

# WWM WESTERN WEDDING MAGAZINE MEDIA KIT 2022



AMERICA'S ONLY  
**WESTERN WEDDING**  
PUBLICATION

Western Wedding Magazine is a platform for the western bride and vendor who values simplicity and the real cowboy way of life.

We are here to create a space for western wedding inspiration, connect brides with western vendors, and give our combined wedding knowledge to anyone that will listen.

We are hopeless romantics, wedding professionals with a passion for the western culture, and the girls next door.

We are serial bridesmaids, wedding planners, photographers, and graphic designers. But more importantly, we know how hard it is to plan a wedding during calving season.

If we're your kind of folks or your platform, well then... **welcome home.**



# ABOUT OUR AUDIENCE

Our audience is primarily made up of women that span the whole cowgirl spectrum. We have the buckaroos, vaqueros, English riders, barrel racers + team ropers, western pleasures, ranch rodeo gals, western fashion lovers, the list goes on.

Our audience reaches from Mexico to Canada and as far West as Australia. The agriculture industry is in every country, thus so are ranchers and farmers.

While we primary serve the US, we have high hopes of one day reaching cattlemen and farmers across the world.

## DEMOGRAPHICS

Readers: 82.2% women  
Average Age: 18-34

## TOP COUNTRIES

83.3% - United States  
3.7% - Mexico  
3.7% - Canada

## PRINT

Printed Biannually

Available online at [westernweddingmagazine.com](http://westernweddingmagazine.com) and at western boutiques and vendor locations.

## SOCIAL MEDIA



### INSTAGRAM

Followers: 37k+  
Yearly Accounts reached: 2,150,000+  
Average post reach: 77.9%  
Average post engagement: 8.7%

### FACEBOOK

Followers: 4k+

### PINTEREST

Followers: 3k+  
Monthly Views: 2,000,000+  
Yearly Impressions: 17,380,000+

### TIKTOK

Followers: 7.5k+  
Monthly Views: 65.8k+  
Likes: 83K+



# WHAT MAKES US STAND OUT

There are a few things we feel really passionate about; the western Industry as a whole, the cowboys who made us, the cattlemoens who we strive to be, and the movers and shakers in the creative part of this industry. Each issue we are sure to curate content to specifically showcase all of the people who make the western industry what it is.

Our audience are the ranch wives in training. The ones who are buying groceries, doctoring calves, and looking fashionable at the arena. Women who shop online because there isn't a boutique for miles, and who live and breathe the western lifestyle.

Our audience is also the ranch hand, the 4th generation cattleman, or the young cowboy looking for love. He wants to treat his wife to a life full of love.

Plus, our audience is the vendors who come together to make weddings what they are. The trailer bars, florists, photographers, venues, and caterers who value the western way of life. Weddings wouldn't be what they are without the vendors who make it happen.

We are a culture that incorporates craftsmanship and artistry into our weddings. These pieces are often used in our homes and will be passed on for generations.

We are excited to be able to connect brides and grooms easily to western vendors and small shops all over the country and one day, the world.

We have a blog, growing international vendor list, and online collection of western small shops that help to make the western wedding industry what it is today.



## CURATED CONTENT // 25%

In our print publication, half our our content is curated and shot by us. We want to serve inspiration for brides and vendors.



## VENDOR COLLABORATION // 25%

We strive to work with the movers and shakers of the western Industry & bring light to their craftsmanship.



## REAL BRIDE CONTENT // 50%

We want to highlight the details and heritage items western brides are showcasing in their weddings

# PARTNERSHIP OPTIONS & PRICING

## SPONSORED SOCIAL + ONLINE ADVERTISING

With our monthly Instagram reach of over 260k accounts, a 77.9% post reach (double the average of 34%), and an engagement of 8.7% (double the average of 3.7%), we strongly believe that we can serve your brand well.

We have built a community of western brides that look to us for guidance when it comes to planning all things wedding related.

### SPONSORED FEED POST - \$500

One post containing 2-4 images to our Instagram feed with copy created by our team to ensure authenticity.

### SPONSORED STORY - \$125

One story created by WWM with images provided by you.  
\*an additional \$75 per link to URL

### SPONSORED BLOG POST - \$500

A native blog post or article created by WWM. Imagery, details, and links provided by you.

### WEEKLY RECAP EMAIL - \$100

A one time custom spot in our weekly newsletter.

## PRINT ADS

Advertising can be paid in full or broken up into two payments. WWM's ground crew can create your ad for an additional \$100.

### HALF PAGE AD

\$400

### FULL PAGE PRINT AD

\$800

### INSIDE FRONT / BACK COVER

\$1,650

### NATIVE AD

This option includes an interview, 2-3 pages of content (copy and photos) in the print publication.

\$1,500

### AD SPECS

Full Color CMYK

300dpi Resolution

All text must be converted to outlines

Ads must be submitted as High Quality PDF

Full Ad Bleed Dimensions (8.625" x 11.125")

# LET'S WORK TOGETHER

We want Western Wedding Magazine to be more than just a platform or online publication, but also a community to serve cowboy brides and vendors of the like. We are here for you, we see you, and we know how hard it is to plan a wedding during calving season.



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