

DESTINATION

i do

PASSPORT TO PARADISE

MEDIA KIT

WWW.DESTINATIONIDOMAG.COM

Uniting Unique Brides with Unique Businesses



Photography by: benchrisman.com

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DESTINATION MEDIA, LLC

13856 S. 36th Way | Phoenix, AZ 85044

T: 480.759.9855 | F: 480.759.9853

Toll Free: 866.359.9855

DESTINATION WEDDINGS...

...THE ALTERNATIVE IN EXCHANGING VOWS

If you are in the wedding industry, 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% 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.

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
- South Pacific
- Cruise Weddings
- Europe
- Other International Destinations
- Theme / Adventure Weddings

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 it's 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.

MEDIA PACKAGING

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 publishing reps 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."

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



Photography by: alluringgrace.com

www.destinationidomag.com

ADVERTISING SPECIFICATIONS

PRINTING

Web Offset (SWOP)

Perfect Bound

Trim Size 8.375" x 10.875"

Note: All copy must be at least 1/4" from trim.

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.

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 pixilated graphics or images imported into .ai or .eps files.



Photography by: davidjay.com



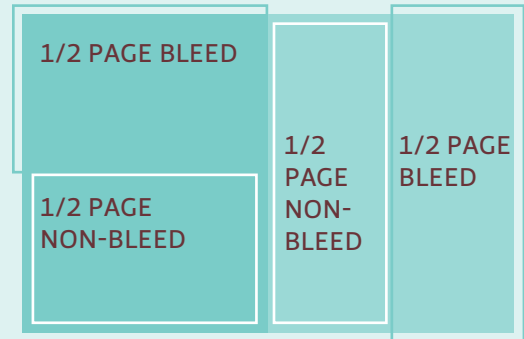
Spread - Bleed: 17"x 11.125"

Spread - Non-bleed: 16.75"x 10.875"



Full Page - Bleed: 8.5"x 11.125"

Full Page - Non-bleed: 8.375"x 10.875"



1/2 Page horizontal - Bleed: 8.5"x 5.562"

1/2 Page horizontal - Non-bleed: 8.375"x 5.437"

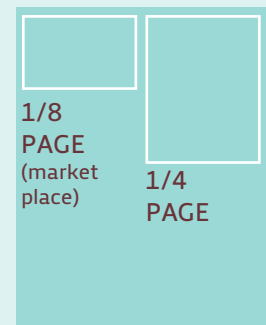
1/2 Page vertical - Bleed: 4.25"x 11.125"

1/2 Page vertical - Non-bleed: 4.187"x 10.875"

1/4 Page: 4.187"x 5.437"

1/8 Page: 4.187"x 2.185"

(market place)





WWW.DESTINATIONIDOMAG.COM

Photography by: melissajill.com

WHAT OUR ADVERTISERS AND CONTRIBUTORS ARE SAYING:

“*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. We appreciate their great magazine, web site and readers who have helped make ewedding.com the Net’s #1 premium wedding web site service.”

Matthew Kelly, President
www.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. This wonderful approach is reflected in each issue they publish by gorgeous photos, meaningful articles and not saturating their magazine with advertisements. 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
www.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)
www.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
www.melissajill.com



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