

DESTINATION

i do

& HONEYMOONS TOO!



MEDIA KIT 2012
WWW.DESTINATIONIDOMAG.COM

Image by Stephanie Williams

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DESTINATION WEDDINGS... MEDIA PACKAGING

...THE ALTERNATIVE IN EXCHANGING VOWS

It comes as no surprise that weddings and honeymoons are big business. During the next 15 years the industry is expected to grow by more than 20%. Approximately 2.4 million weddings are performed and an average of \$120 billion is spent annually in the United States. **At least 18-24% of these couples plan destination weddings and that figure continues to grow every year.** This is not a trend, but rather an alternative in exchanging vows, which is very much part of the wedding industry and here to stay.

Destination weddings are up by 400%
in the past decade.*

EDITORIAL MISSION

Destination I Do Magazine fills a need for this growing niche by providing essential information for couples considering a wedding away from home or romantic honeymoon. To expand the options the couple might consider, each issue highlights a variety of potential locations including:

- Continental US
- Hawaii
- Caribbean
- Mexico
- South Pacific
- Cruise Weddings
- Europe
- Other International Destinations

Couples who dream of a romantic wedding on a tropical island beach, quaint Italian villa or pristine mountaintop need expert assistance to see their dreams become reality. We provide trustworthy information about the destinations as well as all things wedding and honeymoon related including:

- Fashion
- Bridal Registries
- Invitations and Stationary
- Photography
- Wedding Planning
- Beauty & Fitness
- Jewelry & Accessories
- Etiquette
- Floral & Décor

Destination I Do is distinguished by its simple and clean design that appeals to a sophisticated audience. We cut through the clutter and deliver helpful and cutting edge editorial rarely seen in this market. Readers of *Destination I Do* can rely entirely on the information within the publication as well as on www.destinationidomag.com.

*Based on a recent article in *SmartMoney Magazine*.

By advertising in *Destination I Do*, you have access to a distribution specifically targeted to your audience. In addition, we work with each of our clients to assess their needs and can offer print, online or interactive marketing campaigns separately or as a package. Our sales managers act as assistant buyers to help make sure our client's messages are seen and heard in ways that fit their needs.

PRINT ADVERTISING

Whether they are planning a small elopement or large wedding surrounded by family and friends, *Destination I Do* assists its reader by providing information about you, the advertiser. **Our commitment is never to exceed an advertising to editorial ratio of 50%**, which ensures your ad will not be lost in the sea of competition often seen in the bridal market. An advertisement in *Destination I Do* is the perfect way for you to connect with the rapidly growing international market of engaged couples who are planning a unique wedding or honeymoon in a romantic setting. We are creating a forum where the destination wedding "I do's" become "will do's."

97% of engaged couples use wedding
magazines to get tips and ideas for
their weddings. *

ONLINE ADVERTISING

Couples are relying on online resources more now than ever before. Destinationidomag.com is a comprehensive tool for couples to plan, research, discover and download information about locations, products, services and vendors worldwide. Consider destinationidomag.com the go-to online location for engaged couples. Thousands of potential buyers will browse through your information for closer examination.

86% of *Destination I Do* readers own
a passport and are college educated.

SOCIAL MEDIA MARKETING

Brides are using the internet to plan their weddings and *Destination I Do* has them at every turn. Our vibrant social communities stretch from Facebook to Twitter and even the DID daily blog, giving brides and grooms up-to-date relevant and fresh information about planning their wedding getaway. We work with our advertising partners to get their messages seen and heard by the couples who are a perfect match. We also have countless online partners who help us spread the word even further.



*Based on 2010 figures from *The Wedding Report*.

WHAT SETS *DESTINATION I DO* APART

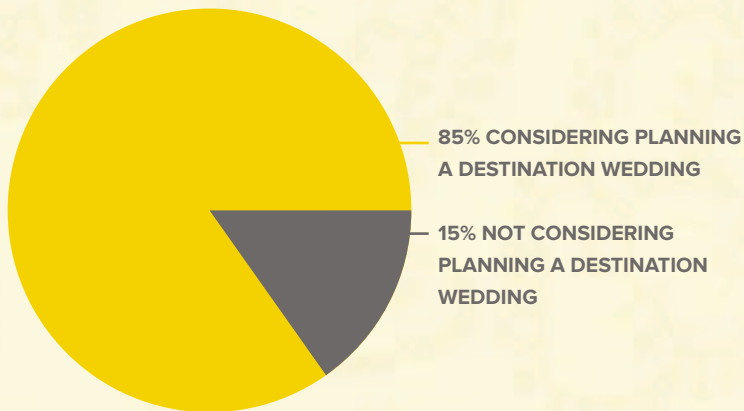
Image by Amelia Lyon



85% of couples consider a destination wedding when they start their planning.

