

Sierra Bride



BE A PART OF THE ADVENTURE

OUR ADVERTISING KIT

Our Story

PERHAPS THE IDEA OF A REGIONALLY CURATED, THOUGHTFULLY PRODUCED BRIDAL AND LIFESTYLE PRINT MAGAZINE IN THE AGE OF DIGITAL MEDIA WASN'T ABSURD IN ITSELF, BUT TO A WEDDING PLANNER AND A PHOTOGRAPHER CHATTING ABOARD A CHAIRLIFT ONE BLUEBIRD MORNING IT SEEMED UNLIKELY THAT THE IDEA WOULD GO MUCH FARTHER THAN THE DURATION OF THE ASCENT UP THE LIFT.

Melina and I had been discussing the future of a fun bridal ski editorial we had recently completed with a few South Lake creatives. Spring was nearing its end but the massive snowpack accumulated that winter continued to call us up the mountain nearly every morning. With summer approaching we were concerned that our winter editorial wouldn't appeal to publications that already had their eye on warmer-themed inspirations.

"We need something that would speak to our kind of mountain brides" I remember musing to Melina. "Brides who are adventurous and carefree, who also know how to slow down and appreciate the marvels in our environs. Something that shows a true love and affinity for this area. Something like Sierra Bride Magazine..."

There was a spark of energy permeating from these words, like a kiss from a falling snowflake. Our lift was arriving to the highest peak on Heavenly Mountain, where every tree and shrub had been frozen in a positively Narnia-like fashion for months. Even late in the season the snow still felt fresh and soft, hugging my board gently as we began our descent. I remember the cutting through the trees, Melina forging her own path not far behind, letting the flurry of ideas percolate in my mind. By the time we met at the bottom of the run, we both had a lot to say. Sierra Bride Magazine could and should happen, and we would be the ones to do it.

The next chair lift ride was spent excitedly spewing out ideas and formulating plans. Cold, determined fingers tapping for Instagram handles and website domains, making quick checklists in our phones and texting creative partners as we fantasized them into our plans. We knew that there was enough talent in our town alone to produce an entire magazine's worth of content, but we want to speak to an entire region- not just a town.

We wanted to ensure that our magazine was more than pretty wedding imagery and advertisements. We immediately put feelers out to Tawni, who committed with a resounding "yes". Tawni brought structure and organization to our shared vision, and helped us identify the many steps required to bring this grand vision to life. From there it took months of late night meetings, constant content curation, learning the ins and outs of the publication world, and finding out what we as a team were really made of.

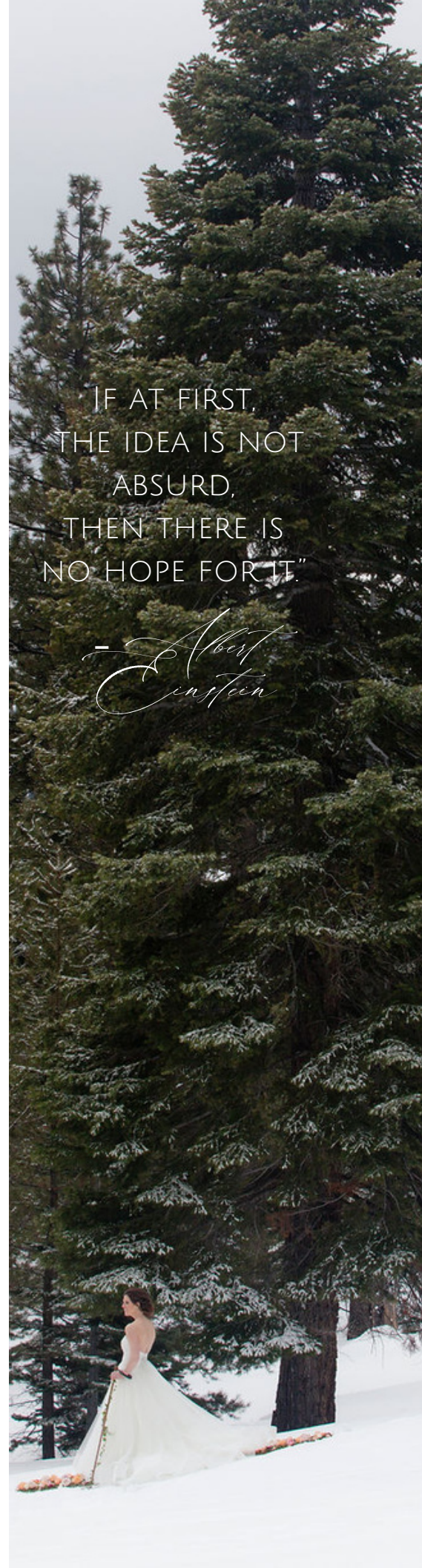
I could not be more proud of us or of the magazine we have created. We hope you find a reflection of our soul, of your soul, the soul of a Sierra Bride as you wander through these pages.

