

OHIO'S LEADING WEDDING RESOURCE

Today's Bride[®]

MEDIA KIT 2024-2025



PRINT

SHOWS

DIGITAL

info@TodaysBride.com

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TodaysBride.com

Pros.TodaysBride.com



OUR *Story*

Today's Bride is Northeast Ohio's premier multi-media resource for wedding businesses and couples alike. We have a love and passion for all things wedding.

Since the beginning, our mission has been simple — connect engaged couples with talented local wedding professionals. We serve as a convenient one-stop destination for brides and grooms embarking on their wedding planning journey, providing a wide range of resources to ensure they meet trusted wedding vendors.

Founded in 1989 by Denise and Jim Frericks, Today's Bride emerged from a personal experience of identifying a void in the wedding industry during their own wedding preparations. Committed to fostering direct connections between wedding businesses and engaged couples, we've pioneered platforms for digital, print, and face-to-face interactions. From our annual magazine to the array of bridal shows held throughout the year, we guarantee prime opportunities for you to engage with prospective clients.



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You + us

For 35 years, Today's Bride has been dedicated to fostering connections between engaged couples and local wedding professionals. Our mission is clear and unwavering: to facilitate meaningful partnerships within our community. We take pride in supporting local businesses and strive to create a platform where engaged couples can seamlessly discover and connect with the perfect wedding experts for their special day.

DEMOGRAPHICS

As a leader in the wedding industry, Today's Bride has successfully carved out a niche among the newly engaged demographic, capturing the hearts of couples aged 18 to 42 in Northeast Ohio. With a keen focus on the latest trends and timeless traditions, Today's Bride stands as a beacon for those embarking on the journey towards "I Do". Our statistics showcase not only our thriving presence but also our unwavering commitment to delivering relevant and necessary platforms for couples navigating the exciting path to their special day.

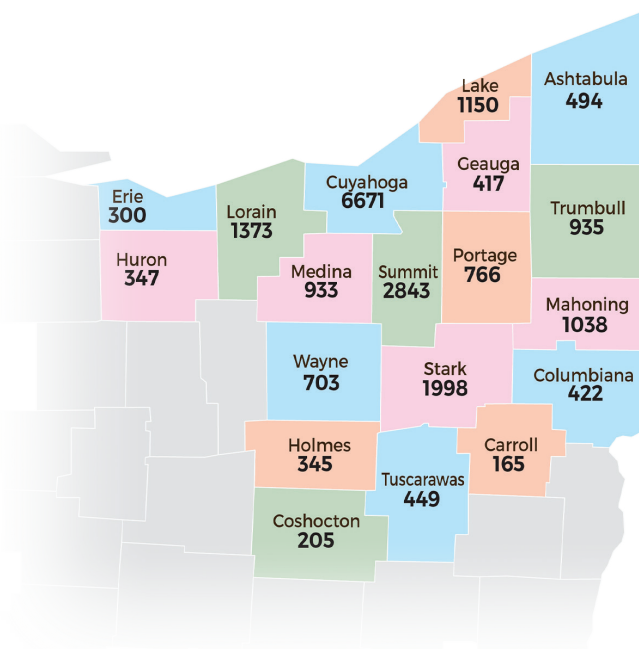


OHIO *Trends* AND OUR *Reach*

The estimated number of Northeast Ohio weddings in 2023 based off the number of marriage licenses was **21,554** (Akron, Canton, Youngstown Areas: 10,802 | Cleveland Area: 10,752).

The median age of couples getting married is **31 years**. The average length of engagement is **15 months** and average spend is **\$28,472** in the Akron Metropolitan area and **\$34,212** in the Cleveland Metropolitan area.

Number of licenses issued by county in 2023:



Number of licenses year over year:



EFFECTIVE SUITE OF *Services*

Just as consumers shop at stores, online, and in apps, engaged couples utilize multiple sources to find the perfect vendors. Through our consistent and collaborative marketing programs, we ensure that you are always in front of an ever-revolving audience. Our services gently yet persuasively influence Northeast Ohio couples to trust our recommendations and the businesses we partner with.



