

# MAKING BIG PUBLICATION GOALS HAPPEN



MEGHAN ELY, OFD CONSULTING +  
WEDDING PRO EDUCATOR





VISIBILITY  
CREATES  
OPPORTUNITY.

MARIE FORLEO



29%

Couples Find  
Vendors through  
Wedding Features

Credit: Elizabeth Cecil + Timeless Event Planning

Source: Splendid Insights



Credit: House of Talent Studio + Chandai Events

30%

Couples Say a  
Prospective  
Vendor's Press  
Matters

Source: Splendid Insights





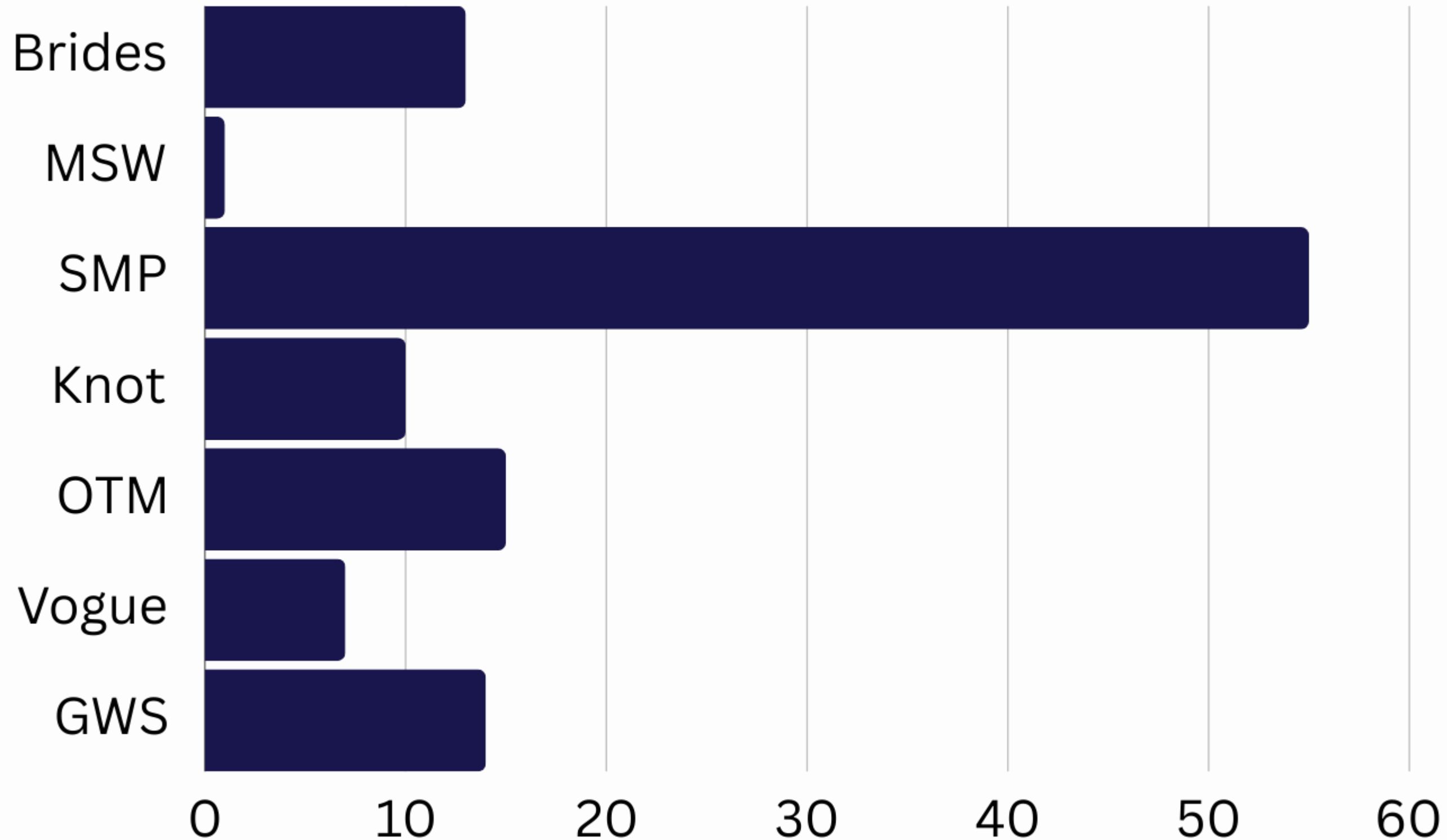
# 2024 MEDIA LANDSCAPE

## TLDR: IT'S A NUMBERS GAME

Credit: Caroline's Collective

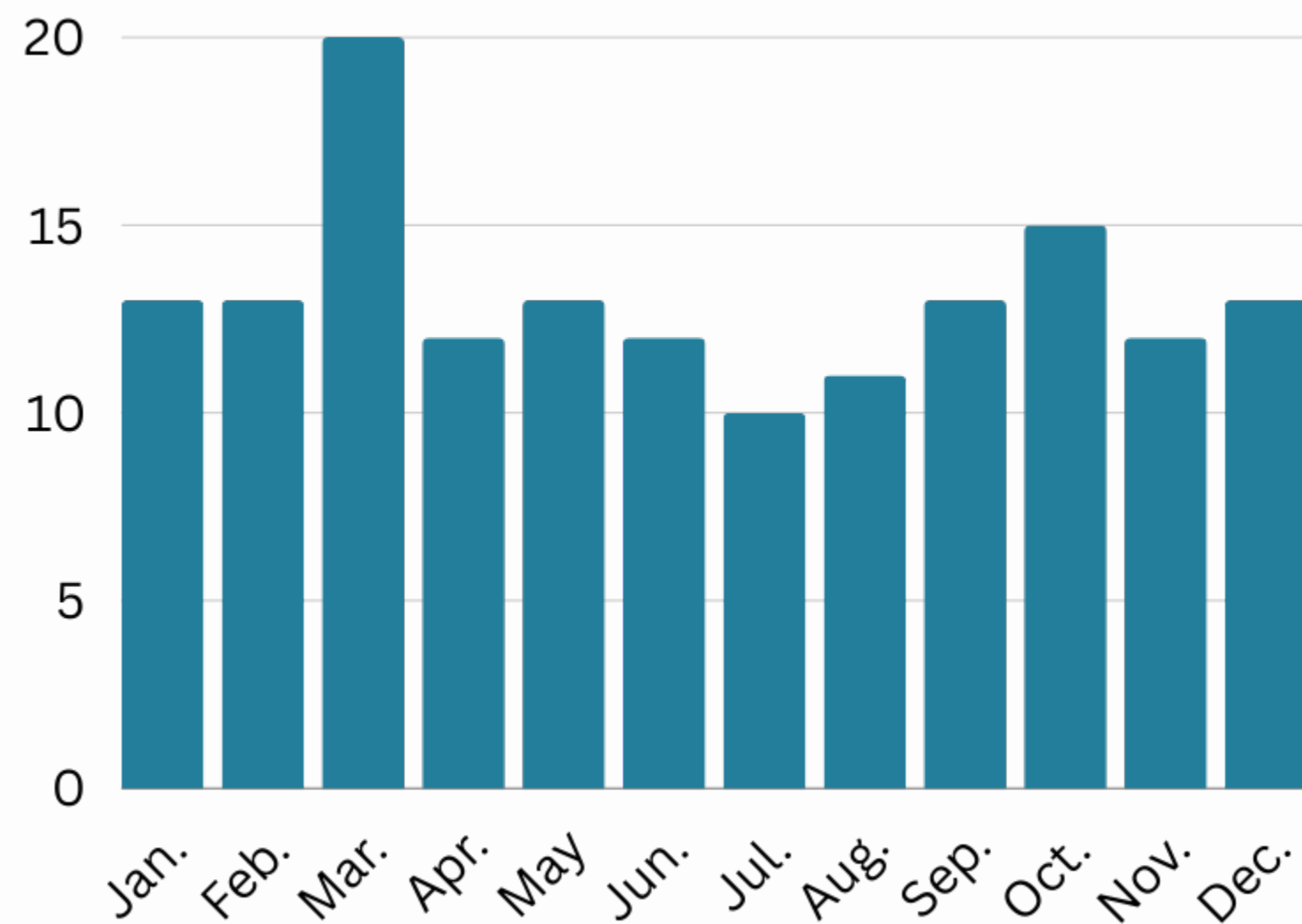


# 2023 FEATURES BY MONTH





# BRIDES



AVERAGE RESPONSE TIME

**8–10 WEEKS**

# OF WEDDINGS IN 2023

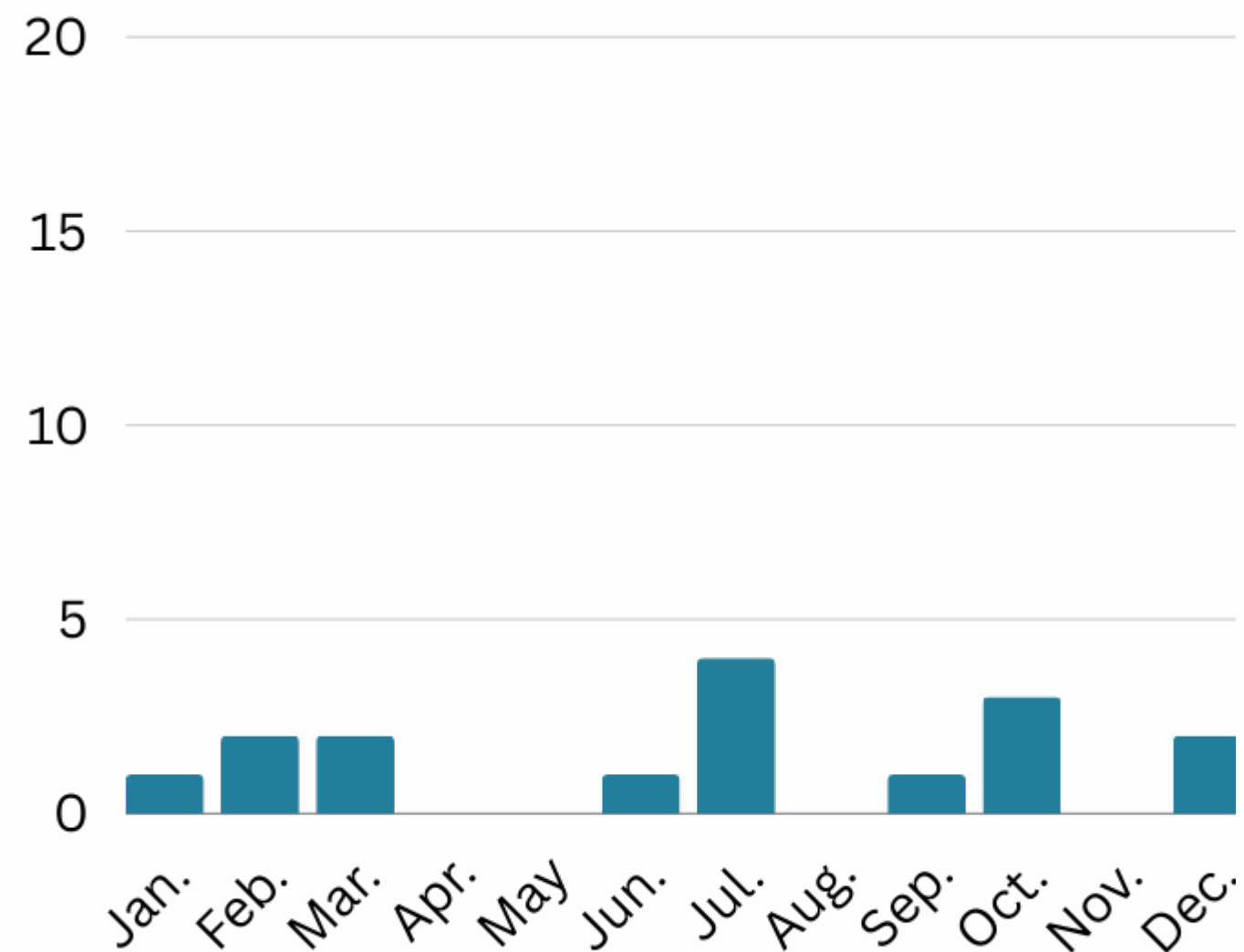
**157**

AVERAGE WEDDINGS PER  
MONTH

**13**

MARTHA STEWART

# weddings



AVERAGE RESPONSE TIME

**1 MONTH**

# OF WEDDINGS IN 2023

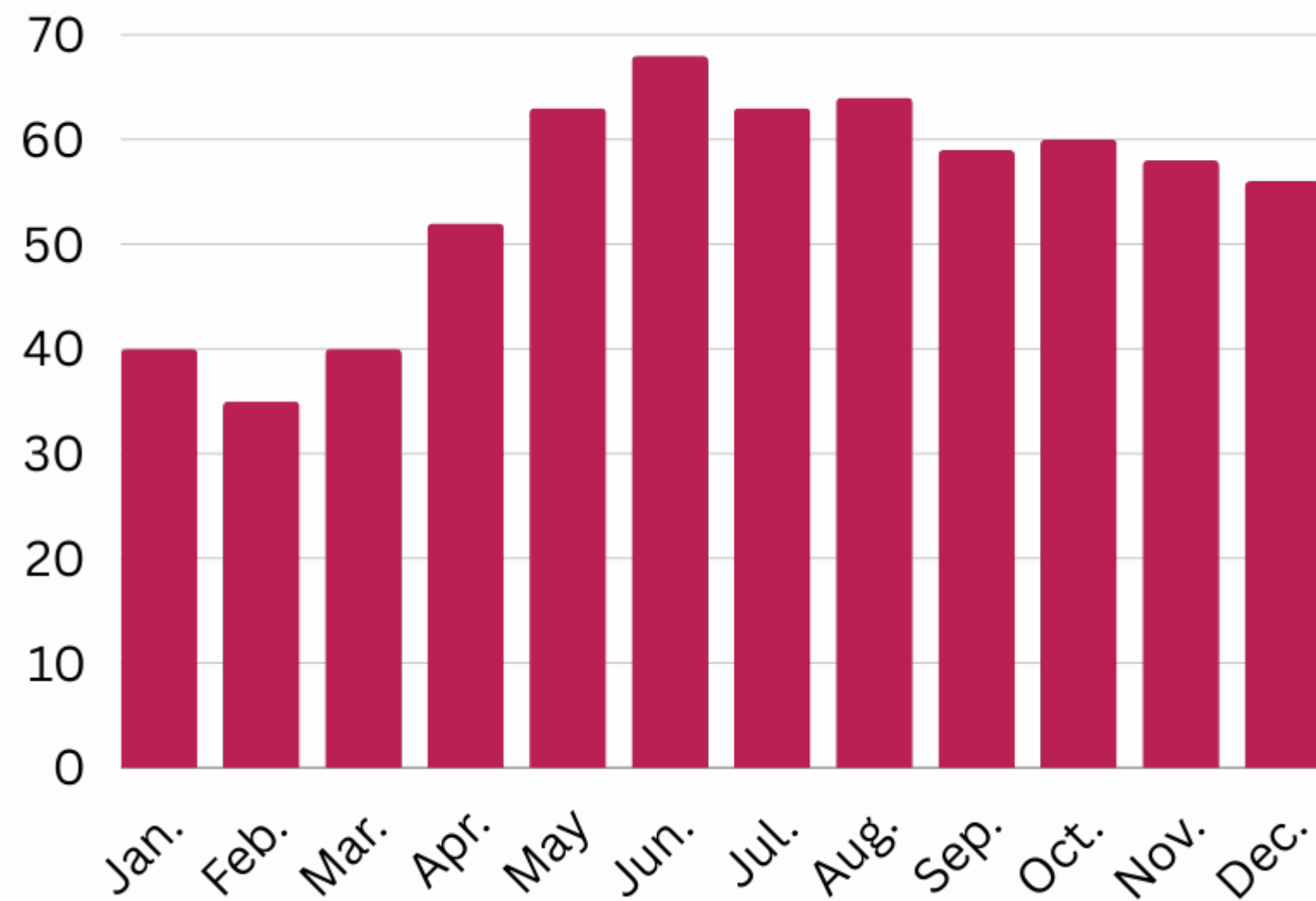
**16**

AVERAGE WEDDINGS PER  
MONTH

