

OHIO'S LEADING WEDDING RESOURCE

# Today's Bride<sup>®</sup>

MEDIA KIT 2026-2027



**PRINT**

**SHOWS**

**DIGITAL**

[info@TodaysBride.com](mailto:info@TodaysBride.com)

330-670-9545

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

## OUR *Story*

***Today's Bride is Northeast Ohio's premier multi-media resource for wedding businesses and couples alike. We have a love and passion for all things wedding.***

Since the beginning, our mission has been simple – connect engaged couples with talented local wedding professionals. We serve as a convenient one-stop destination for brides and grooms embarking on their wedding planning journey, providing a wide range of resources to ensure they meet trusted wedding vendors.

Founded in 1989 by Denise and Jim Frericks, Today's Bride emerged from a personal experience of identifying a void in the wedding industry during their own wedding preparations. Committed to fostering direct connections between wedding businesses and engaged couples, we've pioneered platforms for digital, print, and face-to-face interactions. From our annual magazine to the array of bridal shows held throughout the year, we guarantee prime opportunities for you to engage with prospective clients.



**Jim Frericks**  
Chief Marketing Officer  
Jim@TodaysBride.com



**Denise Frericks**  
Chief Operating Officer  
Denise@TodaysBride.com



**Jennifer Judy**  
President  
Jennifer@TodaysBride.com



**Abby Frericks Crowder**  
Client Services Manager  
Abby@TodaysBride.com



**Kay Grey**  
Account Executive  
Kay@TodaysBride.com



**Julie Rauzan**  
Account Executive  
Julie@TodaysBride.com



**Alyssa Myers**  
Marketing & Sales Assistant  
Alyssa@TodaysBride.com

# You + us

For over 35 years, 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.



# DEMOGRAPHICS

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.

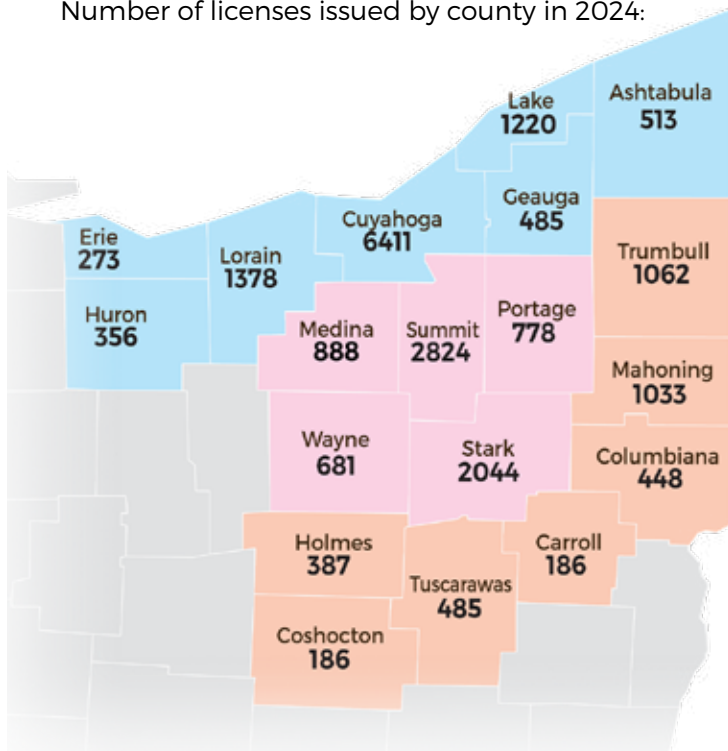


## OHIO *Trends* AND OUR *Reach*

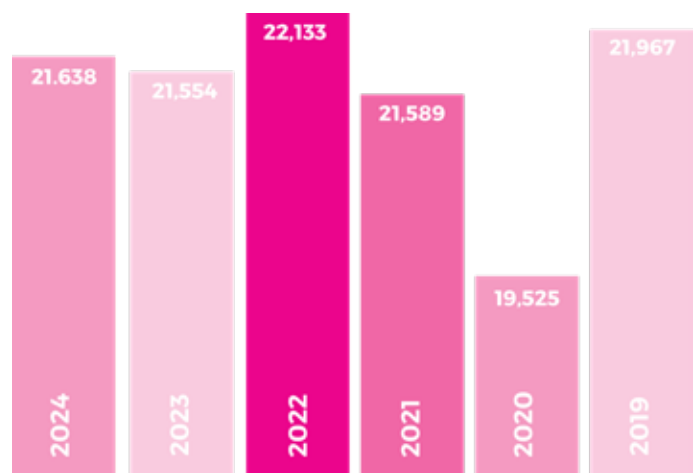
The estimated number of Northeast Ohio weddings in 2024 based off the number of marriage licenses was **21,683** (Akron, Canton, Youngstown Areas: 11,002 | Cleveland Area: 10,636).

