

MONTANA BRIDE

MEDIA KIT
2023 | 2024



Nicole Castonguay Photo



Elsa Eileen Photography

MONTANA BRIDE MAGAZINE

Montana Bride magazine includes a gorgeous breadth of talent from wedding vendors who are committed to providing a first-rate service to their clients, but who also bring a creative and fresh approach to weddings with outstanding execution.

A nationally recognized and award-winning magazine, 7,500 copies of *Montana Bride* are distributed both locally and nationally each May. Printed on beautiful premium paper, *Montana Bride* is a gorgeous coffee table book that every bride dreams to be a part of.

DISTRIBUTION

Within *twelve days* of launching the 2022 magazine, we received online orders in **41 states**. Our Instagram following of 20.6k converts their views and likes into online magazine orders and direct bookings for our Vendor Collective members and an extremely high percentage.

Montana Bride magazine is distributed for free at the Glacier Park International Airport, Missoula Montana Airport, and Bozeman Yellowstone International Airport, as well as multiple other businesses across the state, including Mum's Flowers in Whitefish, which is the largest local distributor, second only to Glacier Park International Airport.

Lynn Stoll, Owner/Publisher
 Kalispell, Montana
lynn@montanabride.com
 (406) 390-5981



Dina Remi Photography

MAGAZINE RAVES

“I just received this beautiful magazine today. This publication is so well produced. The photos are rich, and the content is wonderful. Such a job well done, and full of creativity. Thank you so much for sharing it with us. Truly an amazing gift!”

Dr. Mary Leigh Gillespie, Huntsville, Alabama

“One of the coolest wedding magazines I have ever seen!”

Taylor Love, Influencer, 115K Instagram followers, Bozeman

“I cannot say enough great things about this magazine! It features a wide variety of styles and individuals who are gorgeous! *Montana Bride* is very professional and great to work with! I love how involved this magazine is with all of its vendors. If you haven’t looked at this magazine, you need to get yourself a copy and follow them on Instagram! Couples, this magazine is a great tool for getting ideas for your own wedding day!”

April Fennelly, A| Rose Photography, A Montana Bride Vendor

“The whole magazine is beautifully done! You are an artist.”

Courtney Green, Owner, Montana Territory Hat Company, Bozeman



Aundrea Marie Photography

DEMOGRAPHICS

7,597

the number of weddings in
Montana in 2021

25-34

the median age of a
Montana bride reader

82%

of *Montana Bride's* readers are female

\$20,706

the average cost of a Montana wedding in 2021



Merissa Lambert Photography



DIGITAL REACH



montanabride.com

- SEO optimized
- Google ranked
- Subscriber marketing
- Targeted ad marketing

10.2k+

Average monthly unique web site visitors

12.9k+

Average monthly web site sessions



23.1k+

Instagram followers

290k+

Average monthly impressions



8.3k+

Facebook followers



28k+

Monthly views and growing



MAGAZINE SCHEDULE & PRICING

February 15: Sales close and final ad files due

May 15: Distribution begins

To submit an advertising inquiry or to purchase an ad, please visit www.montanabride.com/advertise or email lynn@montanabride.com.

SIZE	PRICE
QUARTER PAGE	\$950
HALF PAGE	\$1,100
FULL PAGE	\$1,950
TWO-PAGE SPREAD	\$4,000
INSIDE FRONT COVER	\$3,500
INSIDE BACK COVER	\$3,500
BACK COVER	\$5,500



Troy Meikle Photo

AD DIMENSIONS & SPECS

Please convert all advertising files to cmyk

Minimum resolution for publishing is 300 dpi

Final files should be submitted as high-res pdf to lynn@montanabride.com by February 15

8.375 x 10.875"

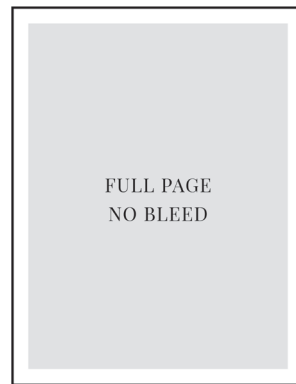
Trim size plus .25" bleed on 4 sides

Final file size: 8.625 x 11.375



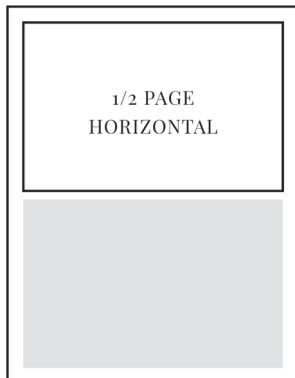
FULL PAGE
WITH BLEED

7.375 x 9.875"