**1**



# STYLE ME *Pretty*



AVERAGE RESPONSE TIME

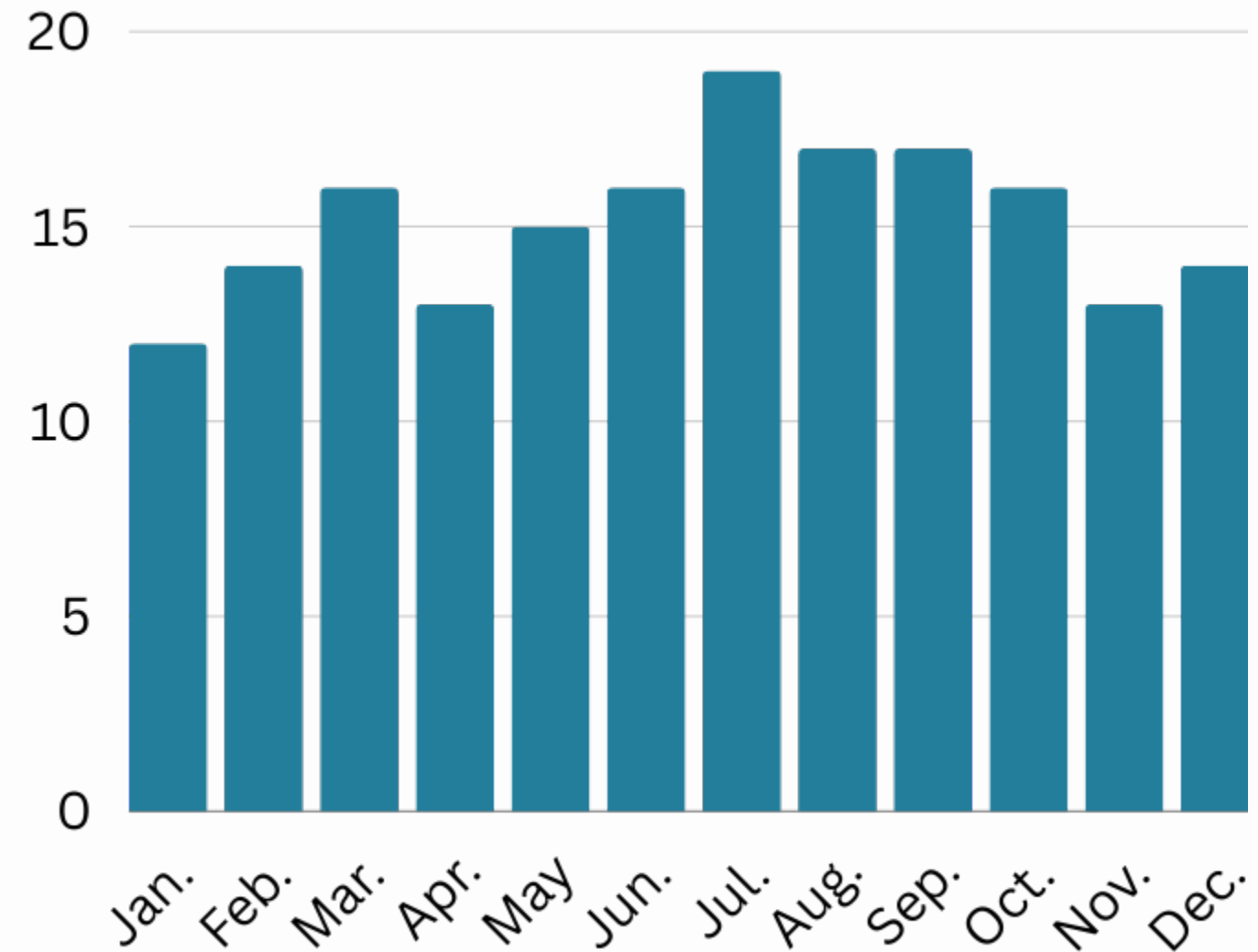
**2 WEEKS**

# OF WEDDINGS IN 2023

**658**

AVERAGE WEDDINGS PER  
MONTH

**55**



AVERAGE RESPONSE TIME

**2 MONTHS**

# OF WEDDINGS IN 2023

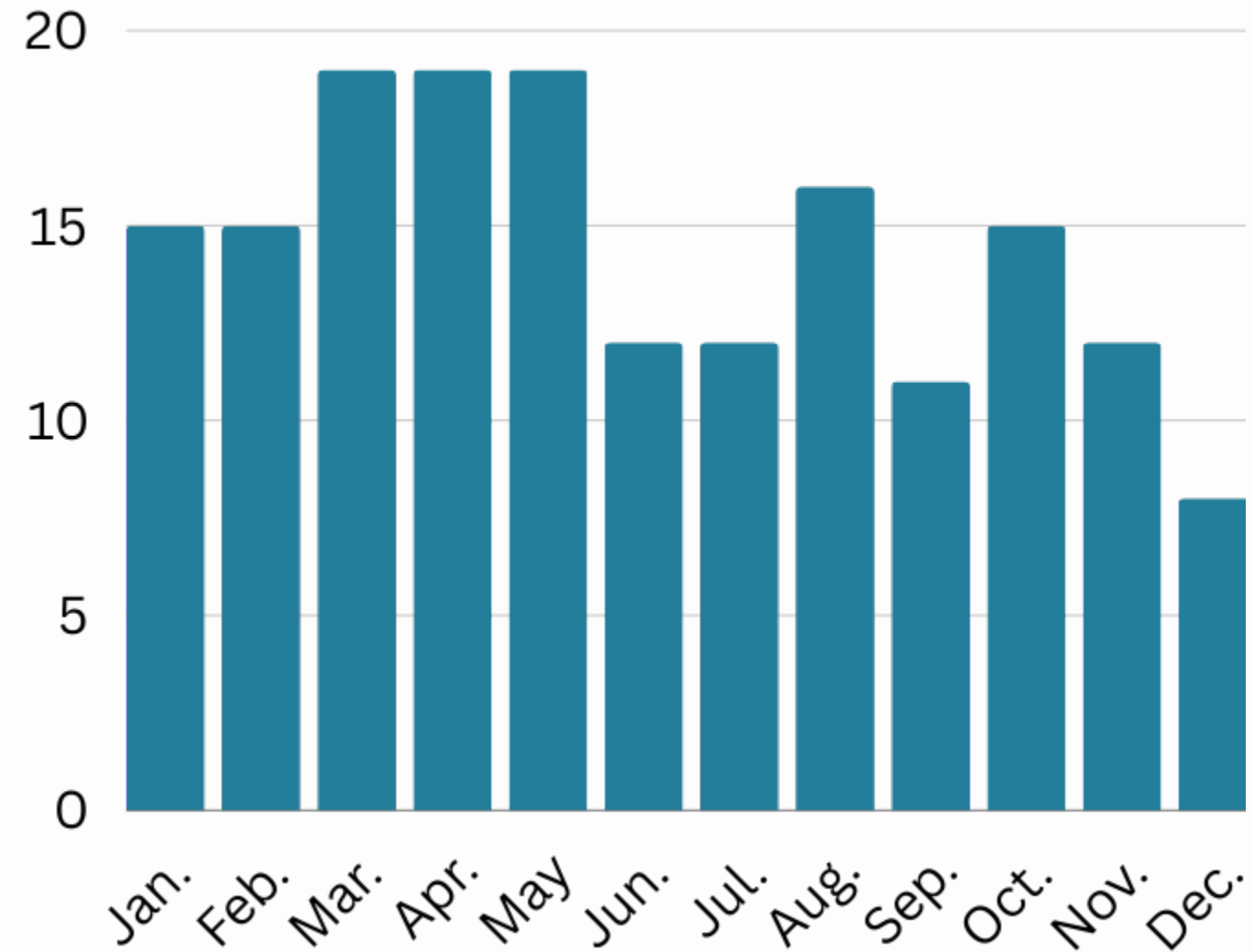
**182**

AVERAGE WEDDINGS PER MONTH

**15**



# green wedding shoes



AVERAGE RESPONSE TIME

**20 DAYS**

# OF WEDDINGS IN 2023

**173**

AVERAGE WEDDINGS PER MONTH

**14**

# the knot

AVERAGE RESPONSE TIME

**1 MONTH**

# OF WEDDINGS IN 2023

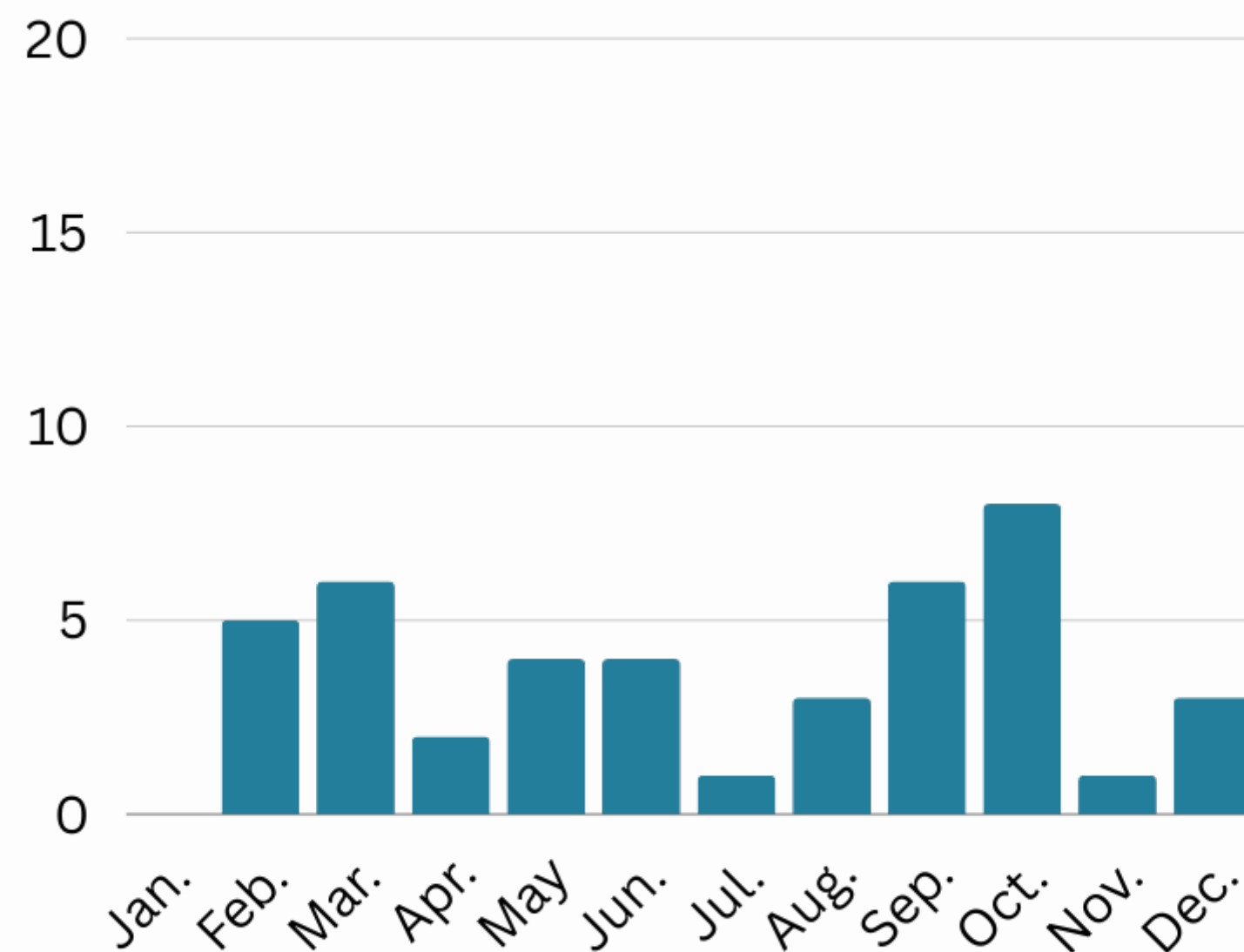
**115**

AVERAGE WEDDINGS PER  
MONTH

**10**



# Ruffled



AVERAGE RESPONSE TIME

**1 MONTH**

# OF WEDDINGS IN 2023

**43**

AVERAGE WEDDINGS PER  
MONTH

**4**



# VOGUE

## WEDDINGS

AVERAGE RESPONSE TIME

**2-4 WEEKS**

# OF WEDDINGS IN 2023

ALL

**82**

NON-CELEB

**46**

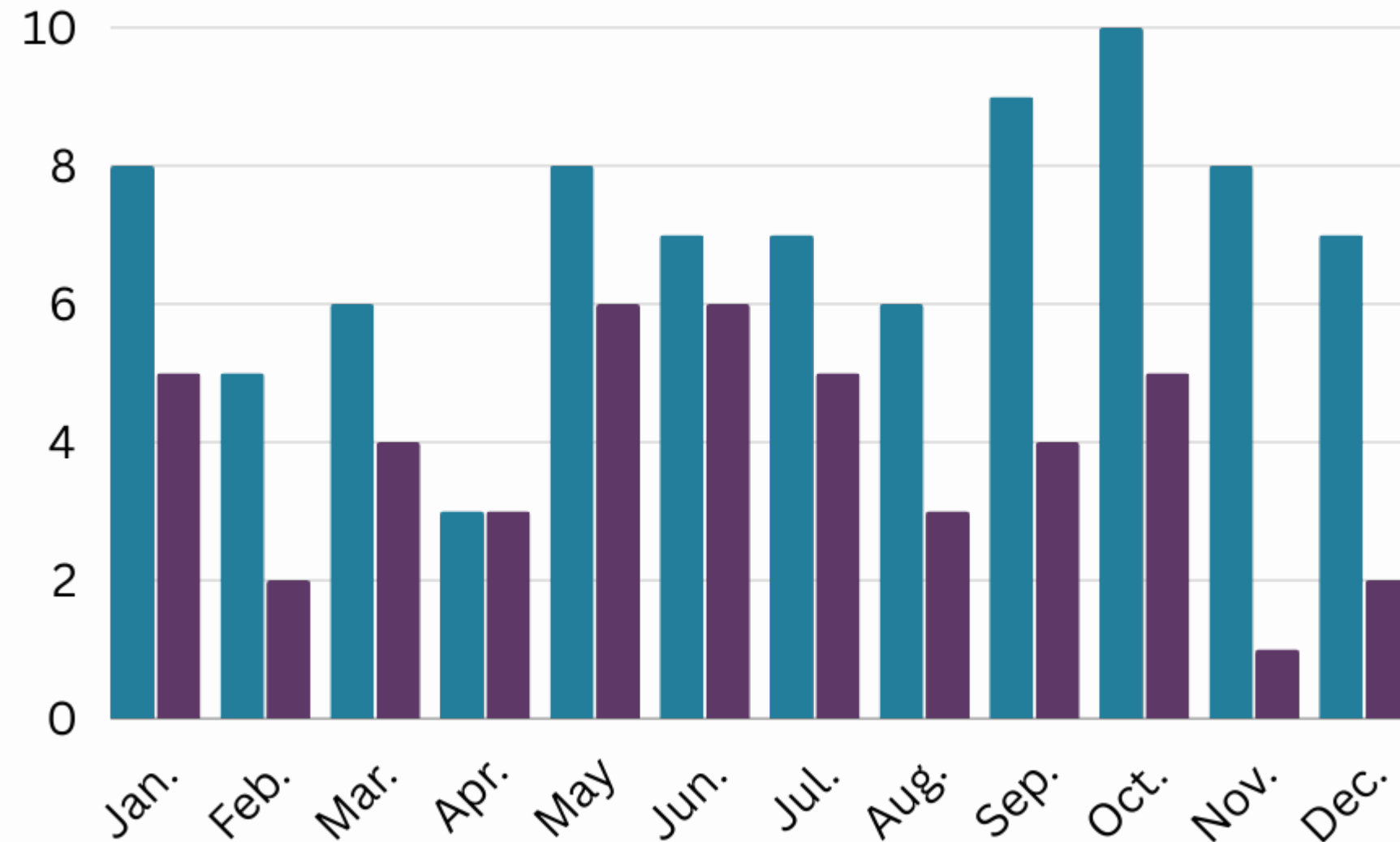
AVERAGE WEDDINGS PER  
MONTH

ALL

**7**

NON-CELEB

**4**



# WHAT ABOUT - VOGUE

VOGUE ADVERTISING FEATURE