The median age of couples getting married is **31 years**. The average length of engagement is **15 months** and average spend is **\$33,449** in the Akron Metropolitan area and **\$36,704** in the Cleveland Metropolitan area.

Number of licenses issued by county in 2024:



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.

## 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*

Here's what you can expect to gain and accomplish when you partner with Today's Bride and our multi-platform brand:

- ✓ Connection with qualified couples
- ✓ Increase in traffic + sales
- ✓ Brand recognition + awareness
- ✓ Network of experienced industry professionals
- ✓ Personal account manager dedicated to supporting your success



★★★★★ *“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

# THE Publications

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-ear pages, add sticky notes, take notes, and share with their friends. This makes your print ad more effective and time-resistant.



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 engaged couples. It is also included in our Stuff-It Bag Program for the January show.

## FREQUENCY

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

## DISTRIBUTION

Copies are distributed through 200+ wedding retail locations across Northeast Ohio, 5,000+ 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](http://TodaysBride.com) and linked to your website and online profile, expanding your exposure further.

## MAGAZINE SPECS

<p><b>FULL PAGE</b></p> <p>Bleed: 8.75w" x 11.25h"</p> <p>Trim Size: 8.375w" x 10.875h"</p> <p>Safe area: 8w" x 10.5h"</p>	<p><b>HALF PAGE</b></p> <p>Vertical: 3.75w" x 10.125h"</p>
	<p><b>QUARTER PAGE</b></p> <p>Size: 3.75w" x 5h"</p>

<p><b>LOCAL LOVE</b></p> <p>Photo: 2.5w" x 2.25h"</p> <p>Characters: 140</p>
<p><b>HALF PAGE</b></p> <p>Horizontal: 7.625w" x 5h"</p>

\*Show Preview Guide ad sizes are different than specs listed above

# print rates

## ANNUAL MAGAZINE

Two-Page Spread (Essential Online Profile)	\$4,500
Full (Classic Online Profile)	\$2,990
Half (Classic Online Profile)	\$1,950
Quarter (Classic Online Profile)	\$1,450
Local Loves (Classic Online Profile)	\$625
Special Sections (Classic Online Profile)	
- Beauty & Health	\$775
- Flowers	\$775
- Cakes & Desserts	\$775
- Wedding Planners	\$995
Feature Sections (Basic Online Profile)	
- Officiants & Ceremony Sites	\$300
- Wineries	
- Breweries	
Premium Placements	Call for pricing
Advertorial	Call for pricing

### 2027 EDITION DEADLINE:

**AUGUST 28, 2026**

### DISTRIBUTION DATES:

**DECEMBER 2026 - NOVEMBER 2027**

## BRIDAL LEAD LISTS (MAGAZINE CLIENTS ONLY)

Today's Bride provides top-quality leads to businesses interested in pursuing direct marketing opportunities.

Weekly Bridal Leads	\$375
---------------------	-------

## SHOW PREVIEW GUIDE

Full Page	\$900
Half Page	\$500
Quarter Page	Included in Dominant Plan

### JANUARY 2027 EDITION DEADLINE:

**OCTOBER 23, 2026**

### DISTRIBUTION DATES:

**DECEMBER 2026 - FEBRUARY 2027**

## WHAT'S INCLUDED:

- Online Profile on TodaysBride.com
- Shares via Social Media Networks
- Custom Ad Design
- Discounts on Services
- Partner Logo & Plaque
- Distribution at 200+ outlets and Today's Bride Wedding Shows



## ADDITIONAL BENEFITS:

- Real Wedding Submissions (in print and on TodaysBride.com)
- Photo & Editorial Submissions

**Today's Bride**

330.670.9545 | TodaysBride.com

# THE TODAY'S BRIDE *Wedding Shows*

It's impossible to replicate the trust, distinction, and visibility that a face-to-face connection can bring. We put you in front of 5,000+ couples and 10,000+ friends & families every year with our four annual bridal shows across Northeast Ohio.

**CUT THROUGH THE CLUTTER** of competition by engaging in conversations, showcasing your work in person, and booking consultations and sales all in one day.