DEFINING OUR *Partnership*

Here's what you can expect to gain and accomplish when you partner with Today's Bride and our multi-platform brand:

- ✓ Connection with qualified couples
- ✓ Increase in traffic + sales
- ✓ Brand recognition + awareness
- ✓ Network of experienced industry professionals
- ✓ Personal account manager dedicated to supporting your success



★★★★★ *“Tall Oaks has attended Today's Bride expos for a few years now, and they've become an integral part of our business in attracting engaged couples to our venue and spreading awareness of our offerings. Their small-business structure makes it easy to communicate with any contact you need; their personable, outgoing, and family-oriented team has done everything for us from assisting in putting up our trade show booth in a pinch, to sharing a funny email during the workday, to making sure we feel comfortable with every tiny detailed aspect of our sponsorship with them.”* – Tall Oaks Resort

THE Publications

72% of engaged couples utilize wedding magazines for their planning. Our Northeast Ohio annual publication increases credibility, brand awareness, and maximizes your exposure by reaching a full year's worth of engagements.

Unlike the way readers often peruse and discard monthly subscriptions, couples tend to place our magazine on their coffee table or in their wedding binders to refer back to over the course of their planning. They dog-ear pages, add sticky notes, take notes, and share with their friends. This makes your print ad more effective and time-resistant.



FREQUENCY

Today's Bride Magazine is an annual publication that circulates for 12 months, from December through November the following year.

DISTRIBUTION

Copies are distributed through 200+ wedding retail locations across Northeast Ohio, 5,000+ show attendees, and your prospects. We'll keep you stocked with complimentary copies to give as a free gift, too.

DIGITAL EDITION

Each magazine is digitally published as an interactive version on TodaysBride.com and linked to your website and online profile, expanding your exposure further.

MAGAZINE SPECS

<p>FULL PAGE</p> <p>Bleed: 8.75w" x 11.25h"</p> <p>Trim Size: 8.375w" x 10.875h"</p> <p>Safe area: 8w" x 10.5h"</p>	<p>HALF PAGE</p> <p>Vertical:</p> <p>3.75w" x 10.125h"</p>
	<p>QUARTER PAGE</p> <p>Size:</p> <p>3.75w" x 5h"</p>

<p>LOCAL LOVE</p> <p>Photo: 2.5w" x 2.25h"</p> <p>Characters: 140</p>	<p>HALF PAGE</p> <p>Horizontal: 7.625w" x 5h"</p>
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The **SHOW PREVIEW GUIDE** is a printed marketing piece that is distributed across 800+ retail locations throughout Northeast Ohio and mailed directly to the homes of engaged couples. It is also included in our Stuff-It Bag Program for the January show.

*Show Preview Guide ad sizes are different than specs listed above

THE TODAY'S BRIDE *Wedding Shows*

It's impossible to replicate the trust, distinction, and visibility that a face-to-face connection can bring. We put you in front of 5,000+ couples and 10,000+ friends & families every year with our four annual bridal shows across Northeast Ohio.

CUT THROUGH THE CLUTTER of competition by engaging in conversations, showcasing your work in person, and booking consultations and sales all in one day.

NETWORK with other wedding professionals to foster industry relationships that lead to referrals.

REFRESHED OPPORTUNITY with only 2% of attendees visiting a second show, we provide you with a completely new group of prospects at each wedding show.



Upcoming Dates

NOVEMBER 17, 2024 at the Summit County Fairgrounds, Akron

JANUARY 25-26, 2025 at the I-X Center, Cleveland

MARCH 2, 2025 at the John S. Knight Center, Akron

JUNE 8, 2025 at the I-X Center, Cleveland

★★★★★ *“When it comes to wedding shows in Ohio, no one outdoes Today's Bride. They consistently bring qualified, legitimate couples at scale to their shows which results in lots of discussions with potential verified customers, the possibility of setting up additional appointments, or (in our case) taking deposits on the spot with cash-ready buyers!”*

– WeddingChairs.net

INVESTING IN YOUR *Success*

FURNISHED SPACE

Table, chairs, electric, name tags, company sign, exhibitor listing, and a comprehensive list of attendees.

MASSIVE MARKETING EFFORTS

Billboards, social media, direct mail, TV, radio, and online. We do the heavy advertising so you don't have to.

PRE-SHOW PLANNING TOOLS

Ideas on booth design, dos and don'ts, checklists, conversation and lead generation tips.