## Match Made in Vogue



**1. RUBY & BLOOM PAPER CO** specialises in fine art wedding invitations made from delicate watercolour paintings and hand-drawn florals. They offer a bespoke design service for those looking for a one-of-a-kind creation, as well as a semi-custom collection of 9 designs. Timeless and romantic details such as handmade paper, wax seals and silk ribbons can be used if desired. Visit [rubyandbloom.co.uk](http://rubyandbloom.co.uk) and Instagram [@rubyandbloompaperco](https://www.instagram.com/rubyandbloompaperco)

**2. ZOE ROWYN BRIDAL** expresses designer Corina Culeva's love for sensual simplicity contrasting with whimsical details. Modern, minimalist, sophisticated and luxurious, they offer an entirely remote (online) yet very personal experience, allowing them to reach brides all over the world. Their talented dressmakers hand-make each dress to measure with absolutely no fittings required. Photograph by Alyona Lata. Visit [www.zoerowyn.com](http://www.zoerowyn.com) and Instagram [@zoerowynbridal](https://www.instagram.com/zoerowynbridal)

**3. GLITZ & LOVE** offers an elegant collection of handmade wedding jewellery for brides and bridesmaids. Ranging from simple cubic zirconia stud earrings to chandelier earrings and statement princess necklaces, their mission is to help each bride feel beautiful and confident. All jewellery is gift wrapped with personalised notes for an added bespoke touch. Visit [www.glitzandlove.com](http://www.glitzandlove.com) and Instagram [@glitzandlove](https://www.instagram.com/glitzandlove)

**4. Discover STONE BRIDAL's** collection of sustainable and vintage wedding attire in Laguna Beach, California. The brand works exclusively with designers worldwide, prioritising eco-conscious choices in their practice. All gowns have been hand-selected by husband and wife, Chase and Anna Dusatko, to align with the company's elegant yet "cool bride" collection. Visit [stonebridal.com](http://stonebridal.com) and Instagram [@stonebridal](https://www.instagram.com/stonebridal)

**5.