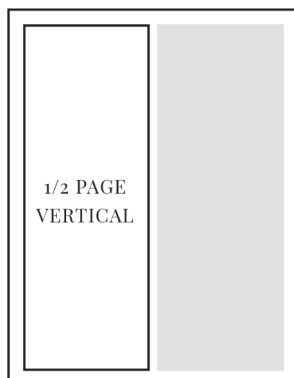
FULL PAGE
NO BLEED

7.375 x 4.75"



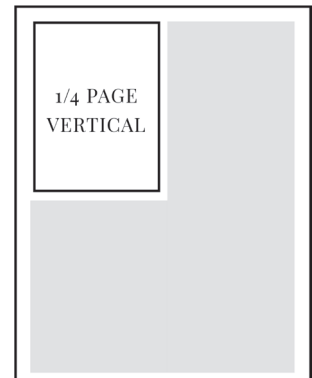
1/2 PAGE
HORIZONTAL

3.55 x 9.875"



1/2 PAGE
VERTICAL

3.55 x 4.75"



1/4 PAGE
VERTICAL



Nicole Castonguay Photo

THE VENDOR COLLECTIVE

An online collective curated with Montana's best vendors

\$500 Annually

MEMBERSHIP INCLUDES

- **Portfolio:** An online business portfolio that includes up to 15 of your images and/or videos, your business description, contact info with direct links, a headshot and/or logo, client testimony, and more.
- **Instagram Story:** An Instagram story highlighting your business will run for 24 hours on our account of 23k+ followers. It will link to your business portfolio. The IG story will be saved to a locational highlight button for as long as you are a member. The story will be updated and re-ran at each annual renewal upon member's submission of new photos.
- **Publication Opportunities:** Each member has priority status for social media posting, blog posts, and magazine features. This means that all member-submitted work is reviewed first by our team, allowing members to fill publication slots prior to non-members, if the quality and content warrants publication as deemed by the publisher.
- **Networking:** Invitation to the *Montana Bride* private Facebook group. Use this platform to network with exceptional vendors from across the state, and be the first to know of content needs, upcoming magazine deadlines, and styled shoots.
- **Preferred Vendor Directory:** Your business will receive a printed listing in the Preferred Vendors directory in *Montana Bride* magazine. Your "Best of the Big Sky" listing will include your business name and web address.
- **Print Advertising Discount:** All *Montana Bride* vendors receive 10% off of magazine advertising!
- **Launch Party:** Each year in May we host a magazine launch party! This is a great place to network with vendors, be the first to get your hands on the brand-new issue, and kick off the start to a new wedding season in Montana!
- **Vendor Badge:** You will receive an official *Montana Bride* Vendor Collective badge to display on your web site and social media accounts!

REQUIREMENTS

In order to ensure that our Collective is full of high-quality vendors who are committed to an outstanding experience for their couples, we ask that *Montana Bride* vendors meet the following:

- Vendors must only apply after at least two years of business. Vendors who have been in business less than two years *may* be accepted upon direct referral from a current Vendor Collective member, but this is at the discretion of *Montana Bride*.
- Vendors must be committed to outstanding customer service, including prompt and professional responses to all client inquiries.
- Vendors must own a quality web site that is regularly maintained. (Some exceptions may be made to this requirement – often times, hair and makeup vendors do not have web sites, for example.)
- Vendors must have ownership of an active business Instagram account.
- Vendors must carry current liability insurance for your business that is owned and operated in the state of Montana.

KIND WORDS

“What an incredible value Lynn with *Montana Bride* has offered to our brides – past, present and future, as well as the Vendor Collective! Not only does *Montana Bride* make sure that the vendors who join are reputable within their industries, but they have constantly featured all of their collective vendors. Only one year in – I cannot wait to see what the future has to hold for this masterpiece collective of talent, and how it becomes such a helpful resource for brides planning their weddings, guiding them with quality vendors and showcasing what our beautiful state has to offer!”

Jennifer Mooney Weddings, Whitefish



“As a wedding vendor in Montana, one of the best decisions I have ever made for my business is becoming part of the Vendor Collective with *Montana Bride*. I have been part of other organizations, and I can say with 100% certainty that *Montana Bride* is the best around and the most bang for your buck! Lynn just gets it! She knows what the current wedding trends are, and she cares! She cares about the vendors she works with and strives to make sure she is providing the absolute best quality to her readers/followers. Whether you are someone planning a wedding, or a vendor looking to further your business, look no further than *Montana Bride*! It’s the real deal!”

Leah Lamberson Photography, Columbia Falls