

# Coastal Wedding

Media Kit | 2025

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# ABOUT THE MAGAZINE



*Coastal Wedding Magazine* highlights an array of talent from wedding vendors and venues committed to providing a first-class service to clients, also while bringing a creative and fresh approach to the wedding industry.

## DISTRIBUTION

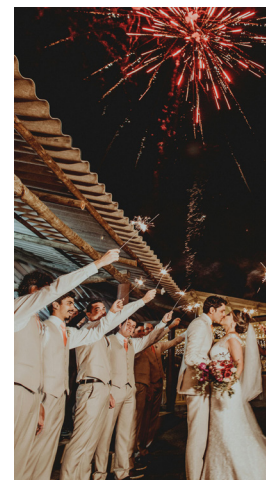
With over 30 years in the wedding business, *Coastal Wedding Magazine* knows the local industry and how to connect you with brides and grooms throughout California.

*Coastal Wedding Magazine* puts vendors and venues in front of California brides and grooms through both print and digital deliverables. Each magazine is mailed into homes of engaged couples along the Central Coast and distributed for free at high-traffic locations throughout Santa Cruz, Monterey and Santa Clara counties.

*Coastal Wedding Magazine* is on display at bridal shows throughout the Central Coast, and marketed online through our website and social channels.

**Coastal Wedding – A Division of Times Publishing Group, Inc.**  
**Aptos, California**  
**[sales@cyber-times.com](mailto:sales@cyber-times.com)**  
**831.688.7549**

# DEMOGRAPHICS



**2,014**

Weddings in Santa Cruz County

**25-34**

Median age of Coastal Wedding readers

**290,892**

Total number of weddings in California

**\$43,115**

Average cost of a California wedding

**#1**

California's ranking amongst all 50 states  
in number of weddings

**16**

Average number of vendors hired per  
California Wedding

# PRINT & DIGITAL REACH



[coastalwedding.com](http://coastalwedding.com)

**40.4k**

Average monthly website visitors

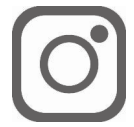
**30.8k**

Average monthly website sessions



**60k**

Per issue readership



**4.2k**

Weekly reach



**2.5k**

Page likes



**39k**

Monthly views

# DIGITAL RATES



## **Website Vendor Listing – \$60 per month or \$700 per year**

Let us highlight your business services or venue to the California wedding community.

Vendor listings include a brief of your services or venue along with contact details of how to best reach you.

Vendors listings are also highlighted throughout the year on our social channels.

## **Website Banner Ad – \$250 per month, run of site.**

Share your business message in a beautifully crafted web banner, either designed by you or our team, that will be showcased at the top of our homepage and throughout the Coastal Wedding website for all visitors to see.

## **Native Article – \$1,500**

Target your audience by their true interests in a non-intrusive way. Designed to provide an organic advertising experience that fits in with the natural flow of the Coastal Wedding content experience, native content seamlessly integrates messaging with what consumers are already reading and watching on social channels.

Native articles are published to the Coastal Wedding website with key SEO built in to help target your audience. Each article is distributed via a social post to Facebook, Instagram, and Pinterest along with consideration for publication in the latest issue of Coastal Wedding Magazine. Native articles also include your logo and web banners (for one year) to create an exclusive sponsorship experience highlighting your brand or services and driving traffic back to your channels.

## **Social Media Ad – \$600**

Social media advertising remains one of the strongest ways to reach your targeted audience and drive traffic to your website or increase awareness of a product or service.

Social media ads run for one week on Facebook and Instagram with custom demographics used to reach your target audience.

## **Featured Event – \$500**

Share your upcoming bridal event or latest wedding with us to be crafted as an article and distributed across our social channels. Mentions of vendors and your services will be highlighted along with details of the event.

# PRINT ADVERTISING

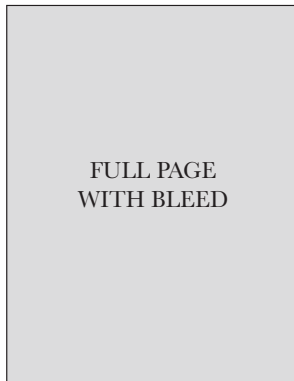
## PUBLISHING CALENDAR AND RATES

**Spring Issue – April 1: Sales close**  
**Fall Issue – September 10: Sales close**

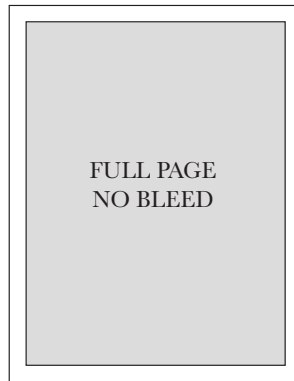
**Pricing:** 2 issues  
(one year)\* pricing is per issue  
FP \$2,000  
1/2 Page \$1,450  
1/4 Page \$1,050  
1/6 Page \$900  
Inside Front Cover \$2,500  
Inside Back Cover \$2,500  
Outside Back Cover \$2,800

**Pricing:** 4 issues  
(2 years)\* pricing is per issue  
FP \$1,800  
1/2 \$1,300  
1/4 \$950  
1/6 \$825  
Inside Front Cover \$2,250  
Inside Back Cover \$2,250  
Outside Back Cover \$2,400

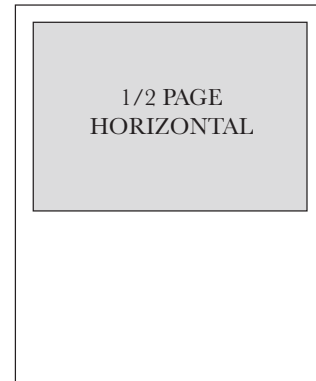
**8.375" x 10.875"**  
**.25" Bleed 4 Sides**



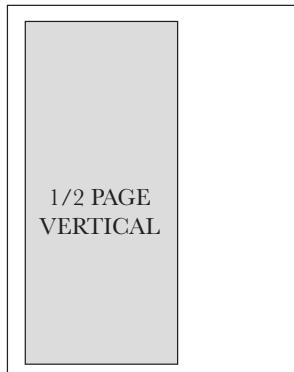
**7.375" x 9.875"**



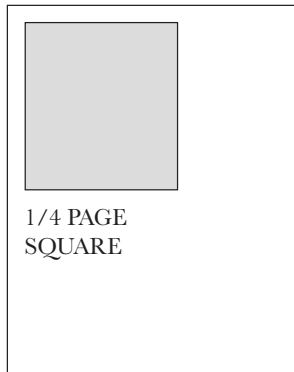
**7.375" x 4.812"**



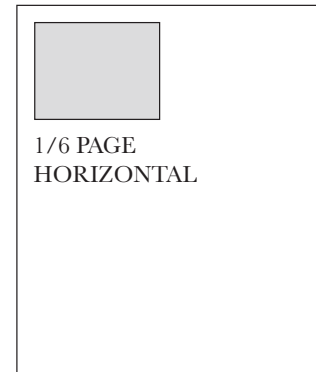
**4.062" x 10.875"**



**3.562" x 4.812"**



**3.562" x 3.125"**



All files should be CMYK with a resolution of 300DPI.  
To submit an advertising inquiry, email [sales@cyber-times.com](mailto:sales@cyber-times.com) or call 831.688.7549.