** Emerging Canadian designer **SIMONE MARTIN** has quickly become a favourite for brides-to-be. Influenced by the Pacific Northwest coastline with attention to a monochromatic aesthetic, her modern designs choose to defy the traditional ideals of ceremonial wear. Featured here is the Jane Earring, available online along with her full collection at [simone-martin.com](http://simone-martin.com). Follow [@ateliersimonemartin](https://www.instagram.com/ateliersimonemartin) on Instagram.

**6.** With a background in Graphic Design and Fashion Photography, **LUCIE STUDIO** draws upon inspiration from the likes of Peter Lindbergh, Mario Testino and Helmut Newton to produce intuitive frames budding with emotion and stylish allure. A form of poetry, her wedding photography presents honest detail and ethereal magic. Visit [luciestudio.com.au](http://luciestudio.com.au) and Instagram [@lucie.weddings](https://www.instagram.com/lucie.weddings)

**7.** Founded by Tessa Williams, **A TOUCH OF NEVAEH** is a luxury wedding and event planning company in London. With over six years of industry experience, they treat each event as though it is their own celebration. Specialising in intimate weddings, they promise to create beautiful memories one event at a time. Visit [www.atouchofnevaeah.com](http://www.atouchofnevaeah.com) and Instagram [@atouchofnevaeah](https://www.instagram.com/atouchofnevaeah)

**8.** Each **RHODES WEDDING CO.** ring is a piece of wearable art created with love, for love. An heirloom for couples to pass down through generations, every ring is one of a kind and hand-carved using sustainable and conflict-free materials. This all-inclusive brand is committed to creating a space for all couples to tell their love story. Visit [www.rhodesweddingco.com](http://www.rhodesweddingco.com) and Instagram [@rhodesweddingco](https://www.instagram.com/rhodesweddingco)

