ROCKY MOUNTAIN BRIDE

the only wedding resource, both in print + online, that covers the entire range of the Rocky Mountain Region on a national level

STATS
2. DEMOGRAPHICS
3. CONTENT
4. REACH

MAGAZINES
PRINT PUBLICATIONS
6. PRINT PRODUCTION SCHEDULE
7. PRINT PUBLICATION PRICING
DIGITAL PUBLICATIONS
8. LOCAL WEDDING GUIDES
9. VENUE GUIDE
10. AD SPECIFICATIONS

DIGITAL
12. ONLINE ADVERTISING
13. VENDOR COLLECTIVE
14. HONEYMOON COLLECTIVE
15. SOCIAL MEDIA + GIVEAWAYS

EDUCATION
16. ROOTED IN THE ROCKIES

CONTACT
17. TEAM
63% of online readers are accessing our site from their mobile devices

50% are between the ages of 25 and 34

82% of RMB readers are female

$102,110 highly affluent household income

142,400 weddings occur in the Rockies per year

$3.5 billion dollar industry

The Average Cost of a Rocky Mountain Wedding

<table>
<thead>
<tr>
<th>State</th>
<th>Colorado</th>
<th>Montana</th>
<th>Utah</th>
<th>Wyoming</th>
<th>Canadian Rockies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$27,646</td>
<td>$20,706</td>
<td>$27,095</td>
<td>$26,017</td>
<td>$30,717</td>
</tr>
<tr>
<td>Idaho</td>
<td>$19,925</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Mexico</td>
<td></td>
<td>$18,470</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Photographers, clockwise from top left: Blush Sky Photography, Maggie Grace Photography, Root and Blossom Photography, Nicole Sarah Photography, Grace Gatto Photography, Ashley Taylor Photography
SOCIAL

14,000,000+
YEARLY IMPRESSIONS
2,400,000+ accounts reached yearly
66,200+ followers

21,000,000+
YEARLY IMPRESSIONS
5,200+ followers

17,100+
AVERAGE REACH PER POST
27,750+ followers

350,000+
YEARLY IMPRESSIONS
4,250+ followers

COMING SOON

MAGAZINES

80,000+
MAGAZINES PRINTED ANNUALLY

36%
AVERAGE SELL-THROUGH RATE
ON SHELVES AT: BARNES & NOBLE, CHAPTERS / INDIGO, KING SOOPERS, SMITH’S, SHOPPERS DRUG MART, SAVE-ON FOODS, REAL CANADIAN SUPERSTORE, OVERWAITE, FRED MEYER, CITY MARKET, SUPER ONE FOODS, HARVEST FOODS, WALGREENS, WINCO FOODS, SHOPKO, SAFEWAY, ALBERTSONS, WALMART, CVS, TARGET, REXALL, TOWN PUMP, HASTINGS, LONDON DRUGS, COLES, LOBLAWS, PHARMASAVE, INDEPENDENT DRUG, CITY NEWS, TATTERED COVER, OTHER LOCAL RETAILERS AND ADVERTISER STOREFRONTS.

3,344,100+
ONLINE MAGAZINE IMPRESSIONS

DIGITAL

1,800,000+
YEARLY WEBSITE VIEWS

11,000+
NEWSLETTER SUBSCRIBERS WITH A 48% AVERAGE OPEN RATE
“I can’t wait to get my hands on these. You’re the only worthwhile bridal magazine out there, in my opinion. I’m a Rocky Mountain girl, second time bride who finally found the one. Determined to throw some of my Montana roots into my Oklahoma wedding!”

- Lisa Piccolo, bride
CANADIAN ROCKIES  
SPRING/SUMMER  
AD CLOSE: FEBRUARY 15  
ON SHELVES: APRIL

COLORADO  
SPRING/SUMMER  
AD CLOSE: FEBRUARY 15  
ON SHELVES: APRIL

UTAH*  
AD CLOSE: FEBRUARY 15  
ON SHELVES: APRIL + OCTOBER

MONTANA*  
AD CLOSE: JUNE 15  
ON SHELVES: AUGUST + NOVEMBER

WYOMING*  
AD CLOSE: JUNE 15  
ON SHELVES: AUGUST + NOVEMBER

IDAHO*  
AD CLOSE: JUNE 15  
ON SHELVES: AUGUST + NOVEMBER

NEW MEXICO*  
AD CLOSE: JUNE 15  
ON SHELVES: AUGUST + NOVEMBER

CANADIAN ROCKIES  
FALL/WINTER  
AD CLOSE: AUGUST 15  
ON SHELVES: OCTOBER

COLORADO  
FALL/WINTER  
AD CLOSE: AUGUST 15  
ON SHELVES: OCTOBER

NATIONAL VOLUME 6  
AD CLOSE: DECEMBER 15  
ON SHELVES: JANUARY 2021

* DENOTES COVER CHANGE
# PRINT PUBLICATION PRICING

## STATE / CANADIAN ROCKIES PUBLICATION

Print magazines are on newsstands throughout the state + neighboring cities Canadian Rockies publications are nationally distributed across Canada

