



CHICAGO STYLE WEDDINGS[®]

MEDIA KIT

2024-2025

OUR KEYS TO SUCCESS

The Chicago weddings industry is sizable, we can't blame you if you aren't sure where to start! Whether you're new to the scene or well-established and looking to revamp your reach, we have packages and opportunities for all.

FOR OVER THREE DECADES,

Chicago Style Weddings has provided inspiration with style and sophistication for every couple planning their unique wedding. Since our first issue in 1987, *Chicago Style Weddings* has paired over 30 years of expertise with an appetite for what's new and noteworthy.

MULTI-PLATFORM REACH

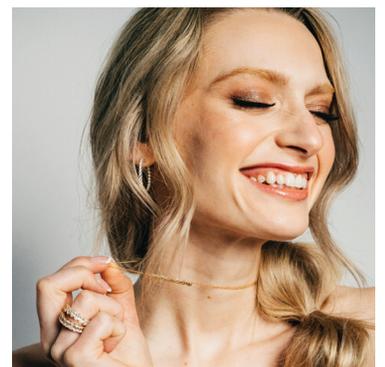
We are print's biggest fans, but our complete, multi-platform marketing program allows your business to be seen beyond the pages. Advertising is all about repetition — we deliver just that by offering exposure via social media, e-mail marketing, editorial features, exclusive web content, and programmatic campaigns.

BY CHICAGO, FOR CHICAGO

Our content is attainable to readers because it is local. Completely created by and featuring Chicagoland-based businesses, future brides and grooms find inspiration to design the wedding of their dreams.

ORGANIZED ISSUE STRUCTURE

Chicago Style Weddings is organized by section, allowing readers to find what they are looking for easily. Plus, an **advertiser's index** and venue guide allow for even more help.



REACH

Chicago Style Weddings is proud to be the area's only wedding magazine with newsstand distribution.

ISSUE REACH OF 100,000+

readers, including physical copies sold, digital issue views, and pass-along rates. Throughout the year, copies are circulated and sold at all major newsstands, including:

- Barnes & Noble
- CVS
- Jewel-Osco
- Mariano's
- Target
- Walgreens



34.1K+ SOCIAL MEDIA FOLLOWERS

Including Facebook, Instagram, Pinterest

40K+ MONTHLY WEB READERS

At www.chicagostyleweddings.com

TARGETED + SPECIFIC E-MAIL SUBSCRIBERS

GO FURTHER

Today's consumer is savvier than ever before. You must actively pursue couples across a variety of platforms in order to reinforce your brand. Chicago Style Weddings will help you make the most of your marketing plan. Here are some ways we can help you accomplish those goals:

1. GET YOUR UPCOMING EVENT POSTED ON OUR CALENDAR
If you have an event, send us the info and artwork and we'll post it on our Calendar of Events and our various social media outlets. If we don't know what you have going on — we can't help!

2. SEND US SOCIAL MEDIA CONTENT
Send us beautiful photos and/or pro-tips to be considered for social media exposure

3. SUBMIT REAL WEDDINGS & STYLED SHOTS
Real Weddings are one of our most popular features! Couples-to-be love seeing what their peers have done. Styled Photo Shoots are another great option. They expose couples to the latest and greatest wedding trends.

4. GIVE AND RECEIVE REFERRALS
Connect with a community of other industry pros. We all know the importance of referrals, and the community of fellow *Chicago Style Weddings* vendors allows for an audience of referrals.

5. HAVE ANOTHER IDEA? LET'S HEAR IT!
We, too, want to reach as many couples as possible. If you have an idea and you'd like our help, share it with us!

THE POWER OF PRINT

Let's be real: weddings are rooted in tradition, no matter how many contemporary touches we add. And with a traditional ceremony, comes the desire for traditional planning.

In a world of tech and online engagement, brides and grooms enjoy settling down and taking it offline with their wedding planning.

STAYING POWER

While social media and web presence are important, there's a **staying power** and **finality** to print advertising. Digital clicks disappear as quickly as they appear, but print publications **have a long life** and as couples actively or casually peruse the issues.

RULE OF 7

The Rule of 7 states that it takes an average of seven interactions with your brand before a purchase will take place. By combining traditional print advertising with our unique editorial opportunities, you can maximize your name recognition.

PASS-ALONG EXPOSURE

Print comes with a unique "pass-along rate," meaning that readers of the magazine are likely to share their issue with others once they are finished with it. This creates an infinite cycle of continued exposure.

FOCUSED AUDIENCE

With digital advertising and social media, it's like a shot in the dark. But when it comes to advertising in print, you know exactly who your audience is. The reader who purchases a wedding magazine is **already investing in their wedding** — they have put money into buying the magazine! Chances are the person looking through a wedding magazine is actively planning a wedding and looking to hire services like yours.

OUR READERS

THE CHICAGO STYLE WEDDINGS READER IS...

NOW HIRING

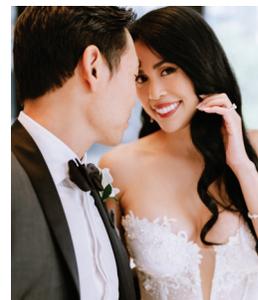
Leave it to the pros! Our readers are not DIY brides/grooms. We encourage our readers to invest in their wedding and not cut corners. This is going to be one of the most memorable (and most photographed!) days of their lives, so we do not encourage DIY.

DIVERSE

Our soon-to-be-weds are as diverse as the city we live in. Representation matters, so we ensure our content allows each reader to see themselves. No matter our partners' race, sexuality, gender identity, cultural background, or upbringing, we have wedding inspiration for them.