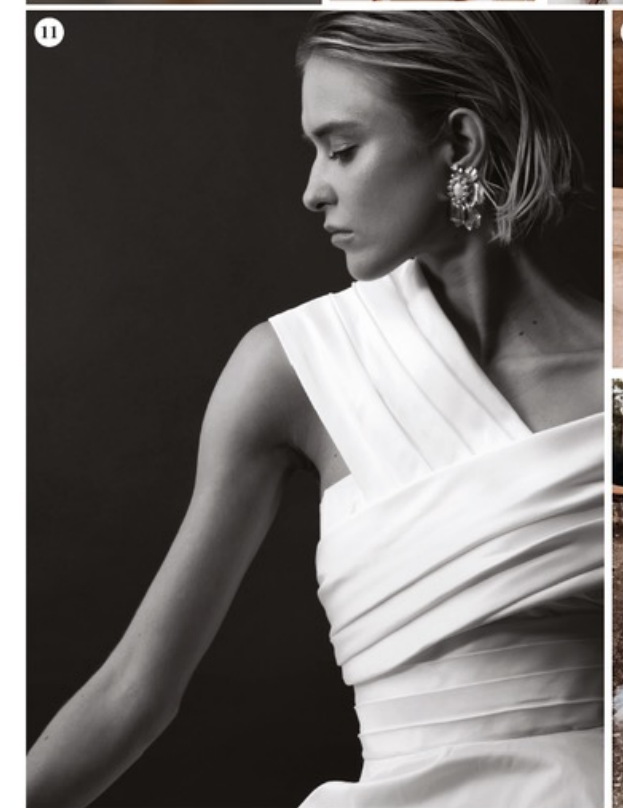
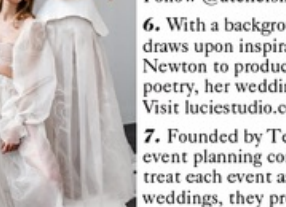
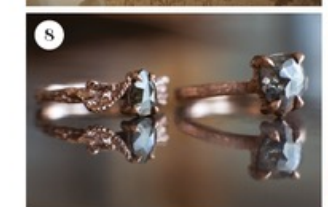
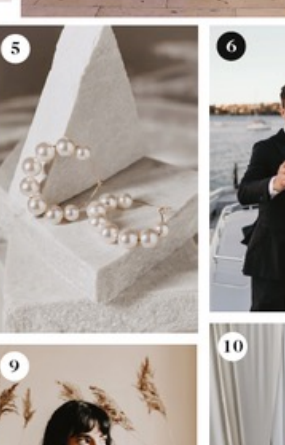
**9.** Chic French brand **ELÉONORE PAUC** combines elegance and modernity with a touch of folk, speaking to the couture know-how and French noble materials. Their dresses are made to celebrate the sensitivity, emotion and affirmation of women. Visit [www.eleonorepauc.com](http://www.eleonorepauc.com) and Instagram [@eleonore.pauc](https://www.instagram.com/eleonore.pauc)

**10.** German bridal couture label **ANNIKA MARIA** perfectly balances the fine line between simplicity and extravagance. All styles can be combined in different ways to create your own unique look, including the Noelle and Louise pieces featured here from their new Feelings Collection. View their variable designs at [annikamaria.de](http://annikamaria.de) and Instagram [@annikamaria\\_weddingdress](https://www.instagram.com/annikamaria_weddingdress)

**11.** Designer **CHRISTINA DEVINE** is redefining the modern bridal gown experience. Her fresh perspective and bold designs are available in her Hong Kong studio, where all gowns are conscientiously made, or through a personalised online shopping experience. They offer an unrivalled process in their thoroughness and celebration of each bride's individuality, giving every bride the freedom to customise. Featured is the Mia Gown. Visit [www.christinadevine.com](http://www.christinadevine.com) and Instagram [@christinadevinestudio](https://www.instagram.com/christinadevinestudio)

**12.** Based in New Zealand and beyond, **STEPHAN & NAKITA** are a wedding photographer duo with 10 years experience in the industry. Offering an ode to modern wedding photography with a timeless feel, they capture your day with intention and elegance. Visit [www.stephanandnakita.com](http://www.stephanandnakita.com) and Instagram [@stephanandnakita](https://www.instagram.com/stephanandnakita)

**13.** **KATHARINA LANDENBERGER** is a destination wedding planner based in Hamburg with a sense for sophisticated and bespoke wedding celebrations. Specialising in weddings held in Spain and Italy, Katharina delivers an individual and modern design for every event. Visit [www.katharinalandenberger.de](http://www.katharinalandenberger.de) and Instagram [@katharinalandenbergerweddings](https://www.instagram.com/katharinalandenbergerweddings)





# Mindset + Expectations



Credit: Shannon Cronin Photography



# Why Editors Say Yes



Credit: Arianna Belle Photography





## DETAILS



## PHOTOGRAPHY



## STORYTELLING

Credit: Niven Weddings//Festoons + Flourishes





CONSIDER THE DAY HOLISTICALLY, FOCUSING ON PERSONALIZATION. IT ALL COMES BACK TO HELPING COUPLES PLAN A WEDDING THAT IS UNIQUELY THEIR OWN. RATHER THAN HAVING A PRESCRIPTIVE LIST OF MUST-HAVES, OUR TEAM LOOKS FOR THE DETAILS THAT TELL A COUPLE'S STORY.