WITH LOVE AND GRATITUDE

Miranda Meisenbach

IF AT FIRST,
THE IDEA IS NOT
ABSURD,
THEN THERE IS
NO HOPE FOR IT."

Albert Einstein





Our Bride

MEET 'CARA'



SHE IS:

- Recently Engaged
- Educated with some Discretionary Income
- Active in the outdoors
- Adventurous
- Refined with a taste for elegance
- Traveled
- Environmentally & socially conscious
- Appreciative of artisanal and fine arts
- Supporter of independent brands and slow fashion
- Wildly in love... with her partner, with life, with nature
- inherently connected to the Sierras
- Dog owner

DEMOGRAPHICS

- 25-34 years old
- Employed or successfully self employed
- Has at least a Bachelor's Degree
- Lives in the United States or Canada

SHE NEEDS:

A tangible connection to the Sierra to fill her soul. A resource to plan her upcoming Sierra wedding. A thought provoking yet light reading material for her travels



Featuring

THE SIERRA BRIDE

Decor, design, and motif inspiration from real Sierra weddings. Featuring artisanal vendors and handcrafted details. A curated Pinterest board for our target readers .



GATHER & NOURISH

The art of the gathering and entertaining with a holistic and sustainable overview. Niche topics with several off-shoots/micro details explored. Intimate details surrounding experience and complementing imagery.



LOVE STORIES

Stories of engaged or married couples and why they are drawn to the Sierras. Provides an overview of the entire experience of the event/engagement including why the couple chose the Sierra region to celebrate in.



ELEVATED LIVING

Day or night excursions, hiking trails, restaurants, local artists and makers, local festivals and events. A theme of sustainable living and responsible tourism overviews this section.





PUBLICATION

We publish twice per year.

Our Winter / Spring Issue No. 3 will be released February 10th, 2021.

Our Summer / Fall Issue No. 4 will be released on July 15th, 2021.

Winter / Spring Ad & Content Submission Deadline: January 1st

Summer / Fall Ad & Content Submission Deadline: June 1st

DISTRIBUTION

WHOLESALE:

Bundles of 10 magazines are available to boutique hotels, bookstores, resorts, high end grocery stores, and shops for \$9.95 per issue plus tax.

RETAIL:

Our suggested retail price is \$14.95 to \$16.95 depending on your clientele. Market research of successful high end curated magazines also retail for this price.

ONLINE:

The Sierra Bride magazine will be sold direct from our website for \$12.95 + tax and shipping,

However, we will encourage our following to pick up their copies at all retail locations that distribute the magazine.

CIRCULATION

Our bi-annual print publication will reach over 2,000 targeted readers with each issue.

Our online publication will reach 10,000 targeted readers each month based on our robust marketing strategy.

SOCIAL MEDIA ENGAGEMENT

Across our Instagram and Facebook platforms, we have an engagement rate of 18% based on our strong connection with our followers. This is 6x higher than the industry average.

We aim to inspire and connect our followers with our messages, and in turn with our advertising partners.