**NETWORK** with other wedding professionals to foster industry relationships that lead to referrals.

**REFRESHED OPPORTUNITY** with only 2% of attendees visiting a second show, we provide you with a completely new group of prospects at each wedding show.



## *Upcoming Dates*

**JUNE 7, 2026** at the Embassy Suites by Hilton Rockside, Cleveland

**NOVEMBER 22, 2026** at the Summit County Fairgrounds, Akron

**JANUARY 30-31, 2027** at the Huntington Convention Center, Cleveland

**MARCH 7, 2027** at the John S. Knight Center, Akron

★★★★★ *“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

## 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, TV, radio, and online. 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, which will be shared in e-mails and on social media.

### **COMPLIMENTARY TICKETS**

Hand out to prospects and invite them to see you at the show.

### **POST-SHOW SUPPORT**

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

## CLEVELAND

### EMBASSY SUITES ROCKSIDE

JUNE 7, 2026

20x10 Furnished Booth	\$2,000
10x10 Furnished Booth	\$1,300
5x10 Table Top Booth*	\$700
Corner Booth/Pick Location	+\$200
Limo Row	\$1,400
Stuff-it Bag Program	+\$250

#### NAKED BOOTH†

10x10 Unfurnished Booth	\$950
20x10 Unfurnished Booth	\$1,650

#### VIRTUAL EXHIBITOR

Stuff-it Bag Program	\$500
Stuff-it Bag Program + Leads	\$800

## AKRON

### SUMMIT COUNTY FAIRGROUNDS

NOVEMBER 22, 2026

20x10 Furnished Booth	\$1,300
10x10 Furnished Booth	\$875
5x10 Table Top Booth*	\$500
Corner Booth/Pick Location	+\$125
Limo Row	\$875
Stuff-it Bag Program	+\$200

#### NAKED BOOTH†

10x10 Unfurnished Booth	\$650
20x10 Unfurnished Booth	\$1,075

#### VIRTUAL EXHIBITOR

Stuff-it Bag Program	\$400
Stuff-it Bag Program + Leads	\$600

#### WHAT'S INCLUDED WITH A FURNISHED BOOTH:

• Pipe and drape • Staff name tags • Booth placement sign • Electrical 10 amp hook up • Covered table with 2 chairs • Lead list of registered attendees' contact information • Exhibitor online profile page on Today'sBride.com for 6 months • Shares on social media and show page • Listing on show floor plan • Listing in Today's Bride Magazine

\* Table tops do not include electric or lead list. 10x10 space is shared with another business.

† Naked booths do not include electric, table, chairs, or lead list. Services can be purchased a la cart.

show rates

## CLEVELAND

### HUNTINGTON CONVENTION CENTER

JANUARY 30 & 31, 2027

20x10 Furnished Booth	\$3,200
10x10 Furnished Booth	\$2,250
5x10 Table Top Booth*	\$1,250
Corner Booth/Pick Location	+\$200
Limo Row	\$2,350
Stuff-it Bag Program	+\$500

#### NAKED BOOTH†

10x10 Unfurnished Booth	\$1,700
20x10 Unfurnished Booth	\$2,700

#### VIRTUAL EXHIBITOR

Stuff-it Bag Program	\$1,000
Stuff-it Bag Program + Leads	\$1,600

## AKRON

### JOHN S. KNIGHT CENTER

MARCH 7, 2027

20x10 Furnished Booth	\$2,000
10x10 Furnished Booth	\$1,300
5x10 Table Top Booth*	\$700
Corner Booth/Pick Location	+\$200
Limo Row	\$1,400
Stuff-it Bag Program	+\$250

#### NAKED BOOTH†

10x10 Unfurnished Booth	\$950
20x10 Unfurnished Booth	\$1,650

#### VIRTUAL EXHIBITOR

Stuff-it Bag Program	\$500
Stuff-it Bag Program + Leads	\$800

# THE *Digital* SIDE

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.

*Targeted* messages.

*Flexible* timing and creative.

*Mobile* engagement and interaction.

*Maintain* top-of-mind awareness.

## **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.

## **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 channels, email blasts, and website blogs.



# digital rates

## ONLINE PROFILE PAGES

Signature Listing	\$1,500
Essential Listing	\$600
Classic Listing (Included free with print ad)	\$500
Basic Listing	\$250

## DIGITAL MARKETING

Must have a basic online profile to qualify.

