

SARATOGA BRIDE

2023
MEDIA KIT

2 ISSUES
YEARLY!

SPRING/SUMMER • FALL/WINTER

PHOTO BY DYANNA LAMORA PHOTOGRAPHY

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

brought to you by

**SARATOGA
TODAY**

SARATOGA'S AWARD WINNING BRIDAL MAGAZINE



As awarded by the
New York Press Association

2021 ISSUE

1st Place: Best Large Space Ad

JUDGES' COMMENTS:

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

SPRING 2019

2nd 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

2nd 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

1st 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!

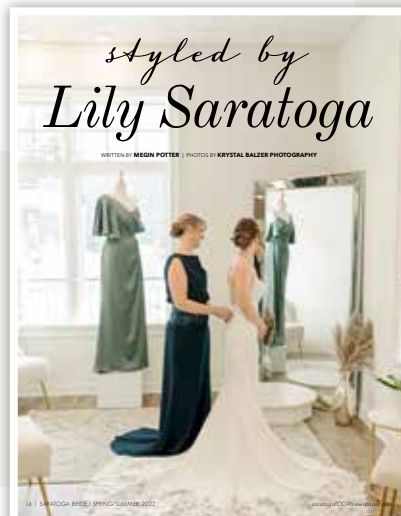
Our **REAL BRIDES** section gives future brides tons of inspiration and confidence in hiring the right people!



Real Brides REAL STORIES!

Local Business Spotlights

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



Beautiful Photos
Local wedding vendors
and photographers
inspire!

Things to Know...

7,000 copies printed of each issue!

- 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
if you'd like to be a distribution spot.

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

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

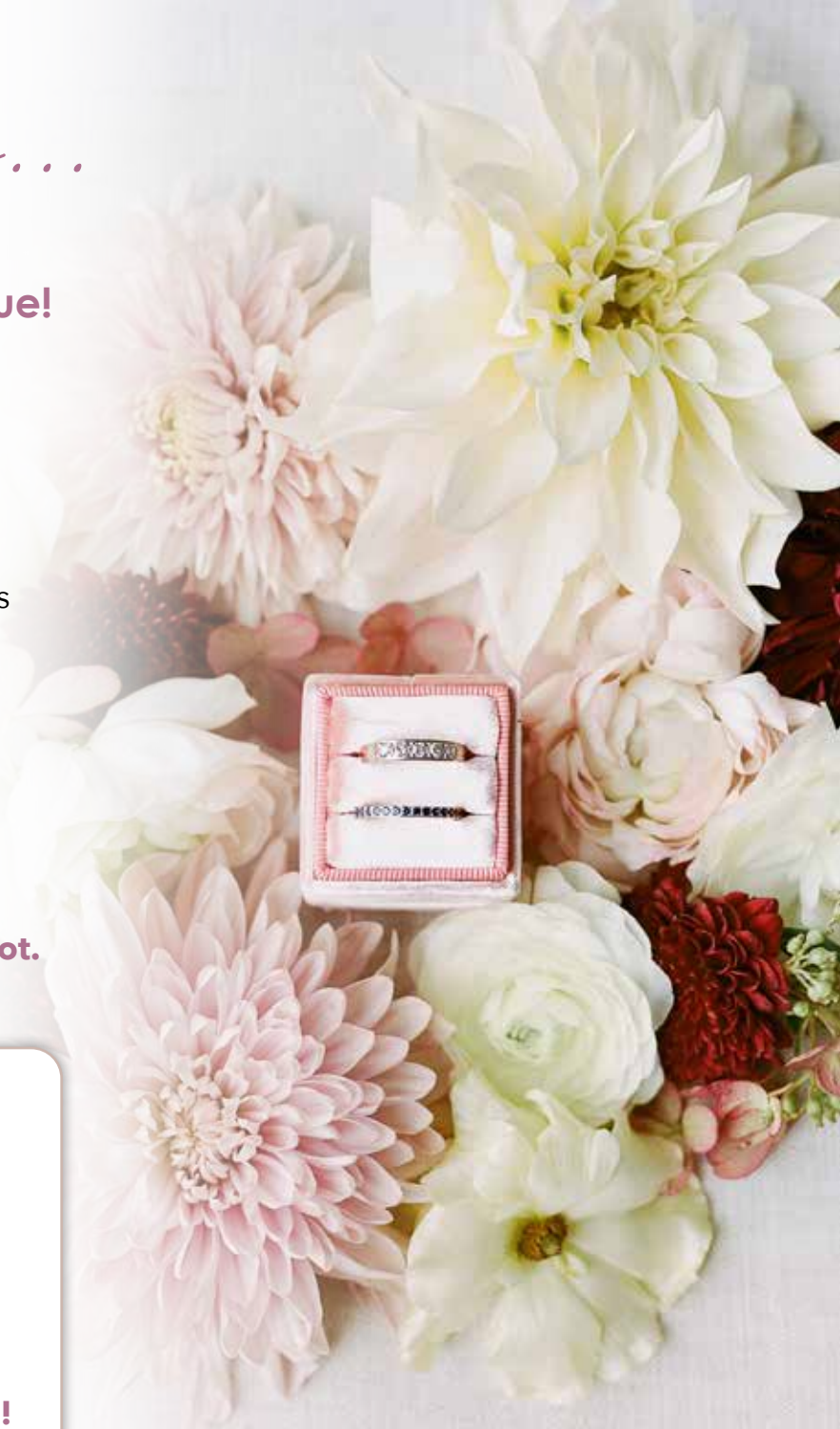
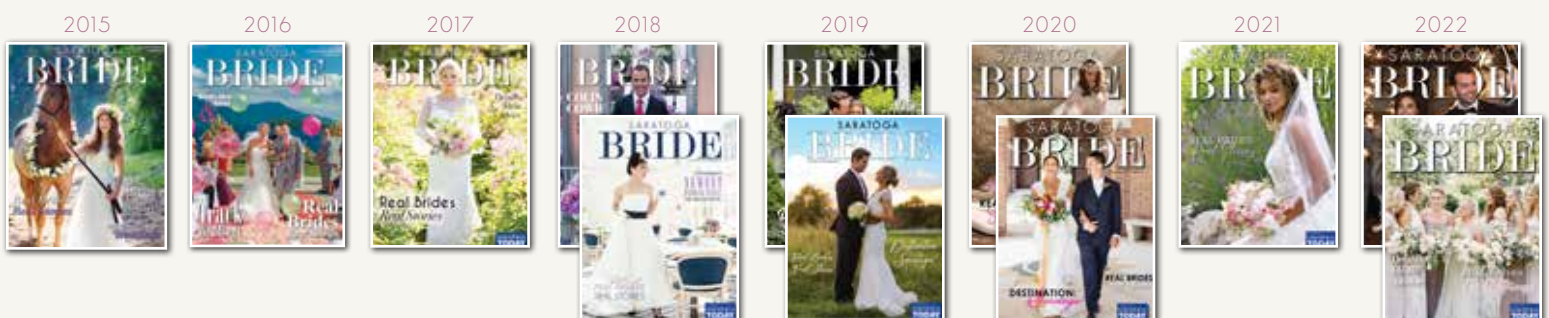