HANNAH NOWACK, WEDDINGS EDITOR, THE KNOT



# Why Editors Say No



Credit: Rodeo + Co Photography





TOO SIMILAR



AT CAPACITY



THE GREAT  
UNKOWN

Credit: Vic Veneziano





# ELOPEMENT

AS SEEN IN MUNALUCHI BRIDAL

Credit: Pharris Photos + Films





# INTIMATE CELEBRATION

AS SEEN IN RUFFLED

Credit: Shannon Cronin Photography





# HALLOWEEN INSPIRED

## AS SEEN IN WEDDING CHICKS

Credit: The Bird + The Bear Photography





**PRETTY IN PINK**  
AS SEEN IN STYLE ME PRETTY

Credit: Kelly Hornberger Photography









## REFINE YOUR CRAFT



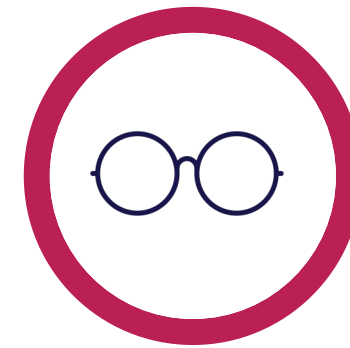
## CREATIVE POSING



## ADD EXTRA DETAILS

Credit: Vic Veneziano//Pharris Photos





PAY ATTENTION

**WANT TO BE AN**  
EDITOR'S FAVORITE?



GET ON THEIR RADAR



FOLLOW THE RULES





# DIVERSIFICATION

ENSURES A BOUNTIFUL HARVEST

Credit: Anastasiia Photography//Carrie Darling Events





# PUBLICATIONS TO HAVE ON YOUR RADAR

Credit: Mande Johnson



# junebug

W E D D I N G S

Moody Lodge at Malibou Lake Wedding With Vintage Touches

August 4, 2023 | justine ●●●



AVERAGE RESPONSE TIME

**1 WEEK**

AVERAGE WEDDINGS PER  
MONTH

**20**

INSTAGRAM FOLLOWERS

**450K**



AVERAGE RESPONSE TIME

**3-4 WEEKS**

AVERAGE WEDDINGS PER  
MONTH

**12**

INSTAGRAM FOLLOWERS

**146K**

Love  
My Dress



WEDDINGS / Jan 06, 2023

Eva Lendel for a Classy &  
Elegant New York  
Wedding Inspired by Old  
Black Hollywood Glam

*written by* Annabel



# I DO DESTINATION I DO



RESPONSE TIME

**2-5 DAYS**

AVERAGE WEDDINGS PER  
MONTH

**8**

INSTAGRAM FOLLOWERS

**29.6K**



RESPONSE TIME  
**1 MONTH**

ISSUES PER YEAR  
**8**

INSTAGRAM FOLLOWERS  
**312K**

# BRIDAL GUIDE





# EMBRACE NICHE PUBLICATIONS



LOVE INC.

MunaLuchi  
Bride

Let's Get Rehearsed 

MARRY 

REAL WEDDINGS | TAMPA BAY | LOCAL INSPIRATION

BUDGET *savvy* BRIDE

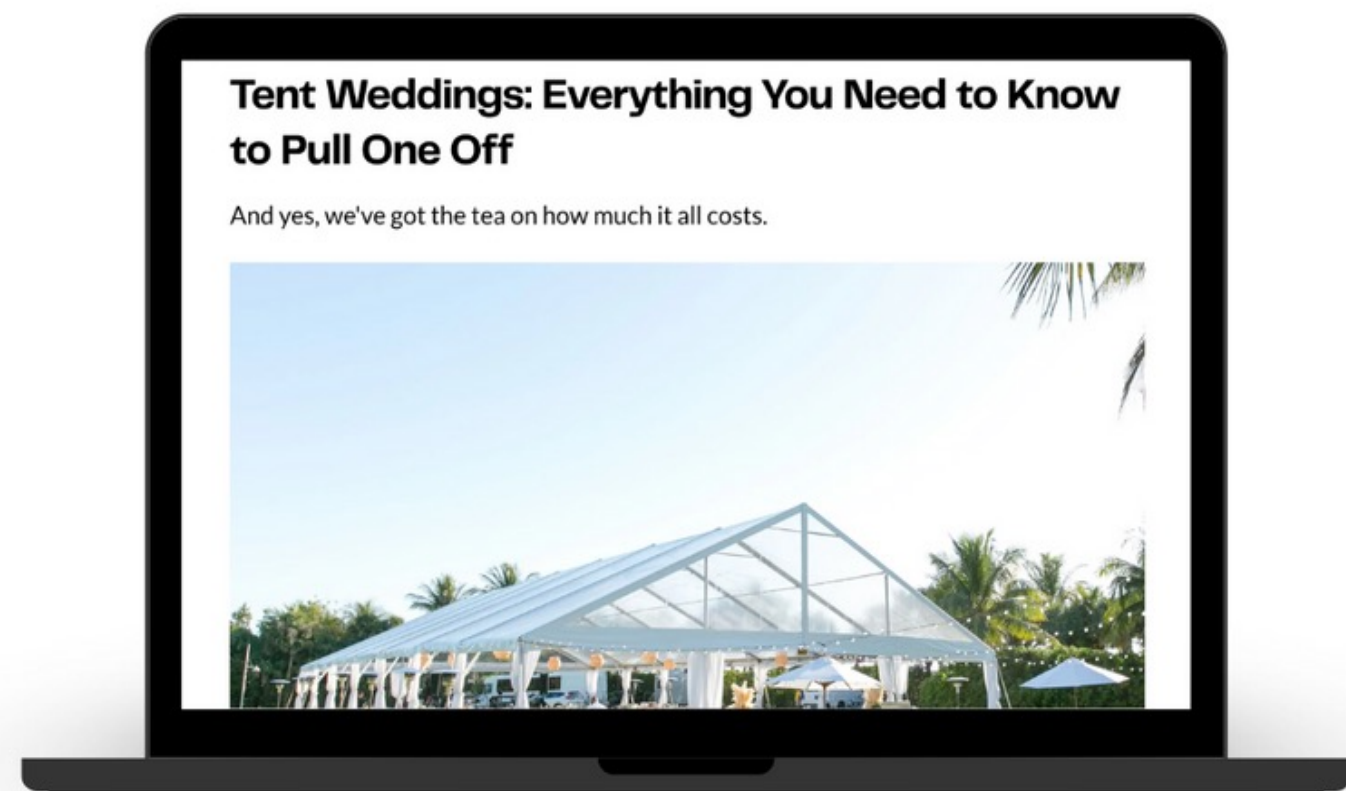
Maharani  
WEDDINGS

EQUALLY  WED

CALIFORNIA  
WEDDING DAY



# the knot



THERE ARE MANY  
WAYS TO BE  
PUBLISHED





# YOUR NEXT STEPS

Credit: JLB Photography//Festoons + Flourishes



# Thank you!

