



BW
BUFFALO WEDDING
MAGAZINE
BuffaloWedding.com

RW
ROCHESTER WEDDING
MAGAZINE
RochesterWedding.com

SW
SYRACUSE WEDDING
MAGAZINE
SyracuseWedding.com

WEDDING IN NEW YORK
digital | print | marketing | bridal shows



THEO + LISA WHEELER
PUBLISHERS



KRISTEN CALABRIA
MARKETING EXTRAORDINAIRE

CASSIE DEAN
CREATIVE DIRECTOR



WEDDING IN NEW YORK

digital | print | marketing | bridal shows

800.494.0102
Wedding In New York
WeddingInNewYork.com

585.288.6385
Rochester Wedding Magazine
RochesterWedding.com

716.898.8193
Buffalo Wedding Magazine
BuffaloWedding.com

315.487.9333
Syracuse Wedding Magazine
SyracuseWedding.com

For More Information Contact Kristen@WeddingInNewYork.com

1066 Gravel Rd. Suite 100 Webster, NY 14580 | Fax: 1.888.908.4518

Not the typical wedding magazine.

We strive to assist our advertisers in achieving their personal goals. We provide you with marketing strategies to obtain the results you have been looking for + make your advertising dollars work hard for you.

maximize your visibility

With proven results + affordable rates, our all inclusive options combine a multilevel marketing system into one

EVERYTHING FOR ONE LOW RATE

Targeted Magazine Ad | Enhanced Online Listing | Online Bridal Leads
Email Marketing | Bridal Show Discounts | Bridal Show Bag Program

the magazines

The preferred magazine of local brides

Attracting affluent brides with \$1000's to spend

Circulated to over 5,000 brides per quarter

100's of distribution locations per city

Conveniently sized at 4" x 7" - perfect for pocket or purse

Bridal fashions, cake designs, local real weddings, articles + current trends included in every issue



the websites

Our interactive website compliments our publication + drives 1000's of brides to our advertisers ●●●

Ranked #1 on Google + all major search engines

Enhanced listing page includes an unlimited # of images + videos, reviews, map, link to your website, email + all social media (see example listing on following page)

Interactive ratings + reviews

Photo galleries with links to advertiser's listing page

Your listing page will appear in all relevant categories at no additional charge

ENHANCED ONLINE LISTING PAGE SAMPLE



Call: **585-872-WEDJ (9335)**
Mon-Fri 9am-5pm, After hours available by app.

Email: [Send an Email](#)

Web: [Visit Our Website](#)



93 West Main Street
Webster, NY 14580
[View Map](#) | [Get Directions](#)

[Contact Us](#)



[Pin it](#)



About Encore Events

According to Modern Bride Magazine, over 50% of your guests will remember HOW they were entertained more than any other wedding decision you will make.

We are different. We innovate and are insanely creative. Let us show you how our talent, coupled with technology, leads to an amazing entertainment experience... without all the cheese. Together, we'll craft a custom DJ, lighting, videography or photo booth package that reflects YOU without the boundaries of packages or outdated standards.

Take a look at our Menu of Services to see how Encore's Lighting Design, Audio and Multimedia Production, Photobooth Packages, and Videography services will make your reception the unique and incredible event that you and your guests will rave about for years.

Encore Events Location



Address:
**93 West Main Street
Webster, NY 14580**

[View a Larger Map](#)

[Get Directions](#)

[Print Map](#)

Encore Events Reviews

[Post a New Review](#)

Quality ★★★★★ **March 19th, 2017** by Heather
Responsiveness ★★★★★
Professionalism ★★★★★
Value ★★★★★
Flexibility ★★★★★
"**YOU MUST BOOK ENCORE EVENTS!** Truly--Encore took care of us from start to finish. It is so overwhelming to plan and execute all of the "entertainment" details, but Encore makes it completely manageable and fun.