<table>
<thead>
<tr>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUARTER PAGE</td>
<td>$1,250</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>$1,800</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$2,500</td>
</tr>
<tr>
<td>TWO PAGE SPREAD</td>
<td>$3,500</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$4,500</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>$4,500</td>
</tr>
<tr>
<td>BACK COVER</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

## NATIONAL PUBLICATION

Print magazine with a regional focus on newsstands nationwide

<table>
<thead>
<tr>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HALF PAGE</td>
<td>$2,500</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$4,000</td>
</tr>
<tr>
<td>TWO PAGE SPREAD</td>
<td>$7,000</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$6,000</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>$6,000</td>
</tr>
<tr>
<td>BACK COVER</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

## BUNDLES

Maximize your exposure and connect with both local + destination couples

<table>
<thead>
<tr>
<th>FULL PAGE</th>
<th>PRICE</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE + REGIONAL</td>
<td>$5,000</td>
<td>$7,495</td>
</tr>
<tr>
<td>2 STATE(s) + REGIONAL</td>
<td>$7,000</td>
<td>$9,995</td>
</tr>
</tbody>
</table>

*bundling includes corresponding ad in local wedding guide or venue guide

<table>
<thead>
<tr>
<th>HALFPAGE</th>
<th>PRICE</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE + REGIONAL</td>
<td>$3,200</td>
<td>$4,995</td>
</tr>
<tr>
<td>2 STATE(s) + REGIONAL</td>
<td>$4,200</td>
<td>$6,795</td>
</tr>
</tbody>
</table>

*bundling includes corresponding ad in local wedding guide
U.S. LOCAL WEDDING GUIDES

COLORADO
Aspen / Roaring Fork Valley
Boulder
Breckenridge
Buena Vista / Salida
Colorado Springs
Crested Butte
Denver
Durango
Estes Park
Evergreen / Bailey
Fort Collins
Grand County
Keystone / Summit County
Steamboat Springs
Telluride
Vail
Western Slope / Grand Junction

NEW MEXICO
Albuquerque
Las Cruces
Santa Fe
Taos

UTAH
Moab
Park City
Greater Salt Lake City
St. George

WYOMING
Big Horn
Casper
Jackson
Southeastern Wyoming

MARKETS

CANADA
Banff / Canmore / Kananaskis
Calgary
Central Alberta
Cranbrook
Edmonton
Fraser River Valley
Greater Vancouver Area
Jasper
Okanagan
Southern Alberta
Sunshine Coast
Vancouver Island
Waterton
Whistler / Pemberton Valley

COLORADO
Boise
Coeur d’Alene
McCall
Palouse
Southeastern Idaho
Sun Valley

IDAHO
Big Sky / Bozeman
Billings / Red Lodge
Central Montana
Glacier
Missoula

RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page</td>
<td>$495</td>
</tr>
<tr>
<td>Half Page</td>
<td>$695</td>
</tr>
<tr>
<td>Full Page</td>
<td>$995</td>
</tr>
<tr>
<td>Two Page Spread</td>
<td>$1,495</td>
</tr>
</tbody>
</table>

easily accessible, free to the bride, digital magazines containing an aggressive seo strategy targeted to couples getting married within a specific market

CASSIE MADDEN PHOTOGRAPHY
a digital magazine featuring venues within the entire rocky mountain region, 
fiercely marketed by rmb to local + destination couples throughout north america. 
rmb’s venue guide is the only directory that exists to cover the region’s best properties.

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</tr>
</thead>
<tbody>
<tr>
<td>full page</td>
<td>$995</td>
</tr>
<tr>
<td>two page spread</td>
<td>$1,495</td>
</tr>
<tr>
<td>listing</td>
<td>complimentary to select venues</td>
</tr>
</tbody>
</table>

annual edition
released every june

pricing includes venue guide & corresponding local wedding guide

listings are not included in local weddings guides
DIMENSIONS

FULL PAGE WITH BLEED

8.375 x 10.875”
(Trim plus .125” bleed on 4 sides)

FULL PAGE NO BLEED

7.375 x 9.875”

1/2 PAGE VERTICAL

3.25 x 9.875”

1/2 PAGE HORIZONTAL

7.375 x 4.75”

1/4 PAGE VERTICAL

3.25 x 4.75”

RMB’s creative team can design your ad for $500

AD CREATION

HIGH RESOLUTION LOGO

TAGLINE, CONTACT INFORMATION, SOCIAL MEDIA HANDLES, LOCATION

MODERN IMAGES THAT COMPLEMENT RMB’S AESTHETIC

REQUIREMENTS

ALL COLORS MUST BE CONVERTED TO CMYK

MINIMUM RESOLUTION OF 300DPI

COMPLETED ADVERTISEMENT MUST BE SUBMITTED AS HIGH-RES PDF
"Your post yesterday of my work has gotten so much traction. From that one post, I received seven requests for proposals, and it hasn’t even been 24 hours. The dollar volume I quoted this morning was for $8,500. Thank you so much! I really appreciate it."

