

# MONTANA BRIDE



MEDIA KIT  
2022 | 2023



Danielle Lopez Photo

## MONTANA BRIDE MAGAZINE

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*Montana Bride* magazine includes a gorgeous breadth of talent from wedding vendors who are committed to providing not only a first-rate service to their clients, but also a creative and fresh approach to weddings with outstanding execution.

A nationally recognized and award-winning magazine, 10,000 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.

For the first time ever, in 2021, *Montana Bride* was distributed at the Glacier Park International Airport, Missoula Montana Airport, and Bozeman Yellowstone International Airport. This was the largest distribution the magazine has seen since its inception. Online sales were also very successful under publisher Lynn Stoll, with shipments sent out to 32 states. Other fast-moving distribution spots include Mum's Floral & Home in Whitefish, Mimi's Bridal in Kalispell, Plume Bridal in Bozeman, and Mac's Floral in Billings, among numerous other businesses across the state.

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



*Lovelight Photography*



## MAGAZINE RAVES

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“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 that 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*

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Amber Lynn Photography

## DEMOGRAPHICS

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**\$23,000**

the average cost of a Montana wedding in 2019\*

**8,330**

the number of weddings in  
Montana in 2019\*

**26**

the median age of a  
Montana bride

**45%**

of *Montana Bride's* followers are  
between the ages of 25-34

**80%**

of *Montana Bride's* followers  
are female

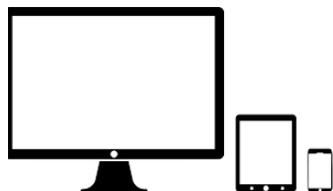
\*These stats will be updated with 2021 information as soon as it is available.



Elsa Eileen Photography

## DIGITAL REACH

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montanabride.com

- SEO optimized
- Google ranked
- Subscriber/e-mail marketing
- Targeted ad marketing



18.3k+

Instagram followers  
[+20.8% in one year]

387k+

Average monthly impressions  
[+48% in one year]



7,900+

Facebook followers



28k+

Monthly views and growing



Macy Spencer Photography

## 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](http://www.montanabride.com/advertise) or email [lynn@montanabride.com](mailto:lynn@montanabride.com).

SIZE	PRICE
QUARTER PAGE	\$750
HALF PAGE	\$1,000
FULL PAGE	\$1,500
TWO-PAGE SPREAD	\$3,000
INSIDE FRONT COVER	\$3,000
INSIDE BACK COVER	\$3,000
BACK COVER	\$5,000



Opal & Ox Photography and Film

### 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](mailto:lynn@montanabride.com) by February 15

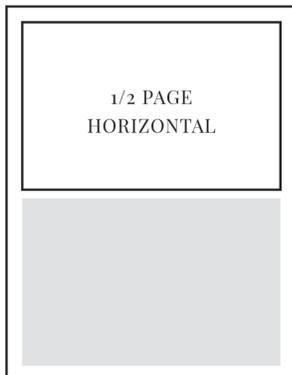
**8.375 x 10.875"**  
(trim plus .375" bleed on 4 sides)



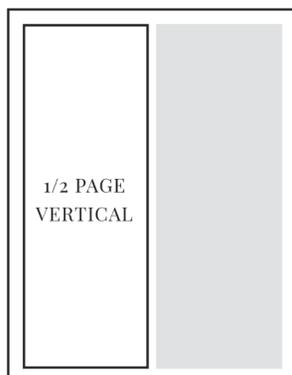
**7.375 x 9.875"**



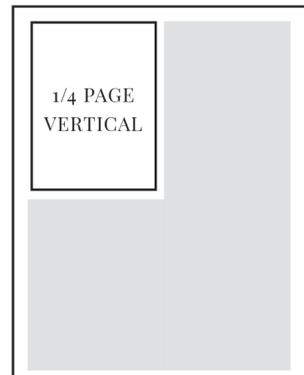
**7.375 x 4.75"**



**3.25 x 9.875"**



**3.25 x 4.75"**





Macy Spencer Photography



## THE VENDOR COLLECTIVE

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An online collective curated with Montana's best vendors

**\$400 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 18K+ 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.
- **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 reserve publication slots prior to non-members.
- **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.
- 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.

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## 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*