

Coastal wedding

2023 MEDIA KIT



COUNTDOWN TO THE
BIG DAY ... 12-13



FIVE ESSENTIAL PLANNING
TIPS TO MAKE YOUR OUTDOOR
WEDDING PERFECT ... 28-29



WEDDING TRENDS
2022 ... 33-39



WEDDING VENUE
DIRECTORY ...
42-43



MORE BRIDES & GROOMS WILL WALK DOWN
YOUR AISLE WITH OUR
YEAR-ROUND Online Marketing Methods.



TIMES PUBLISHING GROUP, INC.

phone 831.688.7549 | fax 831.688.7551
email sales@CoastalWedding.com

www.COASTALWEDDING.COM

We put your business in front of thousands of future brides and grooms who are actively shopping for their special day.

- Local knowledge, global exposure with coastalwedding.com, an online wedding vendor and venue directory!
- Reach thousands of brides each issue by utilizing cutting edge technology and digital marketing.
- People that pickup bridal magazines are doing so with intent to make a decision, therefore your business is in front of a qualified client.
- Publication is distributed at bridal shows throughout Northern California and at high traffic locations in Santa Cruz and Monterey County.
- Mobile friendly e-edition. Your ad is linked to your directory page on Coastal Wedding.
- With over 29 years in the wedding industry Coastal Wedding knows our local market and how to get you connected with brides and grooms from locals to around the world.

RECENT WEDDING STATISTICS

Total number of weddings in Santa Cruz County **1,218** & Monterey County **2,140** – **2021 Statistics**

Average wedding cost for Santa Cruz County was **\$38,900** & Monterey County **\$34,300**

Total Wedding related sales in Santa Cruz County **\$47,380,200.⁰⁰** & Monterey County **\$73,402,000.⁰⁰**
per theweddingreport.com



“ Coastal Wedding is our only avenue of advertising because with their multimedia reach my venue is booked year-round. Their full-service ad design saves me the headache of outsourcing and paying more. ”

MARKETING PACKAGES

INCLUDES PRINT & DIGITAL (PER ISSUE)

Ad Sizes	Full	Half	Quarter	Sixth	Eighth
1 Issue – 6 months	2,100	1,600	1,150	950	750
2 Issues – 1 Year	1,900	1,450	1,050	900	725
4 Issues – 2 Years	1,700	1,250	950	850	700

PREMIUM POSITIONS (PER ISSUE)

	Outside Back Cover	Inside Front Cover	Inside Back Cover
1 Issue – 6 months	2,800	2,300	2,300
2 Issues – 1 Year	2,400	2,000	2,000
4 Issues – 2 Years	2,100	1,800	1,800

INCLUDES
YOUR OWN
WEB PAGE



HIGHLY TARGETED DISTRIBUTION IN SANTA CRUZ & MONTEREY COUNTIES' BRIDAL SHOPS:
DIGITAL EXPOSURE THROUGH E-EDITIONS,
SOCIAL MEDIA & COASTALWEDDING.COM

SOCIAL MEDIA

Is Included With Your Marketing Package

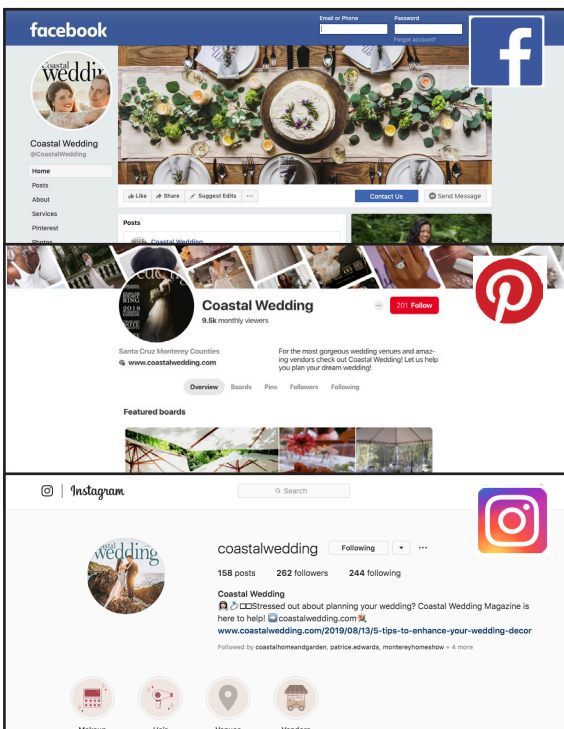


www.coastalwedding.com

WEBSITE BANNER ADS

Home page banner ad – 6 months **\$500** (1 year \$900)