- cara rank, xowyo
EMAIL BLAST // $1,000
A custom newsletter dedicated to your brand and message sent to vendors or brides.

EMAIL INCLUSION // $500
A custom newsletter inclusion to in a bride or vendor newsletter of your choice

EVENT LISTING // $650
Have RMB help promote your event or show! Receive an event listing online, social media promotion, and RMB magazines for your event. Unlimited event listings available for bridal shops with Vendor Collective bundle.

SPONSORED ARTICLE // $1,000
Brand focused article created by RMB with your provided materials and promoted online.

CURATED CONTENT // $1,500+
Dedicated content designed for your brand or company including copy, photos and promotion.

<table>
<thead>
<tr>
<th>HOME PAGE AD PRICING</th>
<th>exclusively on rmb's homepage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3 MO.</td>
</tr>
<tr>
<td>SMALL SIDEBAR</td>
<td>$750</td>
</tr>
<tr>
<td>MEDIUM SIDEBAR</td>
<td>$1,000</td>
</tr>
<tr>
<td>LARGE SIDEBAR</td>
<td>$2,250</td>
</tr>
<tr>
<td>LEADERBOARD</td>
<td>$2,250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DIGITAL AD PRICING</th>
<th>placement throughout rmb's website excluding the homepage</th>
</tr>
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<td>LEADERBOARD</td>
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| DIGITAL AD SPECS     | please provide all digital ads in .jpeg format at 2x the dimension size listed above |

ONLINE VENDOR PROFILE

an invitation-only online vendor directory featuring the top wedding professionals in our region

Includes 20 images and/or videos, contact information, social media handles, company description, fun facts, and links to featured blog posts as well as being a part of RMB’s exclusive community.

$600 / YEAR
One location, one category

$1,500 / YEAR
One location, one category + unlimited event listings

$1,500 / YEAR
Destination Listing - included in every state/province indicating travel or provide services in those areas

Perks: exclusive discounts, social media exposure, insider emails about upcoming rmb events and cover contests, print and online contribution opportunities, and so much more!
HONEYMOON COLLECTIVE

honeymoon profile

$1000 / year
One location, one category

$1750 / year
One location, one category, sponsored article + social media campaign

HONEYMOON PROFILE

an invitation-only online directory featuring the top honeymoon destinations around the world

Includes 20 images and/or videos, contact information, social media handles, company description, and links to featured blog posts as well as being a part of RMB’s exclusive community.
INSTAGRAM CAMPAIGN

$500

5+ Instagram Story slides with custom messaging tailored to your brand including up to 2 swipe-up call-to-actions

FACEBOOK CAMPAIGN

$500

Have RMB help promote your services, products and experiences with a custom post on RMB’s Facebook feed

SOCIAL MEDIA TAKEOVER

$2000

Includes promotion of your brand/specific event or experience on 2 platforms of your choosing:

Instagram: 5+ story posts, 1 feed post
Facebook: 2-3 custom posts
Pinterest: 5-10 customized graphics promoting your content
YouTube: 1-2 video/trailers (perfect for tutorials and DIYs)
Spotify: a 2-3 hour custom playlist for your event
Twitter: 2-3 custom posts

PINTEREST CAMPAIGN

$500

Creation of 5-10 customized graphics promoting your content

GIVEAWAY

$1000 + plus product

Partner with Rocky Mountain Bride for a week-long online giveaway to promote your product or company with a customized social media campaign
Rooted in the Rockies
conference + workshop series

Rocky Mountain Bride’s foundation for creating community within the region’s wedding industry by providing valuable learning resources, hands-on experiences, and networking opportunities for creatives who are passionate about their craft.

BE A PART OF ROOTED

ATTEND
GIVE YOUR TEAM AND YOU THE OPPORTUNITY TO RECHARGE AND GAIN VALUABLE INFORMATION FROM INDUSTRY MASTERS TO LEVEL UP YOUR BUSINESS.

A diverse sampling of industry professionals covering topics, including increasing your income, navigating business metrics, website and branding topics, attracting your ideal clients, the future of the industry, impactful client boundaries, design trends and so much more!

SPONSOR
SHOWCASE YOUR PRODUCT OR SERVICE IN FRONT OF AN ENGAGED AUDIENCE MADE UP OF DEDICATED AND HARD-WORKING WEDDING PROFESSIONALS.

Our vendor relationships are very important to us. We hand select our partnerships and sponsors to ensure we are showcasing the best of the region to present to our conference attendees.

rooted@rockymountainbride.com www.rootedintherockies.com @rootedintherockies
COLORADO + NEW MEXICO
Brit Tucker
brit@rockymountainbride.com
@brit_rockymtnbride

UTAH
Vanessa Walker
vanessa@rockymountainbride.com
@vanessa_rockymtnbride

MONTANA, WYOMING + IDAHO
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@mackenzie_rockymtnbride

ALBERTA + BRITISH COLUMBIA
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@celynn_rockymtnbride
Carly Cooper
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LOCAL WEDDING GUIDES
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@tasha_rockymtnbride

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@kiley_rockymtnbride

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