PHOTO BY **MICHELLE LANGE PHOTOGRAPHY**

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



Testimonials...

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**

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

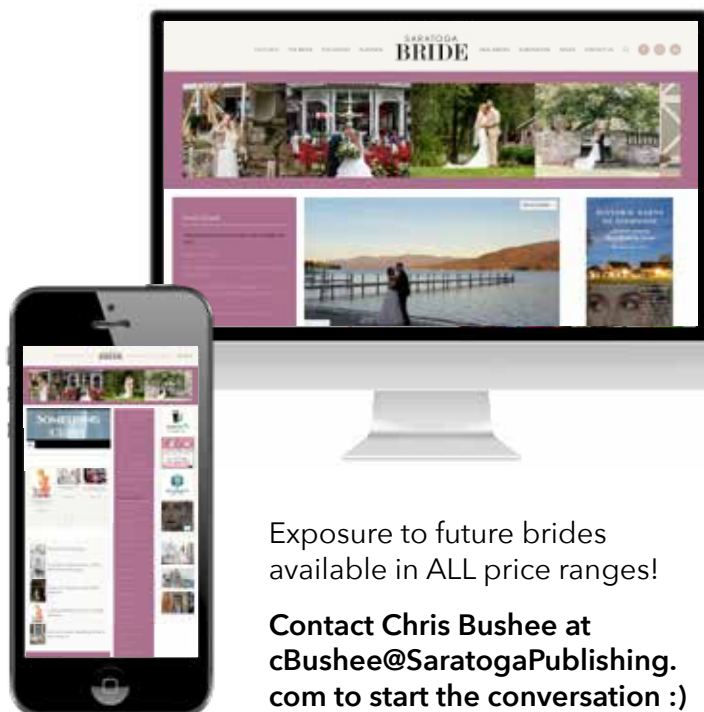
...Every **AD PURCHASE** of at least a
HALF PAGE gets **EDITORIAL COVERAGE!**

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!**



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!

