



WEDDING IN NEW YORK

digital | social media | print | networking | wedding expos

MEDIA KIT



Wedding In New York is the gateway to the heart of the matrimony market – offering unparalleled access to cutting-edge trends, stunning image galleries, must-attend events, and trusted vendor reviews.

As the go-to resource for the CNY / WNY wedding market, we inspire discerning couples to craft extraordinary celebrations.

With a finely tuned marketing program, a highly visited website, a dynamic social media presence, and as curators of renowned wedding expos and events, Wedding In New York provides an unrivaled platform to connect you with engaged couples.

We present your brand in a style that reflects its excellence.

As the definitive authority in the Buffalo, Rochester, and Syracuse wedding market, Wedding In New York is the ideal partner for ambitious, driven wedding professionals.

Together, we'll make your brand a standout in the vibrant world of love and celebration.

STATISTICS

20K+

average
followers

8.5K

average
reach

900K

average
impressions

87%

engagement
rate

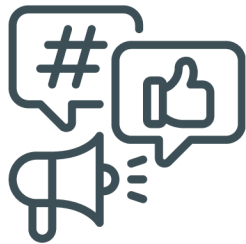
membership OVERVIEW



website

Web Presence : Create a customizable member profile featuring unlimited images, videos, client reviews, and direct links to your website, email, and social media accounts.

Client Reviews : Showcase your excellence by encouraging clients to leave glowing testimonials about your services.



social media

INSTAGRAM | FACEBOOK | PINTEREST

Promote your business, upcoming events, and special offers by letting us share your latest achievements, new products, and services with our entire follower base.

The number of guaranteed social media spotlights varies based on your membership package.



magazine

Print ad in 2 issues of Buffalo / Rochester / Syracuse Wedding Magazine.

Published semi-annually in January + July.

Online Magazine : Full magazine is available on all mobile, desktop + tablet devices.



connections

Networking Events : An exclusive opportunity for members to meet each other & make connections.

Support System : Our staff will help you utilize your membership, every step of the way digitally or in person.



wedding expos

(Additional Investment Required)

Monetary savings + right of first refusal on booth space for members.

Exclusive early opportunities to sign up for future events.

Participate in professionally curated, flawlessly organized expos featuring high-caliber attendees.

Choose from a variety of booth size options to fit your needs.

theWEBSITE

BuffaloWedding.com | RochesterWedding.com | SyracuseWedding.com

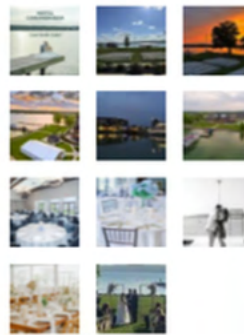


Call: **(585) 577-3500**
Email: **Send an Email**
Web: **Visit Our Website**
Rating: ★★★★★
Read All Reviews or Post a Review



205 Lakeshore Drive
Canandaigua, NY 14424
View Map | Get Directions

Contact Us



About Hotel Canandaigua a Tapestry by Hilton

Love by the Lake

Welcome to Hotel Canandaigua, a paradise for two in the heart of Finger Lakes Wine Country - the idyllic setting for your ultimate wedding weekend. Our events team is dedicated to turn your dreams into reality

A Little Something Extra

Accommodations

Attire

Beauty / Health / Wellness

Catering / Beverage Service

For over 25 years, engaged couples have trusted Wedding In New York as their go-to resource.

As a member, you'll enjoy a fully customizable online profile, complete with unlimited images and videos, interactive ratings and reviews, and direct links to your website and social media accounts.

Our platform consistently ranks among the top in wedding-related search results, and we actively leverage Google Analytics to maximize your online visibility.

Website

social media ENGAGEMENT



@weddinginny

Imagine you're recently engaged and residing in the Buffalo, Rochester or Syracuse areas. After sharing your engagement photos & updates on social media, you seek out LOCAL inspiration to kickstart your wedding planning journey.

A simple search for "Buffalo / Rochester / Syracuse Wedding" places us among the top results.

Social media has swiftly emerged as a primary tool for couples embarking on their wedding planning journey + we have adeptly leveraged our rapidly expanding social following, boasting over 13.8k Facebook followers + 5.4k Instagram followers.

We diligently promote our members' upcoming events, exclusive company offers, as well as new products & services to our captive audience.

An important point to note: our followers tend to remain engaged even after they tie the knot, fostering a lasting relationship with us well into their married life. This extended connection enables us to cater to their evolving needs, whether they're first-time homeowners, new parents, or beyond.

theMAGAZINE

Buffalo | Rochester | Syracuse
Syracuse Wedding Magazine



We are proud to be the longest-standing wedding publication in the region, serving as the premier resource for modern couples planning their dream weddings in CNY + WNY. Our magazines are widely available at over 200 distribution points, including Wegmans, bridal boutiques, venues, our wedding expos, and an extensive network of local wedding professionals.

