **NIKI ROSSI PHOTOGRAPHY**

A SARATOGA TODAY PUBLICATION • 518.581.2480 • 2254 ROUTE 50 SOUTH, SARATOGA SPRINGS, NY

**SARATOGA  
TODAY**



## SARATOGA'S AWARD WINNING BRIDAL MAGAZINE



As awarded by the  
New York Press Association

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 see 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.”

# Peek inside...

# SARATOGA BRIDE

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?*



Beautiful Photos

Local wedding vendors and photographers *inspire!*

# Things to Know...

**4,000+ copies printed of each issue!**  
**Distributed at ALL area Bridal Shows!**

- Real Brides, showcasing local vendors
- Full Color - Glossy - Upscale
- Year-Round Distribution
- Beautiful Photos & Layouts
- Trends, Tips and Advice From the Experts
- Locally Owned & Produced

As an advertiser, brides will be directed to your business to pick up their copy of Saratoga BRIDE Magazine!

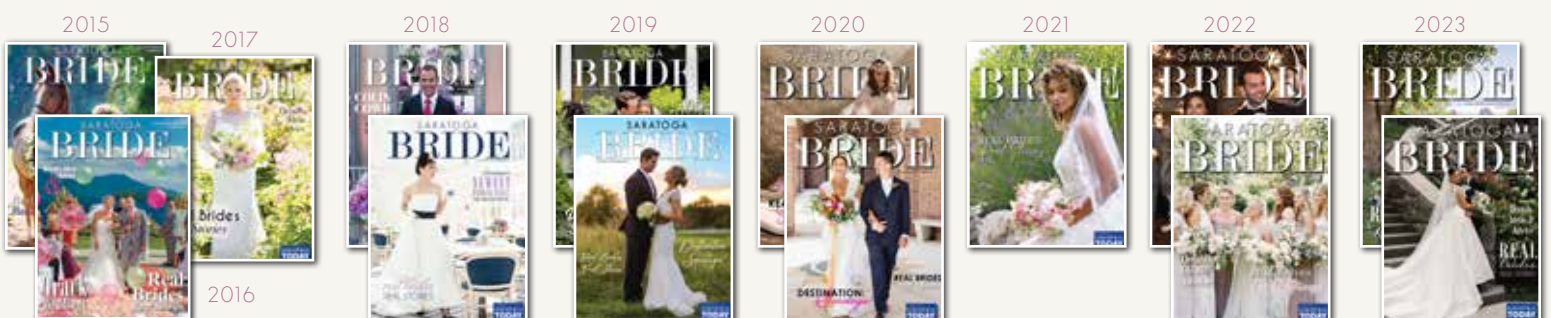
**Contact Chris at:**  
**[cBushee@SaratogaPublishing.com](mailto:cBushee@SaratogaPublishing.com)**

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

...Every **AD PURCHASE** of at least a  
**HALF PAGE** gets **EDITORIAL COVERAGE!**

PHOTO BY **WICKED PETUNIA PHOTOGRAPHY**

You don't want to miss being a part of Upstate New York's premier bridal magazine!



# 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 magazine 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.**



PHOTO BY **KIM TRANG PHOTOGRAPHY**

*"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.*

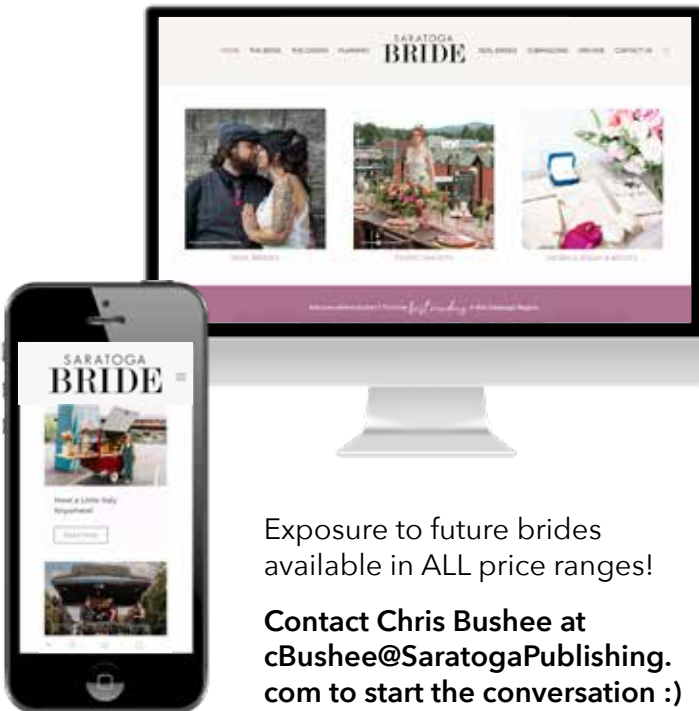
# Wedding Professionals - Want to have your business featured in Saratoga Bride?

...Every **AD PURCHASE** of at least a **HALF PAGE** 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!**



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

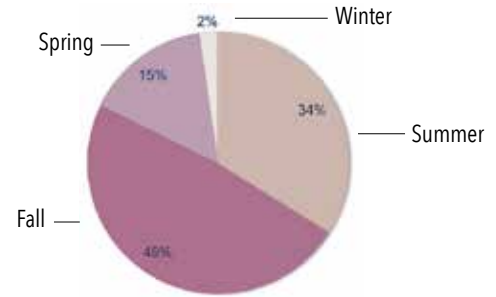


Exposure to future brides available in ALL price ranges!

