

# SARATOGA BRIDE



## SARATOGA'S AWARD WINNING BRIDAL MAGAZINE



As awarded by the  
New York Press Association

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.”

FALL 2018

### 2<sup>nd</sup> Place: Best Special Section Cover

#### JUDGES' COMMENTS:

“A really interesting photo of a modern bride. Real Brides, real stories is a huge seller for me on this one.”

SPRING 2018

### 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.”

# 2 ISSUES YEARLY!

SPRING/SUMMER • FALL/WINTER

brought to you by

# SARATOGA TODAY™

# Take a Peak Inside



## details

WEDDING DATE August 22, 2020  
 LOCATION June Farms  
 Ceremony: "Sun Gully" | Reception: "Pony Barn"  
 PHOTOGRAPHER Tracey Boyce Photography  
 STATIONERY SUITE Zeville  
 WEDDING GOWN Du Amis  
 BRIDESMAIDS' DRESSES Du Amis  
 TUXEDO Joseph A. Bark  
 GROOMSMEN ATTIRE Chippa and Son  
 HAIR Ralthe Szeslak  
 RINGS Frank Adams  
 FLOWERS Renaissance Floral Design  
 CATERER Nicola's Catering  
 CAKE Cakes Street Sweets  
 DJ OR BAND Jay Yager  
 FIRST DANCE: "Jazzed"  
 HONEYMOON DESTINATION Breckenridge, Colorado  
 ADVICE TO MRS. MRS. MRS.  
 A day Brandy wedding venue! We loved having our best friend Heidi be a part of our special day.



## carefree Cookies & Cocktails

WRITTEN BY MEGAN POTTER | PHOTOS BY SUPER SOURCE MEDIA

Cookies have found their way into our hearts because they are **easy, fun, and delicious.** "When girls are having fun parties, they love cookies because they are portable. You can be out there dancing with a cookie in your hand, and not have to be prepped with a napkin in your hip," said Jill Vahly. Vahly makes these delightful confections even more convenient by bringing them to you in their darling, custom VISA Jeep "Vahly" Wagons.

**IRRESISTIBLE GOODIES**  
 There's a Vahly's mobile menu. That's not our name, Vahly's (pronounced "see") has been covered by combining the abbreviations of where the clan originally hails from: Michigan, Virginia and where they've lived since 1997, here in Upstate New York.

**SWEET & SINKY**  
 Fall is one of the best late with Vahly's cookies, bark, bagels, and cupcakes. These made one a stop-up from the standard fare. Varieties include the "Chocolate Chip" cookie, an oatmeal chocolate chip cookie with two chocolate cookies, "The Cookie", a gingerbread butter and vanilla cookie, and the "McClary" named for their father, who has a bakery in Colorado. A gluten-conscious lemon wonder.

One of the coolest things to look forward to when these ladies roll up to your outdoor event is their cute vintage Jeep wagon. It has been refurbished to include a map from Virginia to New York on the ceiling, a cooler, and a bar. It's a champagne and (the kids up to 77 Blue) and a remarkable evening. So much so that the ladies have already decorated the wagon and drinking with everything from Beauvilliers to light, to family photos.

**SOME SMART COOKIES**  
 For the ladies of Vahly's, customization isn't reserved for changing up their mobile bar (beer, but includes their offerings, too, which are enhanced through collaborations with other women-owned businesses. "The more established we become, the more we'll be able to provide opportunities to others. It all goes together," said Michelle.

For a winter party, Vahly's decorated the wagon with festive lights and ornaments, and even the creamed coating up by the fire. For corporate Cinco de Mayo happy hour, they come up with customizable mobile bars. The absolute best of both worlds and individually wrapped cookies make party favors that guests can't wait to grab up.

Vahly's is an economical option for a low budget wedding or the missing piece of an event you're having. We'll help you create a cohesive vision, and all deliveries are available. Get more information, please email: carol@vahly.com or sign up for subscription packages online at [www.vahly.com](http://www.vahly.com)



A variety of articles featuring local businesses!