Home page slider ad – 6 months **\$800** (1 year \$1,300)



PRINT MARKETING PACKAGE:

**Buy 1/2 page ad and get a half page
VENUE profile FREE!**

Don't miss out on this great opportunity to
promote your business with a
FREE VENUE PROFILE!



Professional Wedding
Venue Profile ...
in our 2023
Coastal Wedding
Magazine!



La Vigna Event Center at Hecker Pass Winery

Imagine having your next special event in the most serene and exquisite setting nature has to offer. La Vigna Event Center, at Hecker Pass Winery, gives you the opportunity to gather family and friends in a breathtaking setting, complete with views of picturesque vineyards and rolling hills.

Here at La Vigna Event Center, we offer customizable, all-inclusive event packages. We can host your special event. We are open year-round, and offer all the amenities that you may need for your special event. Our banquet room boasts handmade, arched redwood doors, a grand polished granite bar, picture windows and French doors that lead out to our expansive, covered outdoor patio. The covered patio and open dance floor offer unobstructed views of our vineyard and the surrounding hills, making it a natural backdrop for lasting and memorable pictures. Impress your guests with our premium wines at our custom-built Barrel Bar. A beautifully furnished bridal room is tucked away from the rest of the facility.



La Vigna Event Center

The most serene and exquisite setting nature has to offer with all the amenities you need for your special day

Weddings, Corporate, and Private Events

Contact Carlo 408-930-6777
4605 Hecker Pass Highway,
Gilroy, CA 95020

Hecker Pass Winery

info@heckerpasswinery.com
heckerpasswinery.com

DIGITAL MARKETING PACKAGE:

**INCLUDED WITH YOUR PACKAGE YOU RECEIVE
THE CLASSIC WEB PAGE**

UPGRADE TO ELITE FOR \$600.

INCLUDED CLASSIC

Duration: 6 Months

Map Display

Contact Form

5 Image Gallery

Location

X

X

X

X

X

X

X

X

X

X

X

X

X

ELITE

\$600 More

Duration: 6 Months

Map Display

Contact Form

20 Image Gallery

Location

Video

Business Tagline

Website

Social Links

FAQ

Price Range

SEO

Business Hours

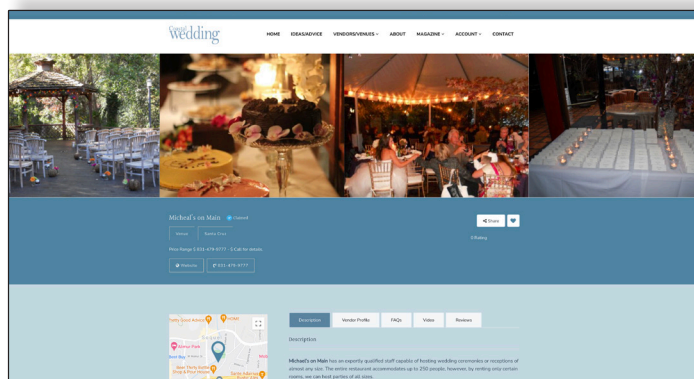
Menu

Announcement

Deals-Offers-Discounts

Phone Number

E-mail Address



Facebook • Pinterest • Instagram Posts ONLINE ADVERTISING & SOCIAL MEDIA

- Targeted Website Traffic
- Posts on CW Facebook
- Posts on CW Instagram
- Posts on CW Pinterest

**Coastal Wedding e-edition is posted on:
tpgonlinedaily.com • coastalwedding.com**
Your ad is linked to your website!