

HIGH COUNTRY

WEDDING GUIDE™

2020 MEDIA KIT



THE ULTIMATE GUIDE TO GETTING MARRIED IN THE HIGH COUNTRY

Strategic Branding Opportunities in Print, Web, and Events

High Country Wedding Guide is the essential resource for saying “I do” in the High Country. Published annually, each complimentary issue is full of real-life inspiration and details on top-notch vendors servicing the area. Gorgeous featured weddings, a Venue Guide, advice and ideas from local experts, and a curated Vendor Directory have helped countless brides make confident choices when planning their dream wedding in the High Country. The guide is found throughout the seven-county region of North Carolina known as the High Country and delivers to a readership that reaches far beyond.

P.O. Box 1330, Asheville, NC 28802 | (828) 210-5030 | HighCountryWeddingGuide.com

DISTRIBUTION / READERSHIP

High Country Wedding Guide is produced annually with an expected readership of over 44,000.*

Distributed in over 125 High Country businesses, from restaurants and hotels to resorts and tourist attractions.

Advertisers receive a supply of guides throughout the year to provide to customers and prospective clients.

High Country Wedding Guide is offered at New York Bridal Week, *Charleston Weddings* Spring Bridal Show, and at regional trunk shows and bridal expos.

High Country Wedding Guide is available online at:
HighCountryWeddingGuide.com

* Readership based on a minimum guaranteed print run of 8,500 copies and minimum expected readership of 5.2 readers per copy.

BRIDAL LEADS

Advertisers receive leads from brides-to-be who opt in on **HighCountryWeddingGuide.com** requesting more information from local advertisers. Following up on these leads is a great way to convert your advertising dollars to business.

DIGITAL

In addition to the print publication, the *High Country Wedding Guide* website, **HighCountryWeddingGuide.com**, provides further exposure year-round via our beautifully curated blog. Updated frequently, the blog expands on features from the print guide and presents fresh, must-have High Country content.

The print publication and blog work hand in hand with a growing social media presence to share beautiful imagery and content throughout the year.



ALMOND LEAF STUDIOS

HIGH COUNTRY WEDDING GUIDE SOCIAL MEDIA PLATFORMS INCLUDE:



FACEBOOK

FACEBOOK.COM/
HIGHCOUNTRYWEDDINGGUIDE



INSTAGRAM

INSTAGRAM.COM/
HCWEDDINGGUIDE
2,500+ FOLLOWERS

2,300+

AVERAGE MONTHLY PAGE VIEWS ON
HIGHCOUNTRYWEDDINGGUIDE.COM

INTERACTIVE BRANDING

via GulfStream Communications

What can you gain from advertising with GulfStream Communications? From Western North Carolina to the South Carolina coast, you'll gain access to the most lucrative consumer markets across the Carolinas with the *High Country Wedding Guide*, *Charleston*, *Charleston Weddings*, *Grand Strand*, *Asheville Wedding Guide*, and *WNC* magazines. Brand your company through integrated, expert marketing strategies in print, multimedia, web, and event platforms.



IN EVERY ISSUE OF
HIGH COUNTRY WEDDING GUIDE

STYLED FEATURES

A collection of articles highlighting the latest trends created and designed by local vendors

VENUE GUIDE

A special section featuring must-have information for premier local wedding venues

REAL WEDDINGS

A collection of our favorite recent weddings in the High Country

VENDOR ADVICE

A variety of articles with pointers on cakes, flowers, food, and more

VENDOR DIRECTORY

Local wedding professionals, venues, services, and more who advertised or contributed to the issue