30 | SARATOGA BRIDE | 2021

[saratogaCDB.com/newspaper.com](http://saratogaCDB.com/newspaper.com)

[saratogaCDB.com/newspaper.com](http://saratogaCDB.com/newspaper.com)

COMPLIMENTS OF... SOMETHING BLEU BRIDAL



GOWN: SOMETHING BLEU • LOCATION: PITNEY MEADOWS COMMUNITY FARM • PHOTOGRAPHER: HEATHER BOHM TALLMAN



## our story

Tim and I met at SUNY Geneseo in 2010, when he was a senior and I was junior. After he abruptly arrived at a party at my apartment that spring, we've been together ever since. Tim moved from the Syracuse area to Saratoga Springs after I graduated in 2012, and our relationship continued to grow from there!

Nine years into our relationship (yes - nine), we travelled to Italy together where he proposed. We planned our date for June 13, 2020, until the pandemic forced us to postpone our date for September 18th, 2020. We decided to get married at Pitney Meadows Community Farm, a beautiful high tunnel greenhouse surrounded by nature but in the heart of Saratoga Springs.

Despite the hiccups along the way, along with the many restrictions we endured compared to a traditional wedding, our day could not have been more perfect (with a big thanks to our vendors!) The sun was shining, we were married surrounded by our closest family and friends (in person and on zoom), and we felt so much love around us.

[saratogaCDB.com/newspaper.com](http://saratogaCDB.com/newspaper.com)

2021 | SARATOGA BRIDE | 75





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 Saratoga, Adirondack, and Capital Region as the ideal four-season wedding destination!



See why  
Destination  
Brides chose  
our area!

Awesome  
Photoshoots!



# 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!

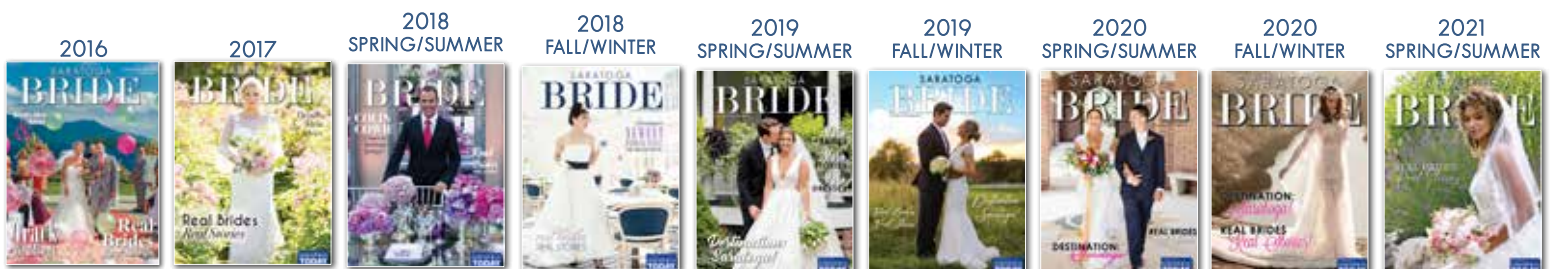
**Contact Chris at:  
cBushee@SaratogaPublishing.com  
if you'd like to be a distribution spot.**

**Wedding Professionals -**  
Do you want your  
Business featured in...  
Saratoga Bride Magazine?

Every AD purchase (of at least a 1/4 page) entitles you to either editorial coverage or a Real Bride submission, depending on your AD size. **(See AD RATES page.)**



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





# SARATOGA BRIDE...

*in print and online!*



## Digital Reach...

- Digital version compatible with tablets & smartphones.
- All ads are hotlinked to your website or Facebook page.

*...will they find you in  
Saratoga BRIDE Magazine?*

## *Testimonials...*

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

"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.