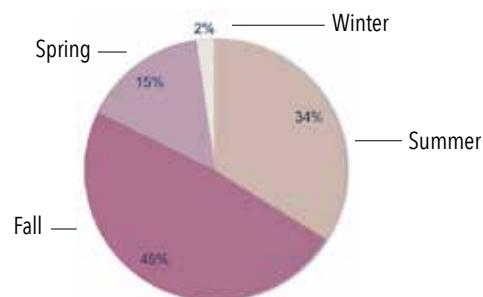


Exposure to future brides
available in ALL price ranges!

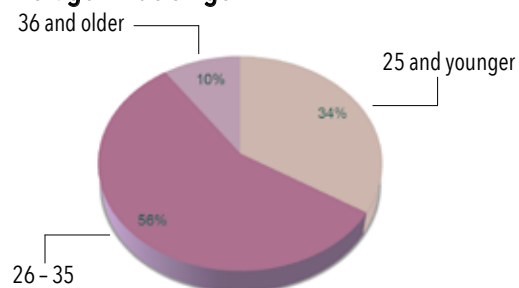
Contact Chris Bushee at
cBushee@SaratogaPublishing.com
to start the conversation :)

Wedding Stats from Our Brides!

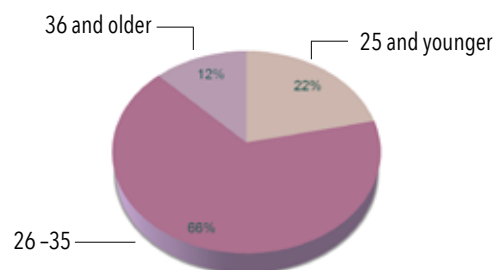
Most Popular Wedding Seasons



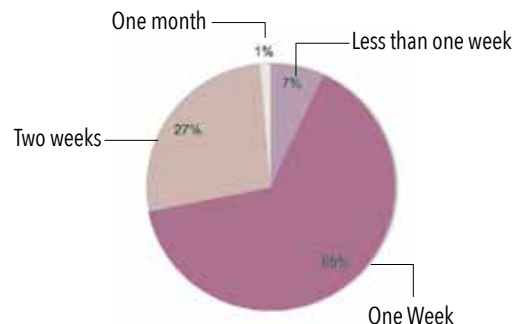
Average Bride's Age



Average Groom's Age



Average Honeymoon Length



** data collected from our Real Brides*

Advertising Rates & Specifications

2 ISSUES YEARLY! SPRING/SUMMER & FALL WINTER



5,000

COPIES PRINTED

...and 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

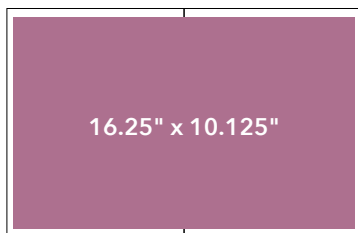
VIDEO \$2200

VENDOR LISTING

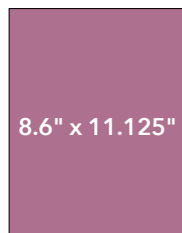
free with ad purchase, **\$300** without

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

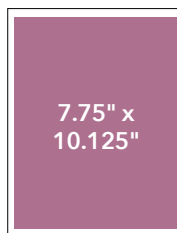
We know the fight for your AD BUDGET is a competitive one, so we give you the most value for your purchase.



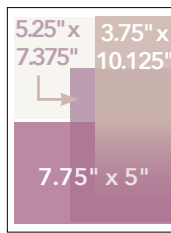
2 page spread/ad



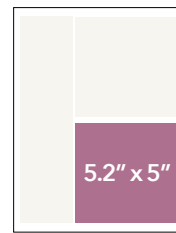
Premium Full Page
(before table of contents)



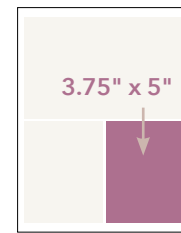
Full page



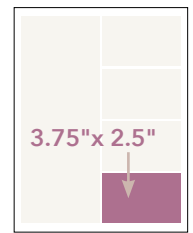
1/2 page
sizes: horizontal,
verticle or island



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.

☐ 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: _____

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