OHIO'S LEADING WEDDING RESOURCE

Today's Bride®

2027 Media Kit



Print Shows Digital

TodaysBride.com

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Alyssa Masters Photography



Our *story*

For more than 35 years, Today's Bride has been helping engaged couples connect with trusted local wedding professionals throughout Northeast Ohio. What began as a single bridal magazine has grown into the region's leading wedding planning resource, bringing together bridal shows, a trusted online vendor directory, digital marketing, social media, email campaigns, and inspiring editorial content that helps couples confidently plan every step of their wedding.

We're more than an advertising company.

We're a connection point between couples and the businesses that make their wedding day unforgettable.

Every year, thousands of engaged couples turn to Today's Bride to discover ideas, compare local vendors, attend bridal shows, and build the team they'll trust with one of the biggest days of their lives. Because couples don't make every decision at once, they return throughout their planning journey, giving our partners repeated opportunities to be seen, remembered, and chosen.

As a locally owned, family-operated business, we've built our reputation by helping wedding professionals grow through meaningful connections—not just impressions. Every product we offer is designed with one goal in mind: **helping the right couples find the right businesses at the right time.**

For wedding professionals, Today's Bride isn't simply another place to be seen. It's a trusted marketing partner backed by decades of experience, a loyal audience, and a passion for supporting the local wedding industry.

Meet the team



Jim Frericks
Co-Owner



Denise Frericks
Co-Owner



Jennifer Judy
President



Abby Frericks Crowder
Director of Operations



Dan Dutch
Business Development Representative



Catherine Buchanan
Client Success Manager

you + us

Since 1989, Today's Bride has been dedicated to fostering connections between engaged couples and local wedding professionals. Our mission is clear and unwavering: to facilitate meaningful partnerships within our community. We take pride in supporting local businesses and strive to create a platform where engaged couples can seamlessly discover and connect with the perfect wedding experts for their special day.



Danielle Cargill Photography



Our *audience*

As a leader in the wedding industry, Today's Bride has successfully carved out a niche among the newly engaged demographic, capturing the hearts of couples aged 18 to 42 in Northeast Ohio. With a keen focus on the latest trends and timeless traditions, Today's Bride stands as a beacon for those embarking on the journey towards "I Do". Our statistics showcase not only our thriving presence but also our unwavering commitment to delivering relevant and necessary platforms for couples navigating the exciting path to their special day.