# Wedding Professionals - Do you want your Business featured in... Saratoga Bride Magazine?

Every AD purchase (of at least a 1/4 page) entitles you to either editorial coverage or a Real Bride submission, depending on your AD size. **(See AD RATES page.)**

## SARATOGABRIDE.COM



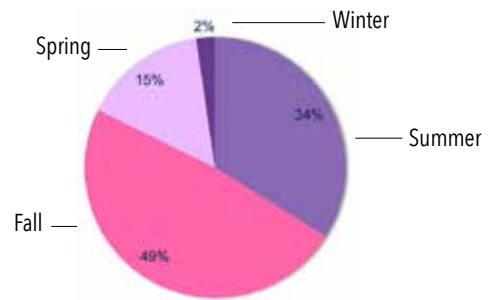
Whether brides are looking for ideas online, or where to pick up a copy of Saratoga BRIDE Magazine - they start their search here!

Exposure to future brides available in all price ranges, starting with \$100 on Instagram to a whole new online presence!

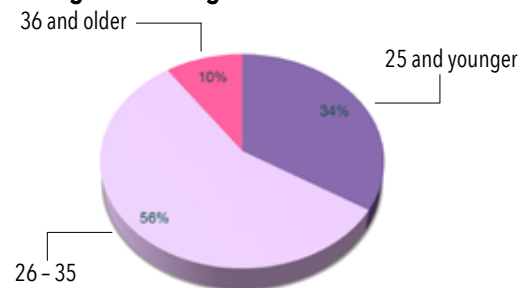
**Contact  
Chris Bushee at  
cBushee@  
SaratogaPublishing.  
com to start the  
conversation :)**