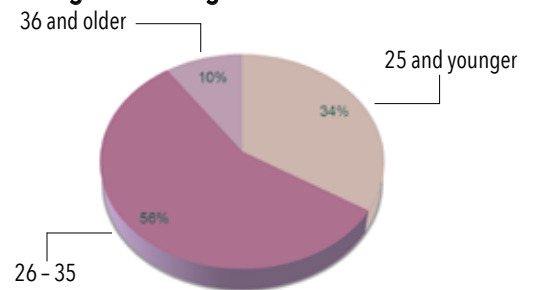
Contact Chris Bushee at [cBushee@SaratogaPublishing.com](mailto:cBushee@SaratogaPublishing.com) to start the conversation :)

## Wedding Stats from Our Brides!

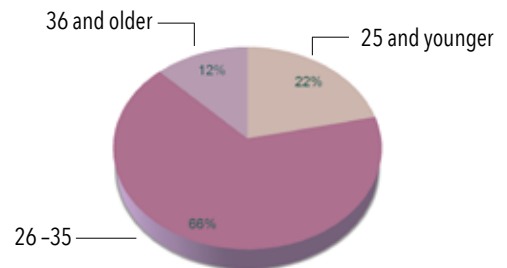
### Most Popular Wedding Seasons



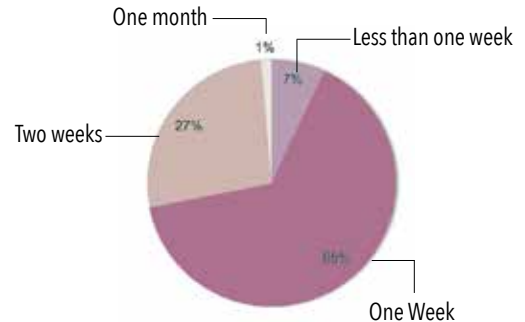
### Average Bride's Age



### Average Groom's Age



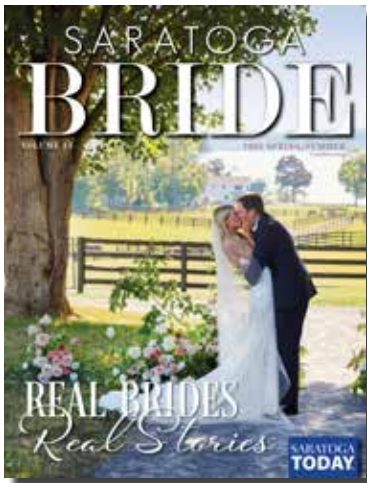
### Average Honeymoon Length



\* data collected from our Real Brides

# Advertising Rates & Specifications

2 ISSUES YEARLY! SPRING/SUMMER & FALL WINTER



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

## 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.

## RATES:

### PRINT ONLY:

- **\$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!)

### PRINT, ONLINE & EDITORIAL!

Purchase any ad size below and you can submit a **Story, Photo Shoot** or sponsor a **Real Bride!**

- **\$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!)

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

*Digital*

## ADD ONS:

(to any print ad purchase)

### BUTTON AD

**\$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**

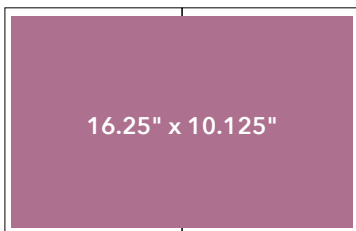
**VIDEO \$2200**

### VENDOR LISTING

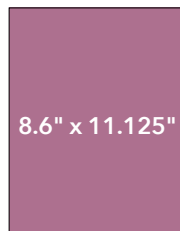
free with ad purchase, **\$300** without

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

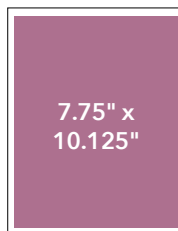
We know the fight for your AD BUDGET is a competitive one, so we give you the most value for your purchase.



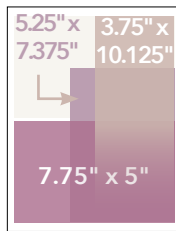
2 page spread/ad



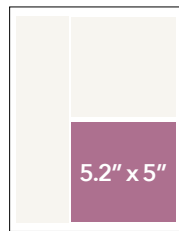
Premium Full Page  
(before table of contents)



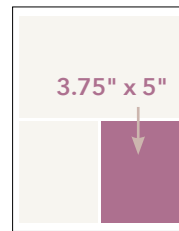
Full page



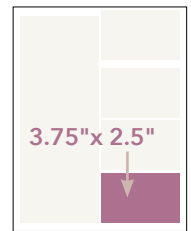
1/2 page  
sizes: horizontal,  
verticle or island



1/3 page



1/4 page



1/8 page

# 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.*

- |  |  |                                     |
|--|--|-------------------------------------|
| <input type="checkbox"/> Back Cover*         | <input type="checkbox"/> Premium (before the contents) | <input type="checkbox"/> 1/2 Island |
| <input type="checkbox"/> Inside Front Cover* | <input type="checkbox"/> Full Page                     | <input type="checkbox"/> 1/3 Page   |
| <input type="checkbox"/> Inside Back Cover*  | <input type="checkbox"/> 1/2 Horizontal                | <input type="checkbox"/> 1/4 Page   |
| <input type="checkbox"/> 2 Page Spread       | <input type="checkbox"/> 1/2 Vertical                  | <input type="checkbox"/> 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: \_\_\_\_\_

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