Email Blast	\$600
Featured Home Page Partner Ad	\$150
Blog Ad	\$200
Guest Blog	\$300
Featured Exhibitor Ad (Exhibitors only)	\$150

Home page ads are limited and updated monthly. They are scheduled for the first available month; however, for an additional \$50, a specific month can be requested (based on availability).

## SOCIAL MEDIA PACKAGE

Reach a targeted audience with 1 Facebook post, 1 Instagram post, 1 Instagram story, and 1 Paid Facebook or Instagram post on Today's Bride accounts. Must have a basic online profile to qualify.

Social Media Package	\$500
----------------------	-------

## TICKET SPONSORSHIPS

Must be exhibitor in show to qualify.

	Discount Sponsor	Online Sponsor
January Wedding Show	\$2,400	\$1,200
March Wedding Show	\$800	\$400
June Wedding Show	\$800	\$400
November Wedding Show	\$800	\$400

## JOURNEY EMAIL PROGRAM

Category Sponsor Ad	\$600/year
Top Sponsor Ad	\$4,000/year
Bottom Sponsor Ad	\$3,000/year
Dedicated Email Send	\$900/year
Category Sponsor Ad + Dedicated Email Send Combo	\$1,200/year

Signature



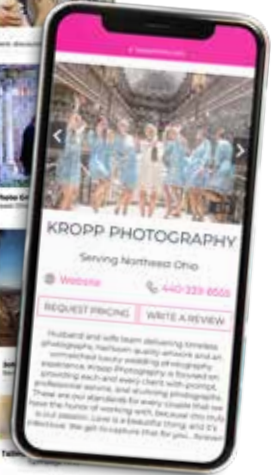
Essential



Classic



Basic



Category: **Curat Accommodations, Rehearsals, Showers & Parties, Venues**

**BRIDE APPROVED**

**GERVASI VINEYARD**  
1700 55th St. NE, Canton, OH 44721  
Website: 330-497-3000

REQUEST PRICING | WRITE A REVIEW

READ REVIEWS (2)

The outdoor Pavilion at Gervasi Vineyard with nearby bridal room and catering kitchen seats up to 300 people while overlooking the spring-fed lake. The Villa Grande ballroom offers a beautiful indoor wedding setting. Our business is ideal for wedding receptions of 50-100 guests and can accommodate smaller receptions of 50 guests or less. The Villa Grande or Grande Catering Room is the perfect fit for showers and rehearsal dinners. The

READ MORE

DETAILS  
Year Established: 2000  
Facilities (located): Inside and Outside  
Venue Style: Vineyard  
Ceremony Capacity: 300  
Reception Capacity: 300  
Special Family Fee: Yes  
On-Site Wedding Coordinator: Yes  
Bridal Suite: No  
Guest Accommodations: Yes

CATERING & BAR SERVICE  
On-Site Catering Available: Yes  
Outside Caterers Permitted: No  
On-Site Bar Service Available: Yes  
Outside Alcohol Permitted: No

HIGHLIGHTS  
Onsite Event Coordination - Setup of All Tables, Chairs, and Linens - Linens Included - Tables and Chairs Included - Cake Cutting and Serving - Coffee Service - Onsite Accommodations - Buffet - Family Style Seated Meals - Pre-set Hors D'Oeuvres - Servers - Catering Clean-Up

SEE US  
Gervasi 27th & 28th, 2024 - 4th Corner  
1024 Today's Bride Magazine  
March, 2024 - John & Krystal Carson  
Lindsay & Shawn's Ohio Fall wedding  
Lissa Carson (wedding featured in Top 100 List)  
Derrick Vineyard in Destination Wedding Right Here in Ohio  
Vince and Sheri's Fall Wedding  
Uma & Harold's Fall Wedding

REVIEWS (2)  
STELLAR AND AMAZING!  
"We just had our wedding/reception at Gervasi Vineyard on May 17, 2023, and wanted to tell everyone that the staff at Gervasi Vineyard is STELLAR and AMAZING!  
From the very beginning of our wedding journey with Harley Taylor, we had nothing less than exceptional customer service. But more importantly, everyone cared about us. Harley listened and executed everything just as we wanted it.  
Bridal Director is a skilled, highly professional, talented individual and his services, Logan and Allen, are just as dedicated and talented. They were patient, accommodating and very hard working. Dedication & loyalty that they have is rare and hard to find. Did I mention, the food was OUTSTANDING! KAREN MOORE - RUTH G. wedding on 11/20/2023

READ MORE REVIEWS

SEE MORE BLOGS & REAL WEDDINGS

## THE PERFECT COMBINATION

Only Today's Bride can combine the impact and versatility of print, wedding shows, digital, and leads into the perfect combination for your company. Our mega-marketing packages provide complete saturation and awareness of your business to couples in the Northeast Ohio market.