## Wedding Stats from Our Brides!

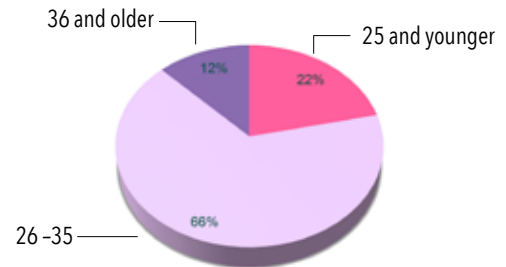
### Most Popular Wedding Seasons



### Average Bride's Age

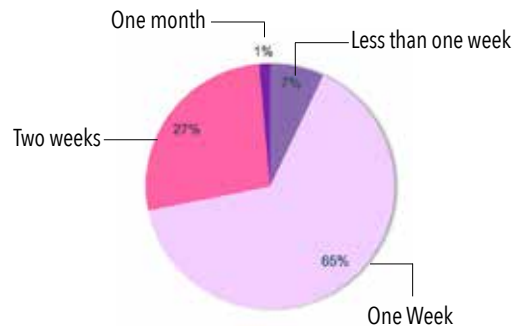


### Average Groom's Age



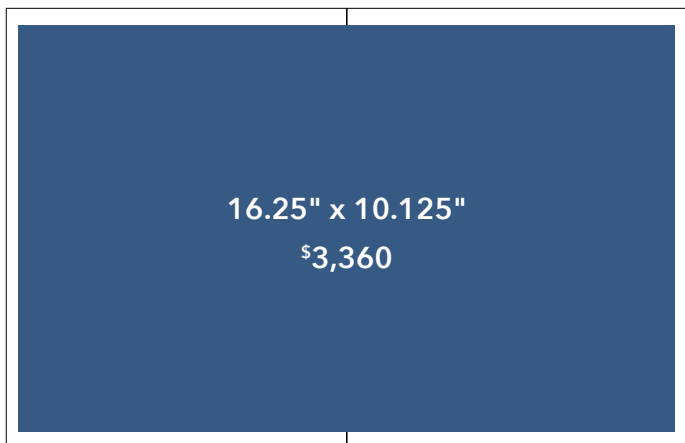
\* data collected from our Real Brides

### Average Honeymoon Length



# Advertising Rates & Specifications

2 ISSUES YEARLY! SPRING/SUMMER & FALL WINTER



16.25" x 10.125"  
\$3,360

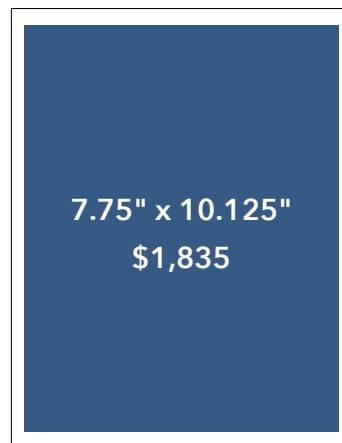
*2 page spread*

Looking for a multi-page feature (story or photo shoot!)?



8.5" x 11.125"  
\$2,100

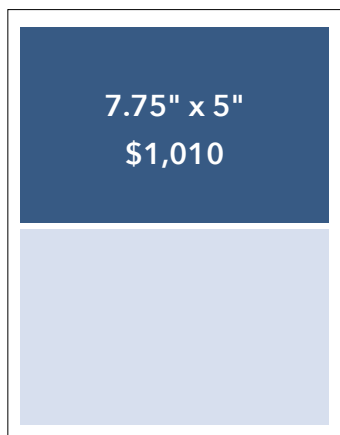
*Premium Full Page  
(before the table of contents)*



7.75" x 10.125"  
\$1,835

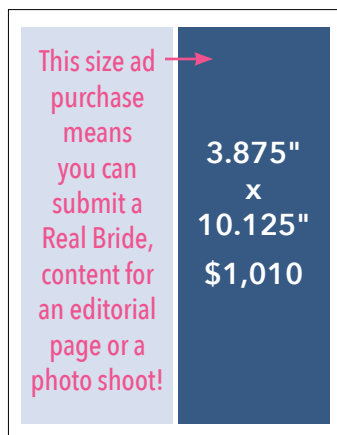
*Full page*

Premium or Full Page ad purchase means you can submit a Real Bride, content for an editorial page or a photo shoot!



7.75" x 5"  
\$1,010

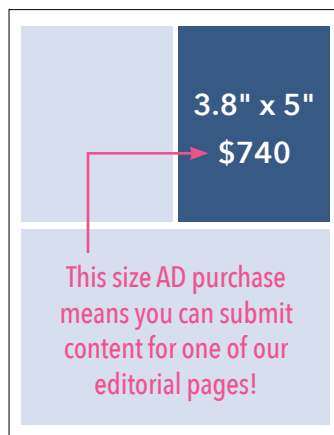
*1/2 page horizontal*



This size ad purchase means you can submit a Real Bride, content for an editorial page or a photo shoot!

3.875" x 10.125"  
\$1,010

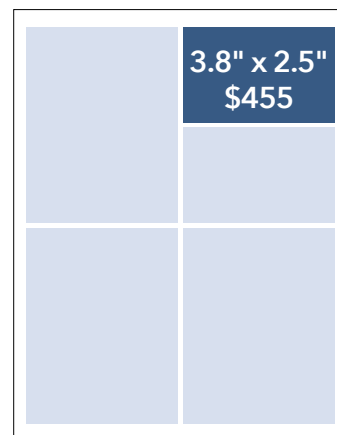
*1/2 page vertical*



3.8" x 5"  
\$740

This size AD purchase means you can submit content for one of our editorial pages!

*Quarter page*



3.8" x 2.5"  
\$455

*Eighth page*

## PREMIUM PAGES

BACK COVER	\$2,500
INSIDE FRONT OR BACK COVER	\$2,300

CALL TODAY FOR  
OUR NEXT DEADLINE  
**518-581-2480**

**Wedding Professionals:**  
See what size ad you need to  
purchase to be included in  
**Saratoga Bride Magazine**

editorial coverage | real bride submission | photo shoots



# 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)

1/4 Page Standard

Inside Front Cover\*

Full Page

1/8 Page

Inside Back Cover\*

1/2 Horizontal

2 Page Spread

1/2 Vertical

*\*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