

heartland WEDDING IDEAS



CONTACT US: 515.635.1608
info@heartlandweddingideas.com

Heartland Wedding Ideas magazine is owned and operated by Heartland Wedding Partners, LLC.



Hi there! We're Alesha and Lisa, editors, designers, and owners of Heartland Wedding Ideas Magazine. We curate gorgeous weddings, on trend styles, and new ideas for couples who want to make their wedding their own AND we put wedding professionals like YOU right in the middle of it all, to market your talents and business.

WHAT'S HAPPENING FOR 2024:

- + **MORE LEADS LISTS FOR YOU.** For being an advertiser, **you can enroll in our Leads List Program** – a free perk for being an advertiser! If you sign our privacy agreement you will gain access to our Magazine Mailing list. Couple's information includes mailing address, email, wedding date and what vendors they're currently looking for. PLUS, we partner with Wedding Show Productions, and **you will also receive the leads lists from the Des Moines Wedding Show and Eastern Iowa Wedding Show** twice a year!
- + **MAILING THE MAGAZINE.** Our subscription list for printed magazines mailed to couples all over Iowa averages **1.4K+** which was started during covid lockdown! Couples are removed from the mailing list once their wedding date passes. Our list is current and only couples in "planning mode."
- + **MAILING LOCATION PERCENTAGES:**
65% central Iowa // 25% eastern Iowa // 10% the rest of Iowa
- + **OUR "I-DO" CREW COUNTDOWN CHECKLIST**
Currently, we have **800+ couples** who receive our count checklist. Each checklist includes **our current list of advertisers!** This is a perk to all our advertisers as another way to get in front of couples.

FACTS OF EACH ISSUE:


- + **6 ISSUES PRODUCED EACH YEAR.** Both online and in print — that's putting our advertisers in front of actively planning couples every 2 months, more frequently than other vendor magazines in Iowa.
- + **CENTRAL IOWA & EASTERN IOWA DELIVERY + DIRECT MAILING.**
We're targeting locations where couples are more likely to pick us up, as well as mailing directly to couples! Find us in Des Moines Metro, Ankeny, Ames, Altoona, Boone, Cedar Rapids, Coralville, Iowa City, Hiawatha, Indianola, Marion, and Waukee areas.
- + **12-15K READERS & 55K IMPRESSIONS EVERY ISSUE.** Did you know around 7K weddings happen in our distribution area a year?! Our readers and impressions represent our brides, grooms, family, and friends that pick up our printed copy, read our digital issue, or see our social posts as they're planning or helping someone plan their big day!
- + **3.5K - 4K AVERAGE WEB TRAFFIC & 5.3K SOCIAL FOLLOWERS.**
We know how important it is for couples to have planning tools at their fingertips — our most visited pages being the Homepage, Digital Issue, and All Vendor Listing. Plus, we place ad dollars on social posts to find NEW readers beyond our current followers.
- + **WE SUPPORT THE WEDDING COMMUNITY.** We are active sponsors and volunteers of Des Moines and Eastern Iowa Wedding Shows and Wedding Choice Awards! It's a great chance to promote the magazine but also support the community that we love.

heartland WEDDING IDEAS

2024 QUICK PRICING GUIDE

6 Magazines a Year // FREE Direct Mailing magazines to "I-Do Crew" members + countdown checklist featuring advertisers
 12-15K+ unique Print/Digital Magazine readers every year // 55K+ impressions each issue through Print, Online and Social Media
 5.3K+ followers on Facebook/Instagram // Delivery and newsstand locations in Central and Eastern Iowa

LET'S CHAT: info@heartlandweddingideas.com or call/text 515.635.1608

<p>Quarter Page \$250</p>		<p>Full Page \$625</p>	<p>Double Page (Spread) \$1250</p>
-------------------------------	-----------------------------------------------------------------------------------	----------------------------	----------------------------------------

PRINT ADVERTISING

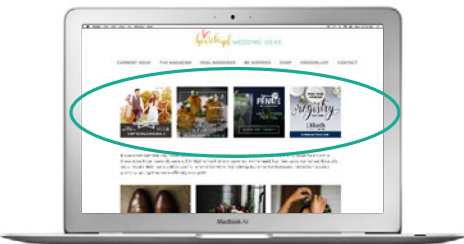
INCLUDES PRINT + DIGITAL ISSUE + COUNTDOWN CHECKLIST

Quarter Page — \$250, Half Page — \$400,
 Full Page — \$625, or Double Page (Spread) — \$1250
 (Pricing per issue. 6 issues a year.)

PRINT ADVERTORIAL SPOTLIGHT

INCLUDES PRINT + DIGITAL ISSUE + BLOG + SOCIAL

Full Page — \$625 or
 Double Page (Spread) — \$1250
 (We recommend only one per year to stay feeling authentic)



ONLINE BANNER ADS

Square banner — \$75
 (Pricing per issue. 6 issues a year.
 Other sizes available, please reachout.)



ONLINE ADVERTORIAL SPOTLIGHT

INCLUDES ONLINE + SOCIAL MEDIA
 35 images max — \$250
 (Feature will be included our website,
 and as a Facebook post)



SOCIAL MEDIA SPOTLIGHT SOCIAL MEDIA ONLY

1.5K-3K impressions — \$150
 3K-7K impressions — \$200
 4K-10K impressions — \$250
 (2 week FB + Instagram ad)



ONLINE VENDOR LISTING

Basic text link/URL listing — **FREE for everyone!**
 Premium listing — **FREE for yearly advertisers**, \$175 for non-advertisers for 1 year.
INCLUDES: Full page dedicated to your business // Increased SEO on Google
 Lead contact form, goes directly to your inbox // Logo, 5-9 images, URL link,
 other contact information and description of your business.

FIND US ONLINE: heartlandweddingideas.com/advertise-with-us