Inside, readers will find inspiring features on local real weddings, bridal fashion, creative cake designs, the latest wedding trends, and a wealth of ideas to help them plan every detail of their special day. Wedding photographer members are also encouraged to submit their work. Selected images may be featured in the magazine, on our websites, and across our social media platforms—with full attribution to ensure recognition for their artistry.



WEDDING EXPOS

wedding EXPOS

Participating in a New York Wedding Expo provides an excellent platform to showcase your brand to a large number of highly targeted attendees in a very short period of time. Even if engaged couples don't immediately book on the spot, your company will stay top of mind when they're ready to make the important decisions.

Interacting with potential clients in person allows you to build relationships, address their questions directly, and tailor your offerings to their needs. This personal connection leaves a lasting impression and strengthens your brand's appeal.

Additional booth sizes & upgrades available at a discounted rate.

Advertisers receive :

\$100 off single booth rate / \$200 off double rate / \$300 off triple rate / \$400 off quad rate

Early pay & multiple expo discounts also available.

To view further details on all of our upcoming wedding expos / events visit : NewYorkWeddingExpos.com



wedding EXPOS

EXPOS

INCLUDED WITH EVERY BOOTH SPACE

- A 10ft x 10ft or 8ft x 6ft area (venue dependent) with 6ft table with linen / skirting & 2 chairs
- Electricity & WiFi
- You may include your promotional piece in our wedding expo tote bags handed out to every attendee promo pieces must be delivered / shipped to our office 2 weeks prior to the event.
- Listing under participating vendors on BuffaloWeddingExpo.com / RochesterWeddingExpo.com / SyracuseWeddingExpo.com
- Our highly experienced event staff will be there every step of the way to assist you in loading in and out your belongings, as well as answer any questions you may have.
- An excel list with the names / phone #s / email addresses / home addresses / wedding dates of attendees who consented to be contacted.
- Pipe + drape is NOT included. You are more than welcome to rent + / or provide your own for your booth space

adSPECS & DEADLINES



Deadline

AD SPECS

All files must be in high resolution at least 300 dpi
Accepted file formats include : (flattened) pdf | jpeg | tif
Specific ad dimensions are listed under each individual membership option

DEADLINES

Semi Annual Production | January – June Issue : November 1st | July – December Issue : May 1st

premium plus

- DOUBLE PAGE PRINT AD -



premium plus | \$1800 / issue

BUFF / ROC / SYR WEDDING MAGAZINE

- Premium Plus web placement (Top Tier)
- Enhanced online listing
- 8 guaranteed social media spotlights per issue
- 2 page magazine ad (double page)
- Include your promo piece in our wedding expo tote bags
- Discounted rates on wedding expos

magazine ad specs

- Double Page
- Bleed must extend to 8.25" x 7.25"
- Live Area | 3.25"x 6.5" on each "page"
- (Keep ALL text / verbiage within this area)
- Final Trim | 8" x 7"

- FULL PAGE PRINT AD -



premium | \$1050 / issue

BUFF / ROC / SYR WEDDING MAGAZINE

- Premium web placement (2nd Tier)
- Enhanced online listing
- 6 guaranteed social media spotlights per issue
- Full page magazine ad
- Include your promo piece in our wedding expo tote bags
- Discounted rates on wedding expos

magazine ad specs

- Full Page
- Bleed must extend to 4.25" x 7.25"
- Live Area | 3.25" x 6.5"
- (Keep ALL text / verbiage within this area)
- Final Trim | 4" x 7"

premium

featured

- 1/2 PAGE PRINT AD -



featured | \$750 / issue

BUFF / ROC / SYR WEDDING MAGAZINE

- Featured web placement (3rd Tier)
- Enhanced online listing
- 4 guaranteed social media spotlights per issue
- 1/2 page magazine ad
- Include your promo piece in our wedding expo tote bags
- Discounted rates on wedding expos

magazine ad specs

- 1/2 Page | No Bleed | 3" x 3"

standard

- 1/4 PAGE PRINT AD -



standard | \$600/ issue

BUFF / ROC / SYR WEDDING MAGAZINE

- Standard web placement (4th Tier)
- Enhanced online listing
- 2 guaranteed social media spotlights per issue
- 1/4 page magazine ad
- Include your promo piece in our wedding expo tote bags
- Discounted rates on wedding expos

magazine ad specs

- 1/4 Page | No Bleed | 3" x 1.5"

basic

- ONLINE ONLY -

basic | \$450 / 6 months

BUFF / ROC / SYR WEDDING.COM


- Basic web placement (5th Tier)
- Enhanced online listing
- Discounted rates on wedding expo


CONTACT US | SAY HI




WEDDING IN NEW YORK

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