- A Little Something Extra
- Advertisers Promotional Videos
- Aerial Photography
- Bachelor/Bachelorette Parties
- Bridal Beauty
- Bridal Consultant
- Bridal Party Gifts
- Bridal Registry
- Bridal Shows
- Bridal Stores & Shops
- Cakes & Desserts
- Catering & Beverages
- Ceremony Sites
- Chair Covers
- Chocolate Fountains
- Churches, Chapels, & Officiants
- Dance Instruction
- Decor
- Favors
- Financial
- Fitness & Weight Loss
- Flowers
- Food Truck
- Honeymoon & Travel
- Hotels & Guest Accommodations

the leads

Our bridal leads list provides exclusive access to our bride's information any time of day. Send out an email blast or direct mail campaign as the brides progressively plan their weddings ●●●

24 hour access to 1000's of brides in your area

Search by specific wedding date or by registration date

Print labels, send emails, print lead sheets, or download info

New leads added daily as brides register with us online

Leads collected online, at bridal shows + by phone

included in your advertising

Targeted magazine advertisement

Enhanced online listing page with an unlimited # of images + videos, reviews, Google map location, direct links to your personal website, email + all social media sites

24 hour online bridal leads access

Email marketing

Bridal show discounts - approximately \$200 - \$300 savings per show

Bridal show bag program - print advertisers may include their promotional piece in our bridal show bags (handed out to every bride) regardless of whether or not you choose to attend / participate in a particular bridal show

deadline dates

Winter Issue (Feb - April)
Contract Date - Dec 1st
Ad Deadline Date - Dec 15th

Spring Issue (May - July)
Contract Date - March 1st
Ad Deadline Date - March 15th

Summer Issue (Aug - Oct)
Contract Date - June 1st
Ad Deadline Date - June 15th

Fall Issue (Nov - Jan)
Contract Date - Sept 1st
Ad Deadline Date - Sept 15th



advertising rates

Quarterly Publication : One Issue Is Equivalent to Three Months of Advertising

Standard Rates

Double Page : \$900 / per issue

Full Page : \$525 / per issue

Half Page : \$390 / per issue

Quarter Page : \$285 / per issue

Internet Only : \$225 / per quarter

Side Banner : \$100 / per month

50% Off Your First Issue Promotional Rate

Double Page : \$450 / first issue

Full Page : \$262.50 / first issue

Half Page : \$195 / first issue

Quarter Page : \$142.50 / first issue

A one time production fee ranging from \$25 to \$150 (dependent upon ad size) will be applied. Ad production fee includes the complete creation of ad upon client approval. If client chooses to create own ad (regardless of size), a one time set up fee of \$25 will be applied.

Ads are listed within each category first by ad size then alphabetically within that specific ad size. 50% off promotional rate applies only to first time advertisers with a 12 month contract. Published rates are for a 12 month contract. An additional 20% charge will be assessed for a reduced 6 month contract.

the bridal shows

Increasing your visibility is our top priority. We produce twelve bridal shows each year throughout Western + Central New York and place our magazines in the hands of every bride that attends. In addition, every bride receives our bridal show bag with your promotional materials ●●●

Upstate + Western New York's largest bridal show promoter

The most elegant bridal shows that brides rave about

Providing you the opportunity to book with 1000's of engaged couples

Bridal show bag program - all bridal show participants may include their promotional piece in our bridal show bags (handed out to every bride)

***Print advertisers may include their promotional piece in our bridal show bags regardless of whether or not you choose to attend / participate in a particular bridal show

***All advertisers receive a huge discount of \$200-\$300 per show

BRIDAL SHOWS INCLUDE :

An 8ft by 6ft area, electricity, signage, 6ft table, linen, skirting, 2 chairs, 2 vendor lunches, complete list of all brides within days + a listing under participating vendors on BuffaloBridalShows.com, RochesterBridalShows.com, or SyracuseBridalShows.com respectively