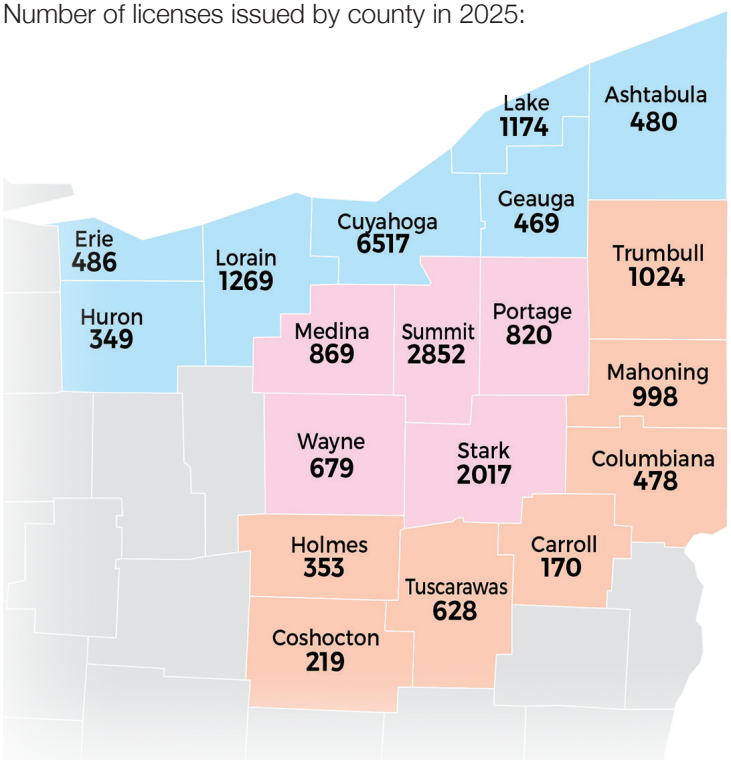
Butterfly Kisses Photography

Ohio trends + reach

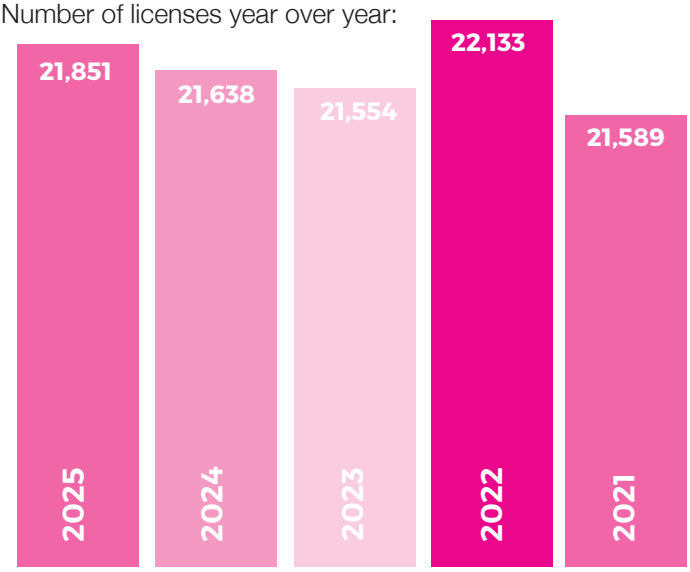
The estimated number of Northeast Ohio weddings in 2025 based off the number of marriage licenses was **21,851** (Akron, Canton, Youngstown Areas: 11,107 | Cleveland Area: 10,744).

The median age of couples getting married is 31 years. The average length of engagement is 12-18 months and average spend is **$35,375** in the Akron Metropolitan area and **$38,601** in the Cleveland Metropolitan area.

Number of licenses issued by county in 2025:



Number of licenses year over year:



With this many marriage licenses issued per year...
are they seeing your business?

Today's Bride connects you with this powerful audience, giving you unmatched access to local couples ready to book your services.

Effective suite of services

Just as consumers shop at stores, online, and in apps, engaged couples utilize multiple sources to find the perfect vendors. Through our consistent and collaborative marketing programs, we ensure that you are always in front of an ever-revolving audience. Our services gently yet persuasively influence Northeast Ohio couples to trust our recommendations and the businesses we partner with.





Defining our *partnership*

A partnership with Today's Bride is about more than advertising. Our multi-platform approach keeps your business visible, builds familiarity with engaged couples, and creates meaningful opportunities to connect—online, in print, and face-to-face.

- ✓ Connect with qualified, engaged, local couples
- ✓ Create more opportunities for inquiries and bookings
- ✓ Build brand recognition and trust
- ✓ Stay visible throughout the planning journey
- ✓ Strengthen your presence in the NE Ohio wedding market
- ✓ Connect with a network of local wedding professionals
- ✓ Gain ongoing support from a dedicated account manager

★★★★★ *"Tall Oaks has attended Today's Bride expos for a few years now, and they've become an integral part of our business in attracting engaged couples to our venue and spreading awareness of our offerings. Their small-business structure makes it easy to communicate with any contact you need; their personable, outgoing, and family-oriented team has done everything for us from assisting in putting up our trade show booth in a pinch, to sharing a funny email during the workday, to making sure we feel comfortable with every tiny detailed aspect of our sponsorship with them."* – Tall Oaks Resort

Today's Bride Magazine

72% of engaged couples utilize wedding magazines for their planning. Our Northeast Ohio annual publication increases credibility, brand awareness, and maximizes your exposure by reaching a full year's worth of engagements.

Unlike the way readers often peruse and discard monthly subscriptions, couples tend to place our magazine on their coffee table or in their wedding binders to refer back to over the course of their planning. They dog-edar pages, add sticky notes, take notes, and share with their friends. This makes your print ad more effective and time-resistant.



FREQUENCY

Today's Bride Magazine is an annual publication that circulates for 12 months, from December through November the following year.

DISTRIBUTION

10,000 copies are distributed through 150+ wedding retail locations across Northeast Ohio, 4,000+ show attendees, and your prospects. We'll keep you stocked with complimentary copies to give as a free gift, too.

DIGITAL EDITION

Each magazine is digitally published as an interactive version on TodaysBride.com and linked to your website and online profile, expanding your exposure further.

