

DWeddings





Letter from
MAURA JONES

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Weddings are a big deal in Texas! Our brides expect the very best on everything from their engagement through their honeymoon. *D Weddings* covers it all twice a year with in-depth editorial and exceptional photography on every aspect of tying the knot in Texas.

As you read through this media kit, you'll find demographics, engagement avenues, and stats to assist your marketing strategies. You will also find testimonials from industry leaders on why they choose *D Weddings* to reach the most discerning and affluent brides in Texas.

D Weddings, coupled with dweddings.com and our social media (Instagram, Facebook, Pinterest, newsletters) provides our brides with current wedding day resources, blogs, gorgeous images, and monthly newsletters. Brides follow us religiously.

No one knows North Texas like we do, which is why we are the number one selling bridal publication on newsstands. We are excited for 2017 and have lots of exciting new opportunities to partner with us.

Take a look and see all that we have to offer to you and to our brides. I am sure you will agree that *D Weddings* is the best partnership and investment you can make for your business.

Maura Jones

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D Weddings *brings Dallas' biggest weddings to life.*

D Weddings is where sophisticated brides in Dallas turn for inspiration. Our in-depth editorial features real North Texas brides from engagement to honeymoon.

We connect brides to an ensemble of luxury brands and vendors in the Dallas area who are capable of making their big day truly unique.

Dallas-Fort Worth brides with an average annual household income over **\$200,000** spend an average of over

\$100,400
on their wedding.

We know engagement.

Dallas-area brides trust us to connect them with top-of-the-line businesses. We present partner brands in intimate ways across multiple platforms—print, social media, and personalized events.

Reaching the right brides pays off. Throughout 2016 in Dallas-Fort Worth, there were

43,195

Weddings

\$1,346,820,100

Spent on weddings

40,000

D Weddings annual print circulation

Dallas-Fort Worth boasts the sixth highest average wedding expenses of 917 metropolitan areas in the United States.

Every month, *D Weddings* averages

25,949

Unique web visitors

51,006

Page views

1,500

Newsletter subscribers

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“D Weddings is what imitators aspire to be—authoritative, timely, and stylish—in a way that only a D title can be.”

GARY DONIHOO // F8 STUDIOS

“There’s not a more beautiful magazine to pick up than D Weddings. Their team of experts allows us to show off our beautiful store and give brides-to-be a glimpse of how they will look on their special day.”

LAURA HODGKINSON // STANLEY KORSHAK BRIDAL SALON

“D Weddings’ first-rate quality—with precise attention to detail, imaginative editorials, and the latest in industry trends and resources—reflects the same high standards of our company.”

TODD FISCUS // TODD EVENTS

“Investing in an ad with D Weddings was a leap of faith in my marketing plan that has paid off with an increase in inquiries from my target bride, exposure to fellow high-end vendors, and added credibility to my brand.”

DEBBY JEWESSON // BRANDING OUT FLORAL & EVENT DESIGN

“D Weddings is the one publication in Dallas that stands out and that brides can read as a true resource. It is a who’s who in the wedding industry.”

ANDY AUSTIN // ANDY AUSTIN ENTERTAINMENT

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