



# Media Kit

2021

the *Kentucky*  
WEDDING  
collective

the *Ohio*  
WEDDING  
collective

the *Tennessee*  
WEDDING  
collective

# Welcome



Hi friends, in July 2019, I began brainstorming a way to combine my love for all things weddings with my talents and modern aesthetic. The Ohio Wedding Collective was conceived and developed. It is almost unimaginable that we launched this project in the moments before Covid made its ways into our new normal. Thank you to all the vendors, small businesses owners, who have believed in my vision and jumped on board. We are excited for our expansion into Kentucky and cannot wait to share in the joy of all things weddings with you all.

Our Mission: To curate love stories that authentically inspire modern couples, crafted by local creatives who pour their love into their work. The Ohio and Kentucky Wedding Collectives will strive to educate and celebrate the wedding creative.

XOXO

*Rachel Harper*

Owner, Creative Director



Henry




MR. AND MRS. ARTHUR PENNINGTON  
REQUEST THE PLEASURE OF YOUR COMPANY  
AT THE MARRIAGE OF THEIR DAUGHTER

*Marie Dianna*  
TO  
*Louis Brown*

THURSDAY, THE TWENTY-FOURTH OF SEPTEMBER  
TWO THOUSAND TWENTY  
AT FOUR O'CLOCK



*Marie and Louis*



# Audience

## **DEMOGRAPHICS**

Median Age: 25-34

Readers/Followers: 90.3% Female

## **INDUSTRY**

Ohio Weddings Per Year: 64,659

Kentucky Weddings Per Year: 32,026

Tennessee Weddings Per Year: 34,339

Average Cost of Wedding Per Location:

Ohio: \$20,906

Columbus: \$27,441

Kentucky: \$15,742

Lexington: \$19,878

Tennessee: \$16,257

Nashville: \$24,526

Wedding Industry Total: #3.5 Billions

## **DIGITAL REACH**

Website Views: 975,450+

Newsletter Subscribers: 52,000+

Newsletter Open Rate: 47%

Online Magazine Impressions: 200,000+

## **INSTAGRAM**

Followers: 4,100+

Instagram: Impressions: 1,400,000+

## **PODCAST**

Listens: 10,000+

Apple: 61.3%



# Social Media

## **INSTAGRAM CAMPAIGNS**

### **IG TAKEOVER | \$150**

1 Reel Announcing #tuesdaytakeover, 2 IG Slides, Highlight, and access to IG account for the day

### **GIVEAWAY | \$300**

Partner with OWC or KWC for a week long online giveaway to promote your product or company with a customized social media campaign.

# Online Advertising

## **EMAIL BLAST | \$500**

A custom newsletter dedicated to your brand and message sent to vendors or couples.

## **EMAIL INCLUSION | \$200**

A custom inclusion in a couple or vendor newsletter.

## **SIDEBAR AD PRICING**

sold in quarterly (3 mo.) increments

### ***Small Side Bar | 450 x 240px***

Homepage: \$400

Auxiliary Page: \$200

### ***Medium Side Bar | 450 x 450px***

Homepage: \$600

Auxiliary Page: \$300

### ***Large Side Bar | 450 x 1200px***

Homepage: \$1400

Auxiliary Page: \$700





Up to 20 Images  
Videos  
Contact Information  
Social Media Handles  
Email Call To Action  
Company Descriptions  
Fun Facts  
Testimonials  
Referrals  
Links to Features: Blog, Digital  
Magazines, Podcast  
Listed above Sapphire Members

- 9 Images
- Contact Information
- Social Media Handles
- Email Call To Action
- Company Description
- Testimonials
- Referrals
- Links to Features: Blog, Digital
- Magazines, Podcast
- Listed above Collective Members

9 Images  
Contact Information  
Social Media Handles  
Email Call To Action  
Company Description

Travel or Virtual Upgrade  
All States (including main site) and  
a badge to indicate you travel or are  
virtual

### ADDITIONAL CATEGORY | \$100/YR

[illegible]

# Print + Digital Magazine

## **SINGLE ISSUE PRICING**

### **HALF PAGE**

\$500 | \$50/mo.

### **FULL PAGE**

\$900 | \$100/mo.

### **INSIDE FRONT/BACK COVER**

\$1500 | \$150/mo.

### **BACK COVER**

\$2000 | \$200/mo.

## **TWO ISSUE PRICING**

### **HALF PAGE**

\$900 | \$100/mo.

### **FULL PAGE**

\$1500 | \$150/mo.

### **INSIDE FRONT/BACK COVER**

\$2000 | \$200/mo.

### **BACK COVER**

\$2500 | \$250/mo.











# *the Podcast*

## **SPONSORSHIPS**

### ***EPISODE SPONSOR***

Ohio | \$300

Kentucky | \$150

### ***30 SECOND AD/per***

Ohio | \$200

Kentucky | \$150

### ***15 SECOND AD/per***

Ohio | \$150

Kentucky | \$100