WHAT SETS *DESTINATION I DO* APART FROM OTHER MAGAZINES:

- 6 months of newsstand presence for each insertion giving you the greatest value for your ad dollar
- Only destination & honeymoon magazine with an international circulation
- Commitment to a 50% advertising-to-editorial ratio ensures marketing messages are seen
- Targeted editorial focused on a niche audience
- Cost per thousand is substantially lower than other bridal publications
- Design and presentation both online and in print caters to a sophisticated audience
- Outstanding customer service with a helpful approach to marketing your product or service



WHAT PEOPLE ARE SAYING ABOUT *DESTINATION I DO*:

Readers:

“When I started to plan our wedding for Las Vegas I realized it was difficult to find a venue that was not going to scream “cheesy!” *Destination I Do* completely saved me! I flipped through the pages and went online to read a great article featuring Lake Las

Vegas. We traveled there to check it out and the moment we walked into the Loews Lake Las Vegas Resort - we knew this was it. We were getting married here and nowhere else!”

~ Trinh Vo from San Francisco

“Cheers to you, *Destination I Do*! I was able to plan the Napa wedding of my dreams thanks to your helpful magazine and blog.”

~ Tracy from Fullerton, California

Advertisers & Contributors:

“*Destination I Do Magazine* has been an invaluable source of leads for ewedding.com. We have received not only a large quantity, but quality leads, and customers.”

~ Matthew Kelly, President, ewedding.com

“From the beginning, *Destination I Do* has never stopped to impress me with their professionalism, promptness, passion for quality and, above all, a genuine personal caring for the growth of not only their business, but mine as well. Their philosophy was created with their readers in mind but extends to everyone involved in making *Destination I Do* such a successful magazine in a class of its own.”

~ Merrily Rocco, Owner/Head Coordinator & Designer, Merrily Wed, merrilywed.com

“Having exposure in *Destination I Do Magazine* has helped our wedding business immensely. The calls just flood in! We could never ever repay them for it; it's been that fantastic. Thank you!”