BRIDAL SHOW SUPPLEMENTAL PRINT

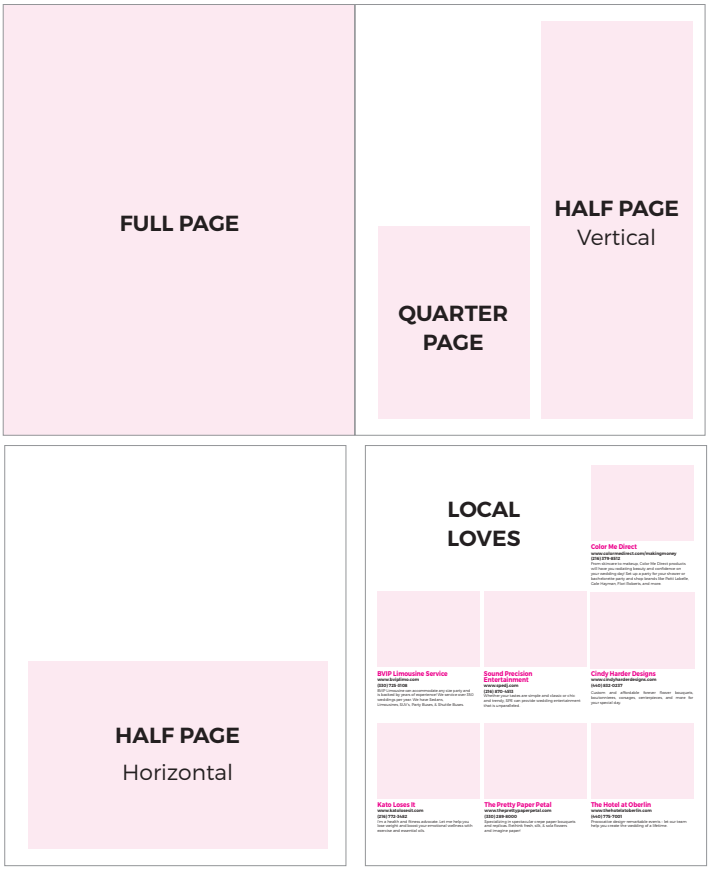
Show Preview Guide



The show preview guide is a printed marketing piece that is distributed across 800+ retail locations throughout Northeast Ohio and mailed directly to the homes of 3,000+ engaged couples. It is also included in our Stuff-It Bag Program for the January show.

Magazine ad sizes

Specs can be found at **todaysbride.com/pros/ad-specs**.



Today's Bride Wedding Shows

There's no substitute for a face-to-face connection. Today's Bride Wedding Shows give your business the opportunity to meet engaged couples in person, build trust, showcase what makes you different, and turn conversations into real opportunities.

Across our four annual wedding shows throughout Northeast Ohio, we connect exhibitors with 4,000+ engaged couples and 10,000+ friends and family members each year—all actively involved in planning, researching, and making wedding decisions.





High-Quality Prospects
Meet hundreds of engaged couples who are ready to book.

Build Your Brand
Gain credibility and exposure in the local wedding community.

Network with Pros
Connect with other vendors and gain valuable referrals.

Book More Weddings
Turn face-to-face conversations into immediate bookings and a pipeline of warm leads.

Accelerate Trust
Meeting in person builds confidence faster than emails or social media ever can.

Stand Out from Competitors
Get in front of couples before they find and compare multiple vendors online.

Maximize One Day
In just a few hours, connect with more potential clients than you might in weeks of marketing.

Create Long-Term Opportunities
Even if couples don't book on the spot, strong leads turn into future bookings through follow-up.

Be Where Decisions Happen
Couples attend bridal shows to take action… not just browse.

Secure a Strong ROI
With our booth pricing, it often only takes 1-2 bookings to see a return.

Investing in your success:

Furnished space: Table, chairs, electric, name tags, company sign, exhibitor listing, and a comprehensive list of attendees.

Massive marketing efforts: Billboards, social media, direct mail, and TV. We do the heavy advertising so you don't have to.

Pre-show planning tools: Ideas on booth design, dos and don'ts, checklists, conversation and lead generation tips.

Digital and print exposure: A complimentary online profile; a listing on our Partner Page in the Today's Bride Magazine; promoting your show special on TodaysBride.com, and listing you as an exhibitor in show emails to brides before the show.

Complimentary tickets: Hand them out to prospects and invite guests to come meet you at the show.

Post-show support: Provided with a list of leads and email tips and a dedicated account rep to help aid your follow-up efforts.