GULFSTREAM PRINT TITLES



GULFSTREAM SIGNATURE EVENTS

BAKER MOTOR COMPANY
CHARLESTON FASHION WEEK



Giving Back Awards



GULFSTREAM ONLINE

HighCountryWeddingGuide.com

WNCmagazine.com

CharlestonMag.com

CharlestonWeddings.com

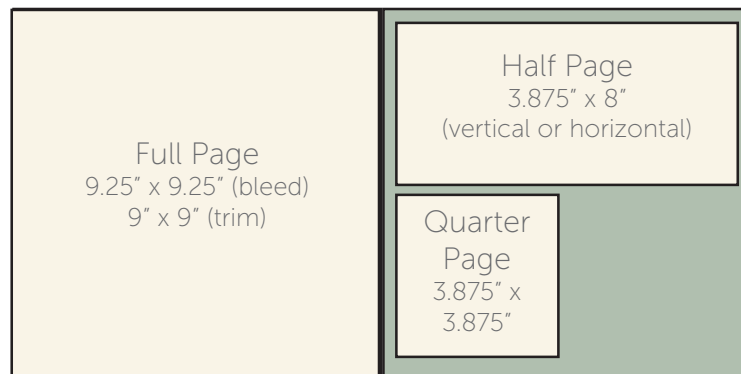
CharlestonFashionWeek.com

TheAshevilleWeddingGuide.com



ADVERTISING RATES

Back Cover	\$3,200
Inside Front or Back Cover	\$2,750
Two-Page Spread	\$1,750
Full Page	\$1,100
Venue Guide Ad Package*	\$950
Half-Page Display	\$675
Quarter-Page Display	\$450



All advertisers receive a preferred vendor listing in the Vendor Directory and online at HighCountryWeddingGuide.com. Preferred print positions are on a space-available basis as determined by the publisher and cost an additional 10%.

*The Venue Guide ad package includes a full-page ad in the Venue Guide section; inclusion on the Venue Guide Locator Map, Venue Guide Comparison Grid, the print Resource Guide and preferred online vendor listings, and a steady stream of bridal leads throughout the year.

DEADLINES

- Space reservation due by: **SEPTEMBER 27, 2019**
- Artwork due by: **OCTOBER 11, 2019**

*Payment is due within 15 days of space reservation and prepayment is required for all new advertisers.

AD SPECS

ACCEPTED FILE FORMATS

PDF (see PDF Specifications); InDesign CC (packaged with fonts and images); Photoshop (flattened and converted to CMYK); Illustrator (fonts outlined and converted to CMYK). Please Note: If changes are to be made to an ad, source files must be provided. If an ad is submitted that does not contain a rule around the outside, we retain the right to add one if we deem necessary. If you are working through an ad agency or a graphic designer and do not understand the process, it is your responsibility to make sure that we receive file formats with which we can work. *High Country Wedding Guide* cannot be held responsible for printing errors due to incorrectly created files.

PDF SPECIFICATIONS

Prior to the creation of the PDF, colors and images should be converted to CMYK (not spot colors or RGB). Finished PDF should be high-resolution with fonts and images embedded. Simply export the file as a "press quality" PDF. If there are any questions about creating your PDF, please e-mail the advertising production department at keely@wncmagazine.com.

DPI SPECIFICATIONS

High Country Wedding Guide is printed with a 133 line screen. Provide all photos at 300 dpi. Line art should be provided at 600-1200 dpi.

TRIM SIZE (full page ads only)

9" x 9"- All copy should be placed 3/8" (0.375") from the gutter on full page ads. All type or

graphics not intended to trim should be positioned at least 1/4" (0.25") inside of the trim.

BLEED SPECIFICATIONS

Material intended to bleed must be furnished with a minimum of 1/8" (0.125") image area beyond the trim (making the document size 9.25" x 9.25". On anything less than 1/8" bleed, publisher cannot guarantee consistent bleed.

VENUE GUIDE

For Venue Guide ads, please submit three high quality, 300 dpi images, one horizontal that is at least 9.25" x 4.6" and two verticals that are 2.25" x 2.75". We recommend photos of ceremony sites, reception locations, and beautiful scenery so the bride can envision her wedding at your location.

AD PRODUCTION

We have the capability to produce your ad or can recommend freelance graphic designers. If you wish to utilize our services, please have photos, copy, and any other materials needed to produce your ad by the materials deadline to allow for design time and approvals. We can only provide up to three proofs.

EDITORIAL

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ADVERTISING

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