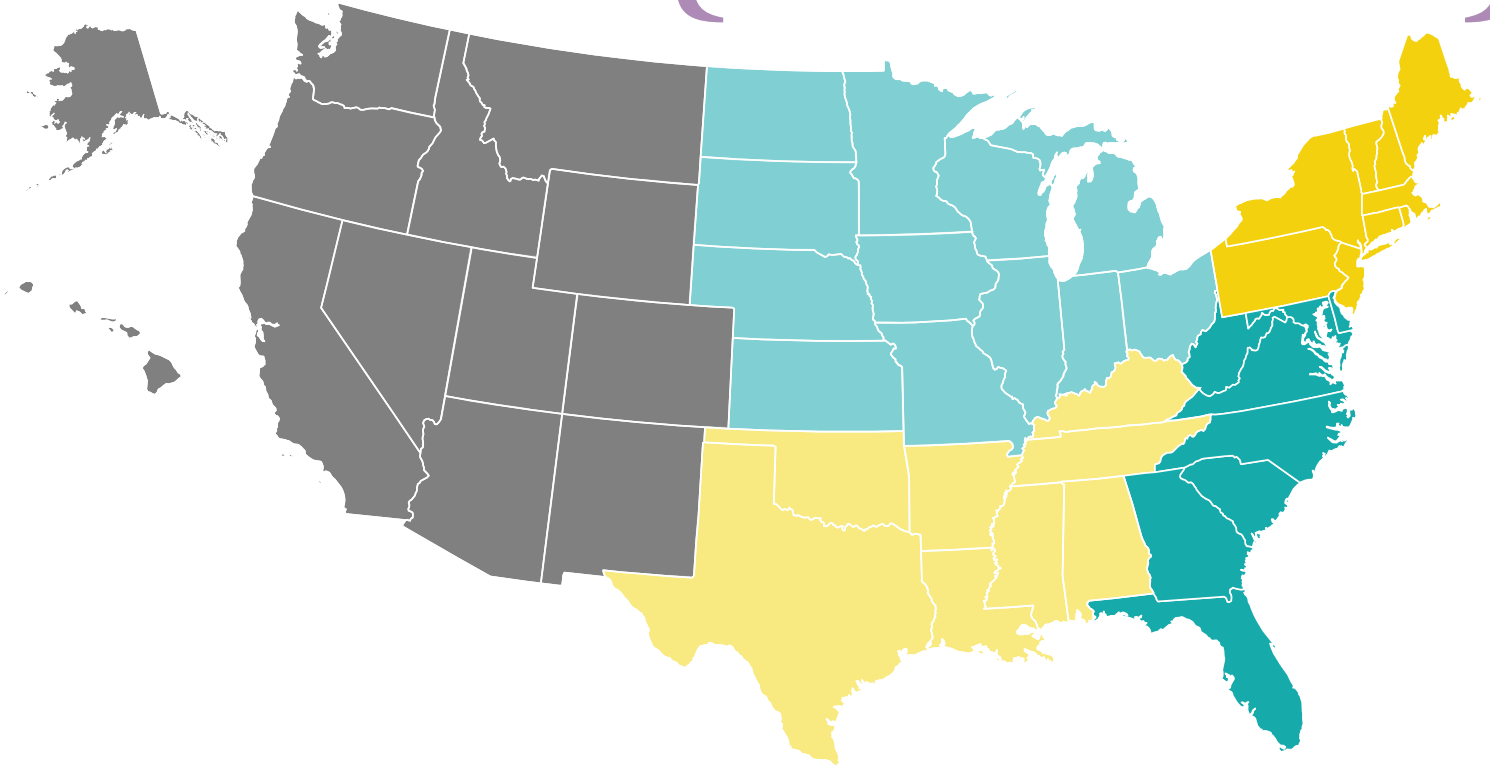
~ Valerie Neblett Owner, Casa Valerie (Private Villa in Puerto Vallarta), casavalerie.com

“*Destination I Do Magazine* is a high quality product put out by high quality people. I enjoy working with them and really appreciate their passion and commitment to excellence. They have found and filled a much needed niche in today's wedding industry and brides are taking notice! Having my work published in *Destination I Do* has brought me recognition and buzz for my brand and I am proud to see my work in such a classy publication.”

~ Melissa Jill, Owner/Photographer, Melissa Jill Photography, melissajill.com



Each issue is on sale for **SIX** months, giving you further reach than many wedding or travel magazines.



NATIONAL DISTRIBUTION

| | |
|--|--|
|  | • Alaska, Hawaii and Western States 26.08% (MT, ID, WY, CO, NM, AZ, UT, NV, WA, OR, CA) |
|  | • Mid Atlantic and New England States 23.09% (NY, NJ, PA, ME, NH, VT, MA, RI, CT) |
|  | • South Atlantic States 18.13% (DE, MD, DC, VA, WV, NC, SC, GA, FL) |
|  | • North Central States 14.38% (OH, IN, IL, MI, WI, MN, IA, MO, ND, SD, NE, KS) |
|  | • South Central States 12.03% (KY, TN, AL, MS, AR, LA, OK, TX) |

100,000 copies are sold throughout the U.S. and several countries worldwide at fine retailers such as Barnes & Noble, Safeway, Kroger, Fry's Food & Drug, Giant and many others. We work with the largest magazine distributor in the nation to ensure your message is being communicated to the right audience.

Destination I Do Magazine is published twice per year with a quarterly cover change to ensure consistent presence in the retail market.

INTERNATIONAL DISTRIBUTION 6.29%:

| | |
|-------------|-------------|
| Canada | Thailand |
| Hong Kong | Portugal |
| Singapore | Austria |
| Taiwan | Australia |
| South Korea | New Zealand |
| Indonesia | Puerto Rico |

PRINT ADVERTISING SPECIFICATIONS

PRINTING

Web Offset (SWOP)

Perfect Bound

Trim Size 8.375" x 10.875"

Note: On ads with bleed all copy must be at least 1/4" from trim, and 3/8" from the crease. Destination I Do is not responsible for any copy being cropped off if it extends beyond the 1/4".

Ads should NOT include printer or crop marks. If they do include the marks Destination I Do is not responsible for the results of images/ads having to be stretched to fit Destination I Do's layout.