Print



Digital



Shows



Leads

### 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

# package rates

DOMINANT PLAN		COMPETITIVE PLAN		CORE PLAN	STARTER PLAN
<b>MAGAZINE</b> 1 Page 4 Color Ad - Annual Weekly Prospect Lead List		<b>MAGAZINE</b> 1/2 Page 4 Color Ad - Annual Weekly Prospect Lead List		<b>MAGAZINE</b> 1/2 Page 4 Color Ad - Annual Weekly Prospect Lead List	<b>MAGAZINE</b> Local Loves Ad - Annual Weekly Prospect Lead List
<b>DIGITAL</b> Essential Online Profile Page Featured Show Exhibitor Ad Featured Partner Ad 1 month per year on home page Journey Email Program Category Sponsor Ad Logo on Show Page Blog Ad E-Mail Blast		<b>DIGITAL</b> Essential Online Profile Page Featured Show Exhibitor Ad Featured Partner Ad 1 month per year on home page Journey Email Program Category Sponsor Ad Logo on Show Page Blog Ad		<b>DIGITAL</b> Essential Online Profile Page Featured Show Exhibitor Ad Featured Partner Ad 1 month per year on home page Journey Email Program Category Sponsor Ad	<b>DIGITAL</b> Classic Online Profile Page Journey Email Program Category Sponsor Ad
<b>SHOWS</b> Pick Market		<b>SHOWS</b> Pick Market		<b>SHOWS</b> 10x10 Furnished Booth March (AKR) or June (CLE) Stuff-it Bag Program* Show Lead List  (Upgrade to January show for \$800 or save \$300 with November show)	<b>SHOWS</b> 10x10 Furnished Booth March (AKR) or June (CLE) Stuff-it Bag Program* Show Lead List  (Upgrade to January show for \$800 or save \$300 with November show)
<b>CLEVELAND</b> 10x10 Booth January (Furnished) 10x10 Booth June (Furnished)	<b>AKRON</b> 10x10 Booth March (Furnished) 10x10 Booth November (Furnished)	<b>CLEVELAND</b> 10x10 Booth January (Furnished) 10x10 Booth June (Furnished)	<b>AKRON</b> 10x10 Booth March (Furnished) 10x10 Booth November (Furnished)	<b>SHOWS</b> 10x10 Furnished Booth March (AKR) or June (CLE) Stuff-it Bag Program* Show Lead List  (Upgrade to January show for \$800 or save \$300 with November show)	<b>PACKAGE TOTAL</b> <b>\$2,200</b>
Stuff-it Bag Program* Both shows Show Lead List Both shows Show Preview Guide 1/4 page included		Stuff-it Bag Program* Both shows Show Lead List Both shows		<b>PACKAGE TOTAL</b> <b>\$3,800</b>	<b>SAVINGS of \$1,017</b>
<b>PACKAGE TOTAL (CLE)</b> <b>\$7,500</b>	<b>PACKAGE TOTAL (AKR)</b> <b>\$6,200</b>	<b>PACKAGE TOTAL (CLE)</b> <b>\$6,100</b>	<b>PACKAGE TOTAL (AKR)</b> <b>\$4,800</b>	<b>SAVINGS of \$1,542</b>	
<b>SAVINGS of \$2,482</b>	<b>SAVINGS of \$2,132</b>	<b>SAVINGS of \$2,417</b>	<b>SAVINGS of \$2,067</b>		

## UPCOMING SHOW SCHEDULE

- JUNE 7, 2026**  
at the Embassy Suites by Hilton Rockside, Cleveland
- NOVEMBER 22, 2026**  
at the Summit County Fairgrounds, Akron
- JANUARY 30-31, 2027**  
at the Huntington Convention Center, Cleveland
- MARCH 7, 2027**  
at the John S. Knight Center, Akron

\* Advertisers provide inserts for the Stuff-It Bag program  
All monthly payments will be automatically processed on the 15th of each month on major credit cards (Discover, Visa, MasterCard, and American Express only.) A 3% credit card fee does apply.



# Today's Bride®

info@TodaysBride.com  
330-670-9545

3550 Ridgewood Road • Fairlawn, Ohio 44333  
TodaysBride.com | Pros.TodaysBride.com