DIGITAL AND PRINT EXPOSURE

A complimentary online profile; a listing on our Partner Page in the Today's Bride Magazine; promoting your show special on TodaysBride.com, which will be shared in e-mails and on social media.

COMPLIMENTARY TICKETS

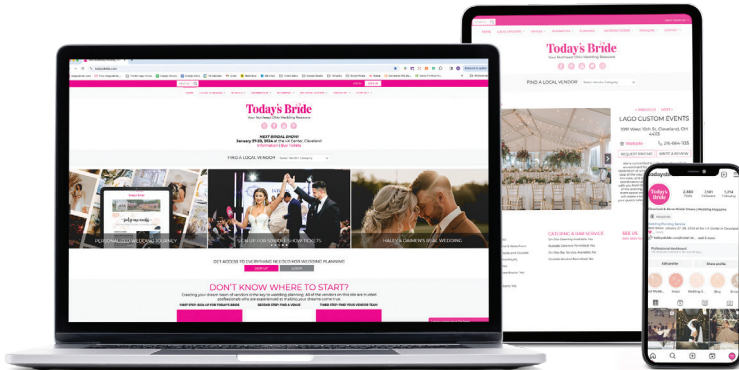
Hand out to prospects and invite them to see you at the show.

POST-SHOW SUPPORT

Provided with a list of leads and email tips and a local dedicated account rep to help aid your follow-up efforts.

THE *Digital* SIDE

Today's Bride is committed to enhancing your digital footprint by offering comprehensive multi-screen solutions. Our strategies are designed to ensure that your message not only reaches but resonates with your ideal, actively engaged audience.



TodaysBride.com is an on-trend, hyper-local, trusted resource for Northeast Ohio couples seeking wedding advice, inspiration, and information within this particular wedding market. We drive over 11,000 visitors each month to our site and the businesses listed there. The site works in unison with our social media, emails, wedding shows, and magazine services, guaranteeing that whenever and wherever a couple is looking, they'll find you.

- Targeted* messages.
- Flexible* timing and creative.
- Mobile* engagement and interaction.
- Maintain* top-of-mind awareness.

ONLINE PROFILES

Couples can access your business information from our website, driving them to your own site or to reach out directly to you. Annually, TodaysBride.com is reaching an average of 140,000 web visitors.

SOCIAL MEDIA

With over 29,000 total social media followers, our posts and business endorsements lend to your credibility as a local expert in your fields.

EMAIL BLASTS

Reach 5,000+ subscribers instantly in their inbox through a dedicated email blast or email banner.

JOURNEY EMAIL PROGRAM

Join local engaged couples on their planning journey through a series of weekly emails. Sponsor a targeted email that covers a specific category based on their wedding date and where they are in their planning timeline. With only two category sponsor ads per email, your visibility will be high among our database of 5,000+ engaged couples.

PARTNER PERKS

As a partner of Today's Bride, you can submit content you've created, real weddings you've photographed, or styled shoots you've participated in for consideration in our digital resources. Get in front of a captive audience instantly through our social media channels, email blasts, and website blogs.



THE PERFECT COMBINATION

Only Today's Bride can combine the impact and versatility of print, wedding shows, digital, and leads into the perfect combination for your company. Our mega-marketing packages provide complete saturation and awareness of your business to couples in the Northeast Ohio market.



Print



Digital



Shows



Leads

SAVE 30% WHEN YOU BUNDLE SERVICES

We have four popular mega-marketing packages that include print, digital, and shows. However, packages are **100% CUSTOMIZABLE** so you can build a campaign that works just right for you.

MULTI-TOUCH ADVERTISING CAMPAIGN

Reach your audience across multiple channels to ensure a consistent and adaptable message, making you stand out in a crowded industry, while fostering strong connections, and driving business growth.

★★★★★ *“Today's Bride is not a bridal show in town, it is "THE" bridal show in town! Nothing else can compare. Jim, Abby, Jennifer and the whole team are super responsive, very knowledgeable, and know exactly how to promote their shows in the changing times... all for the success of your wedding business. Today's Bride has become a part of my business family, and I look forward to many more years to come. Simply put, in an era where it is hard to trust many organizations, they have 100% earned my trust.”* – Rising Star Photography



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