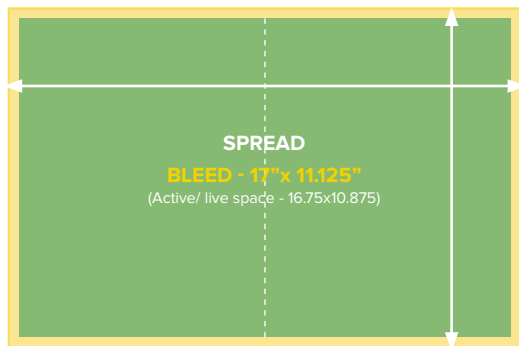
DIGITAL AD REQUIREMENTS

All ads submitted must be designed in Adobe InDesign, Adobe Photoshop or Adobe Illustrator. They must be CMYK at 300dpi for best print quality. No spot color unless specifically requested. (Additional charges may apply). Include all fonts, images and any other attachments required for output.

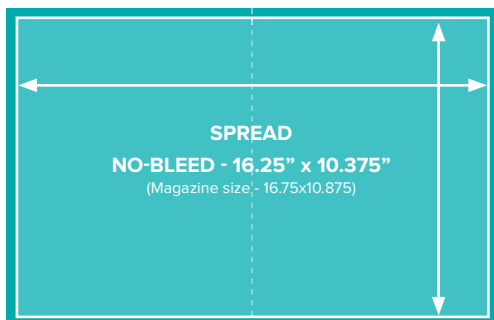
Materials must be uploaded to *Destination I Do's* FTP site – please call for log in instructions. CD's mailed to corporate address are also accepted.

ACCEPTED FILE FORMATS

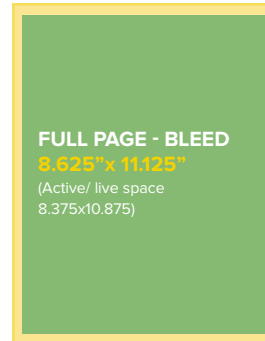
- .jpg, tiff or pdf as 300 dpi and cmyk color coded.
- .ai and .eps (.ai and .eps are vector files where all imported images need to be at least 300 dpi). *Destination I Do* is not responsible for pixelated or low resolution graphics and images imported into .ai or .eps files. Also, all type should be outlined.



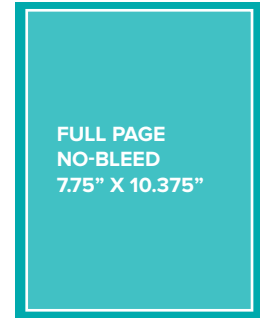
Spread / Bleed: 17"x 11.125" (Includes .125" bleed on all sides.)



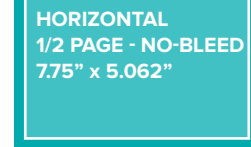
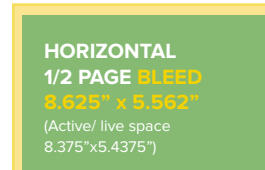
Spread / No-bleed: 16.5"x 10.375"
(Allows .25" white space to frame ad on all sides.)



Full Page / Bleed:
8.625"x 11.125"
(Includes .125" bleed on all sides.)



Full Page / No-bleed: 7.75"x 10.375"
(Allows .25" white space to frame the ad on 3 sides and .375" on 4th side facing gutter).



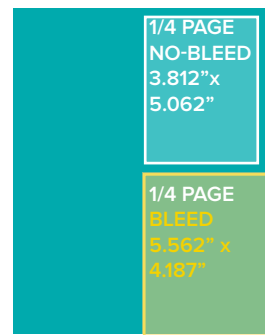
1/2 Page Horizontal / Bleed:
8.625"x 5.5625"
(Includes .125" bleed on 3 sides.)

1/2 Page Horizontal / No-bleed:
7.75"x 5.0625"



1/2 Page Vertical / Bleed:
4.4375"x 11.125"
(Includes .125" bleed on 3 sides.)

1/2 Page Vertical / No-bleed:
3.8125" x 10.375"



1/4 Page/ Bleed: 4.4375"x 5.6875"
(Includes .125" bleed on 3 sides.)

1/4 Page/ No-Bleed:
3.8125"x 5.0625"



1/3 Page/ Bleed: 2.9167"x 11.125"
(Includes .125" bleed on 3 sides.)