RAPID GROWTH

Our brand is rapidly growing! We have experienced an average growth rate of 52% each quarter since our inaugural year across our social media profiles.

We continue to launch innovative efforts to stimulate social media reach, including our Ambassador Program.

AMBASSADOR PROGRAM:

Select brands and influencers promote our content on a monthly basis, expanding our brand and partners well beyond our immediate current network.



2020 ADVERTISING RATES



includes curated design consultation

Issues	FULL PAGE	DOUBLE PAGE	
1	\$1,295	\$1,999	Best if you want to "Try Us Out". Select the seasonal issue that is best for you.
2	\$1,695	\$2,499	Priority placement in both our winter/spring and summer / fall issues.
4 BEST VALUE	\$2,249	\$3,129	BEST DEAL! 1 Full Page Ad for the lowest cost in publishing. Just \$623 per issue!!!

Plus:

- 1 month of web advertising on our site
- 1 Featured Blog Post
- 3 Unique Instagram Posts
- Priority social media support
- 1 Share in our Newsletter

Plus:

- 2 months of web advertising on our site
- 1 Featured Blog Post
- 6 Unique Instagram Posts
- Priority social media support
- 2 Shares in our Monthly Newsletter

Plus:

- 4 months of web advertising on our site
- 2 Featured Blog Post
- 12 Unique Instagram Posts
- Priority social media support
- 3 Shares in our Monthly Newsletter

- all ad selections include our unwavering gratitude.
- Financing available with 50% down, monthly payment installments for the balance.





2020 ONLINE ONLY ADVERTISING RATES

includes curated design consultation

months

400 X 400
WEB AD

runs alongside
Sierra Bride content

728 X 100
BANNER AD

runs on the bottom of
each page

3

\$249

Best if you want to "Try Us Out". Select the three month season that is best for you.

\$350

Best if you want to make a statement as a premier provider for our adventurous brides.

6

\$349

Select the six month window that is best for you and run alongside us.

\$599

Make a statement in for six months as a premier provider with our brand.

12

\$549

BEST DEAL!
1 web Ad for the lowest cost you in online advertising.

Less than \$50 each month!!

\$749

Make a Statement this year for the lowest online advertising around in the hottest magazine in Tahoe!

BEST VALUE



ADVERTISEMENT GUIDELINES



IS PREFERRED, ALTHOUGH A COMPREHENSIVE COLLAGE IS ALSO ACCEPTABLE.



OR TAGLINES. THE FOCUS SHOULD BE ON THE IMAGE ITSELF



OR SPECIAL OFFERS PRINTED ON THE AD ITSELF. A SMALL REFERRAL LINK IS FINE



THE ACTUAL MAGAZINE SIZE IS 8.25"X10.25"



THE AD SECTION IS MEANT TO READ LIKE A LEISURELY AND AESTHETIC VENDOR GALLERY



WE BELIEVE THE TERM "BRIDE" CAN APPLY TO ANY ONE WHO FEELS THE INHERENTLY "FEMININE" SPIRIT OF OUR READERSHIP

TERMS & CONDITIONS

PRODUCTION: Editing and final proof of all photographs and content will be made by SBM Brand Editor. All content must be submitted by listed due dates.

PAYMENT: Advertiser agrees to rates listed. Payment must be made in full. If Sierra Bride Magazine does not go to print, for any reason, by the listed release dates, all money will be returned in full to Advertisers.

TERMINATION: Cancellation may occur up until 30 days prior to posted content deadlines. Cancellations must be submitted in writing. Cancellations made between issues must be submitted 60 days prior to next issue content deadline.

OWNERSHIP & PROPRIETARY RIGHTS: Sierra Bride will own all produce imagery, content, and graphics. Sierra Bride is not liable for delays in delivery or non-delivery of ad due to acts of God, transportation interruption, or any other events that are beyond the control of Sierra Bride. Ad contributors will own finalized ads and features as printed in the magazine. Advertisers may use content for future marketing uses.