Today's Bride

Upcoming Wedding Shows

November 22, 2026 Summit County Fairgrounds, Akron

January 23-24, 2027 I-X Convention Center, Cleveland

March 7, 2027 John S. Knight Center, Akron

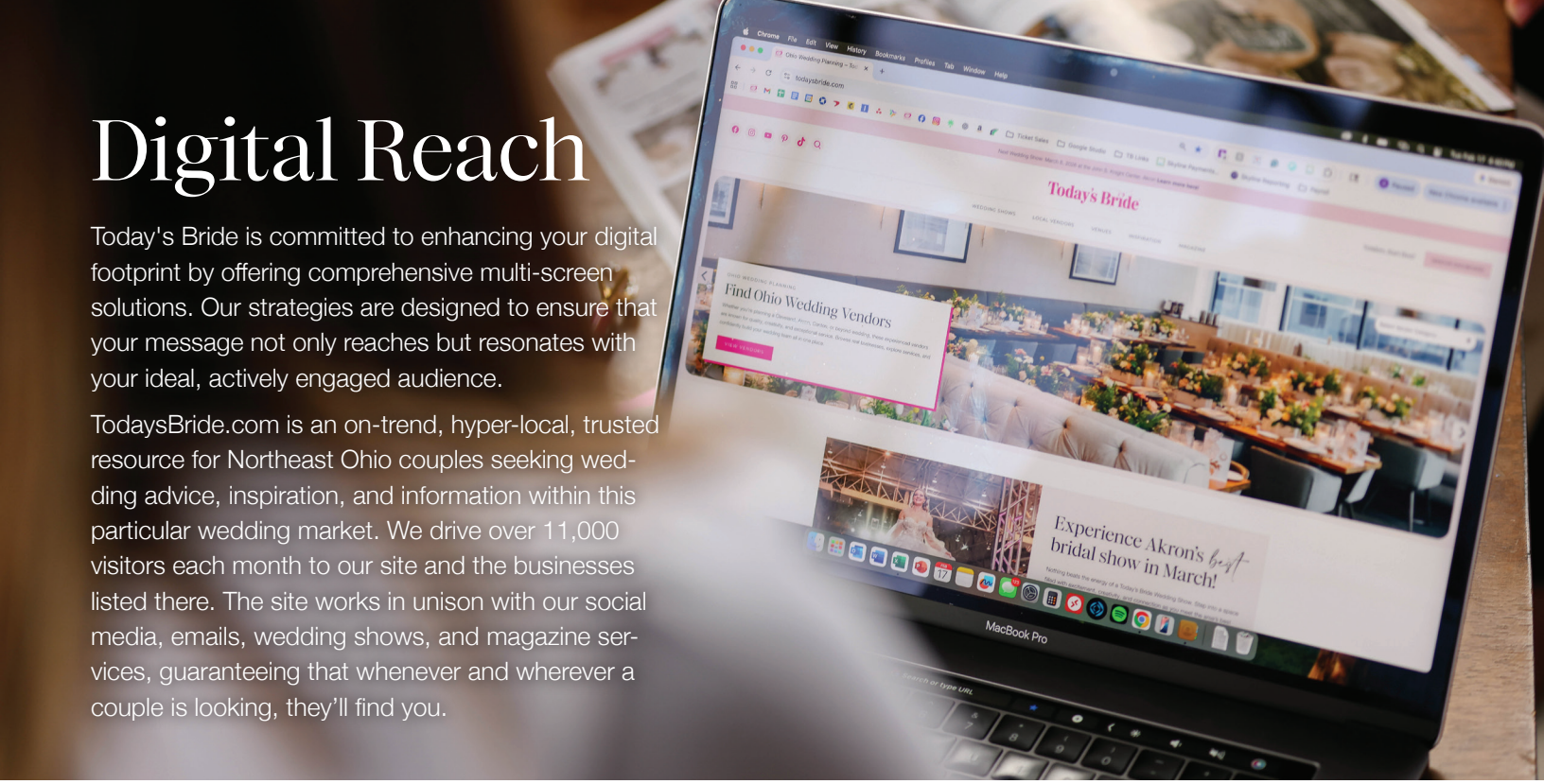
June 6, 2027 Embassy Suites Hilton Rockside, Cleveland

★★★★★ *"When it comes to wedding shows in Ohio, no one outdoes Today's Bride. They consistently bring qualified, legitimate couples at scale to their shows which results in lots of discussions with potential verified customers, the possibility of setting up additional appointments, or (in our case) taking deposits on the spot with cash-ready buyers!"* – WeddingChairs.net

Digital Reach

Today's Bride is committed to enhancing your digital footprint by offering comprehensive multi-screen solutions. Our strategies are designed to ensure that your message not only reaches but resonates with your ideal, actively engaged audience.

TodaysBride.com is an on-trend, hyper-local, trusted resource for Northeast Ohio couples seeking wedding advice, inspiration, and information within this particular wedding market. We drive over 11,000 visitors each month to our site and the businesses listed there. The site works in unison with our social media, emails, wedding shows, and magazine services, guaranteeing that whenever and wherever a couple is looking, they'll find you.