1/8 Page/ No-Bleed (market place):
3.9375"x 2.4687"

Note: Measurements given for bleeds includes a .125" bleed on all four sides of ad. *Destination I Do* will crop the bleed on the side facing the crease dependent on which side of the spread your ad is placed.

INTEGRATED MARKETING SOLUTIONS LEAD GENERATION PROGRAM FOR HOTELS & RESORTS

EXPAND YOUR HOTEL'S VISIBILITY IN THE LOCAL AND DESTINATION WEDDING MARKETS AND GENERATE TARGETED LEADS.



WHAT IS WEDDINGQUICK QUOTE?

Everyone in the hotel industry is interested in cost saving ideas and tools that will drive more revenue. The WeddingQuick Quote functionality is the answer in today's economy when many are cutting labor costs, yet still believe service is a priority. WQQ is not a substitute for a catering or sales manager. It's purpose is to expedite the sales process saving your property time & money.

Not your standard RFP, WeddingQuick Quote program creates a powerful sales tool while displaying packages, amenities and services. The WeddingQuick Quote program provides date availability, an estimated cost and most importantly, provides full contact details for each bride so your catering managers and wedding coordinators can get in touch and book the event.

HOW DOES IT WORK?

The WeddingQuick Quote transforms your online wedding page into a business-2-business website, opening your catering sales office 24/7. Like all internet users, brides want instant answers. They want to know if the date they're interested in is available and if your property can fit within their budget.

Track your dollars – and only pay for completed leads.

Our third party partner (MAD-Marketing, a division of Cendyn) will provide detailed campaign reporting.

WHAT ARE THE BENEFITS?

Although The WeddingQuick Quote will never replace the “one on one” relationship selling technique, used by successful catering and wedding managers, it does have several benefits:

- Provides you with quality, targeted leads
- Acts as a 24/7 concierge by providing the estimated cost, amenities offered and date availability
- Sets you apart from other properties not using WeddingQuick Quote
- Saves time and money
- Captures helpful and necessary data no other resource can provide you
- Increases revenue
- Creates a cost-effective marketing solution because you pay per lead
- Gives you added exposure by advertising your property on several web sites with cooperative ads, direct links, social marketing and print campaigns

WHAT DOES IT COST?

\$750 includes set-up, training, hosting and unlimited placement marketing. The Pay4Performance, lead generation fee is \$10 per qualified lead and is invoiced quarterly.

Separate the “just looking” shoppers from those truly interested in booking your hotel for their destination wedding or event. Sign up for WeddingQuick Quote and get started today!



ONLINE FEATURES



Couples are relying on online resources more now than ever before. Destinationidomag.com is a comprehensive tool for couples to plan, research, discover and download information about locations, products, services and vendors worldwide. Consider destinationidomag.com the “Yellow Pages” of wedding experts; thousands of possible buyers will browse through your information for closer examination.

FEATURES OF DESTINATIONIDOMAG.COM INCLUDE:

- **Destination Tools** - articles and resources for couples to help plan their wedding and honeymoon. Everything from “how to get a passport” to travel checklists and planning budgets.
- **Resource Directory** - truly the “yellow pages” of the site where couples can research for the perfect location, photographer, wedding planner or other wedding products or services.
- **Photo Gallery** - couples can browse through categories of images to see destination wedding photographers’ work and gather ideas.
- **Shop** - we’ve put together helpful resources for couples when they’re shopping for all aspects involving their destination wedding: airline/travel sites, beauty products, bridal registries, hotels, favors & gifts, invitations, jewelry & accessories and more.

- **Gown Gallery** - brides can view hundreds of gorgeous gowns, hand picked and perfect for destination weddings.
- **Visible Banners** - deliberately displayed banners allow for strong marketing, yet stays consistent with the user-friendly minimalist design of destinationidomag.com.
- **E-newsletter** - each newsletter consists of helpful information about new products on the market, suggestions for planning and advertisers we endorse.
- **Dearly Beloved** - Our top picks from the wedding industry – everything from hotels, spas and destinations to beauty products and fashion.

Online advertising is available separately or can also be combined as a package with print advertising. We would be happy to work with you and access what works best for your product or service, while giving you the best potential for your return on investment.

The average number of guests at a destination wedding has doubled from 35 to 70 in the past five years.