FEATURED Today's Bride PARTNER

ONLINE PROFILES

Couples can access your business information from our website, driving them to your own site or to reach out directly to you. Annually, TodaysBride.com is reaching an average of 140,000 web visitors.

SOCIAL MEDIA

With over 29,000 total social media followers, our posts and business endorsements lend to your credibility as a local expert in your fields.

EMAIL BLASTS

Reach 5,000+ subscribers instantly in their inbox through a dedicated email blast or email banner.

JOURNEY EMAIL PROGRAM

Join local engaged couples on their planning journey through a series of weekly emails. Sponsor a targeted email that covers a specific category based on their wedding date and where they are in their planning timeline. With only two category sponsor ads per email, your visibility will be high among our database of 5,000+ engaged couples.

BLOGS + REAL WEDDINGS

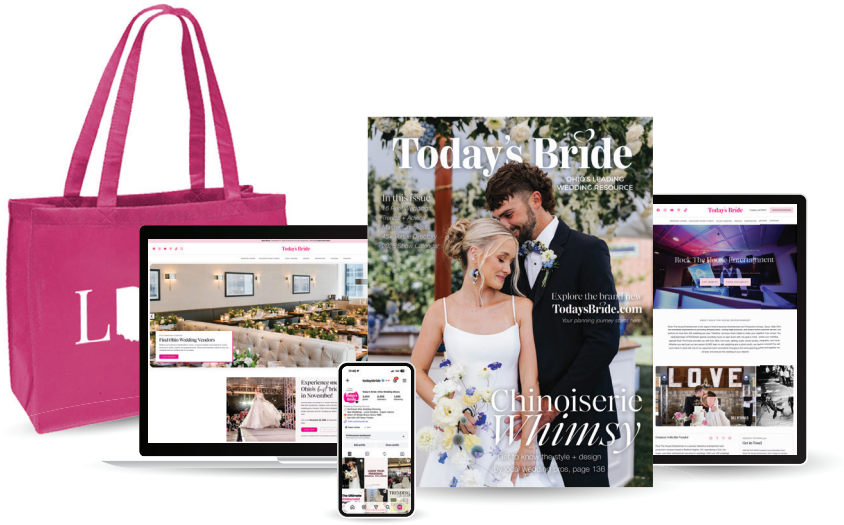
Our emails and social media influence our readers to check out 900+ pages of blogs and real weddings. In turn, the site then encourages them to enter our contests, read our digital magazine, gain advice from local couples, and reach out to local businesses.

PARTNER PERKS

As a partner of Today's Bride, you can submit content you've created, real weddings you've photographed, or styled shoots you've participated in for consideration in our digital resources. Get in front of a captive audience instantly through our social media, email blasts, and website blogs.

The Perfect Combination

Wedding planning doesn't happen in a day—and successful marketing shouldn't either. Today's Bride provides a multi-touch marketing ecosystem that meets couples wherever they are in the planning process. By combining in-person experiences, trusted print media, and high-intent digital exposure, we create consistent brand visibility that compounds over time. Couples recognize your name, remember your booth, revisit your ad, and return to your website when they're ready to book. This isn't about being everywhere… **it's about being in the right places, at the right times, with a message that sticks.**



MEGA-MARKETING PACKAGES

One impression gets *noticed*.
Multiple touch points get *booked*.

DOMINANT PLAN
Own your presence in the market.

COMPETITIVE PLAN
Stand out where it matters.

CORE PLAN
Stay visible and build recognition.

STARTER PLAN
Build your presence.







SAVE 30% WHEN YOU BUNDLE SERVICES
We have four popular mega-marketing packages that include print, digital, and shows. However, packages are 100% customizable so you can build a campaign that works just right for you.

MULTI-TOUCH ADVERTISING CAMPAIGN
Reach your audience across multiple channels to ensure a consistent and adaptable message, making you stand out in a crowded industry, while fostering strong connections, and driving business growth.

★★★★★ *"Today's Bride is not a bridal show in town, it is "THE" bridal show in town! Nothing else can compare. Jim, Abby, Jennifer and the whole team are super responsive, very knowledgeable, and know exactly how to promote their shows in the changing times… all for the success of your wedding business. Today's Bride has become a part of my business family, and I look forward to many more years to come. Simply put, in an era where it is hard to trust many organizations, they have 100% earned my trust."* – Rising Star Photography



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