INSPIRED

The *Chicago Style Weddings* reader is stylish, discerning, and on-trend. While they love taking in inspiration, they are also looking to mix things up a bit. No idea is too out-of-the-box, all they need is a helpful vendor to turn their dreams into reality.



EDITORIAL OPPORTUNITIES

REAL WEDDINGS

Showcase your skills by showing them in action! Our partners are always welcome to submit **Real Weddings** for publication consideration, whether in print or an extended version online.



HANDPICKED BY

Got great taste? **Handpicked By...** features provide readers with a mood board of inspiration and goods from pros.

NEW TO THE SCENE

Whether your business has recently opened or you'd like to showcase a new renovation or big change, **New To The Scene** highlights just that...all that is new to the scene!

New to the Scene | WHAT'S NEW AROUND CHICAGO, ILL.

The Gravel Ordinary
312 West 51st, Chicago, IL 60618
312.221.0101 | thegravelordinary.com

After its second location in the downtown Loop, this newly opened restaurant and event venue in downtown Chicago is making big moves in a renovated building space. The space, the first of its kind from Chicago's Old Chicago Center complex, has a new focus on a rooftop garden. The building, once home to a former office building, is now a vibrant space for all your wedding celebrations, with a full bar, a lounge, and a rooftop garden. The building is also home to a rooftop garden, a lounge, and a full bar.

City Cruises Chicago
600 E. Grand Ave., Chicago, IL 60611
888.161.0382 | citycruises.com/chicago

Whether enjoying the breathtaking cityscape while cruising the Chicago River or the city's striking skyline from Lake Michigan, you'll love Chicago's most unique and elegant wedding venue. Say your vows aboard the Spirit of Navy Pier, the newly renovated tri-deck vessel expanded to provide ample space for cocktail hour, formal dining and dancing. The rooftop bar has been completely redesigned to create a luxurious top-deck lounge with photo-perfect, open-air views. Relax and let their complimentary event planners provide City Cruises' signature service, delicious dining, custom decor and distinctive wedding brunches — the event of your dreams is waiting on the water. Photo by Photography by Layla.

Hi-Peak International
Orion House, Westmont, Wisconsin | Chicago, IL
800.928.0261 | hi-peakinternational.com

Whether International is an on-site "beauty and styling" destination in Chicago, its new wedding venue, the Hi-Peak International, is a new addition to the Chicago wedding scene. The venue is a beautiful, modern space with a full bar, a lounge, and a rooftop garden. The building is also home to a rooftop garden, a lounge, and a full bar.

Art on the Peak
800 W. Ford Street | Chicago, IL 60610
312.663.8881 | artonthepeak.com

Art on the Peak opened in May 2023 and is centrally located in Chicago with easy access to Lake Michigan. The venue is a beautiful, modern space with a full bar, a lounge, and a rooftop garden. The building is also home to a rooftop garden, a lounge, and a full bar.



EDITORIAL EXAMPLES

DESIGNERS' CHALLENGE

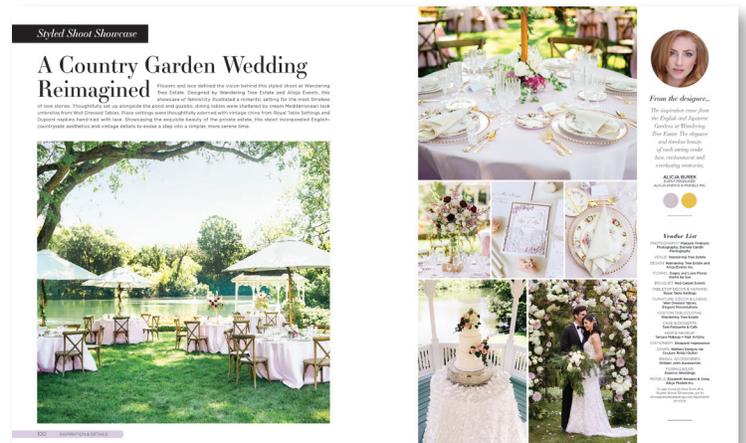
In our **Designers' Challenge**, local vendors go head-to-head to create their fantasy wedding designs. We team up vendor groups to help them bring their vision to life in a beautiful styled shoot.

Then, readers can vote on which team's design is the big winner.



STYLED SHOOT SHOWCASE

Show off your **styled shoots**! We know how much hard work goes into these collaborations and we want to celebrate that. Styled shoots are a great way for you and your team to flex your creative muscle with no limitations from clients, budget or scheduling.



As a "thank you" for supporting us, we prioritize our partners as featured vendors in our content, however, signing on does not guarantee editorial features.

ADVERTORIAL EXAMPLES

CHEF'S FEATURE

Give your culinary experts a place to shine! Chef profiles give readers the opportunity to get to know your chefs and their unique capabilities.

Give my compliments TO THE CHEF

Chicago culinary sense is universal and attracts some of the world's top chefs. By pairing a stellar passion for food with your talent, these Chicago culinary artists are sure to elevate your wedding day meal. Not only will you be served a stack of aw, but your guests will talk about the delectable meal for years to come.



Chris Curren
Executive Chef/Owner, The Gravelled Pathway

With nearly two decades of experience in his restaurants in Chicago and Cleveland, Chris Curren has become a fixture on the Midwest culinary scene. Curren graduated from the Pennsylvania Culinary Institute, and in 2006, opened the critically-acclaimed fine-dining concept, Blue 15, which garnered recognition in the prestigious Michelin guide. Curren has a unique style of marrying traditional American cuisine with global influences and earned two Bon Appetit award nominations in both the Rising Star Chef and Best Fine Dining categories in 2011. In 2017, Curren, alongside his wife, Megan, debuted The Gravelled Pathway, a communal upscale American tavern, in St. Charles, where he utilizes his extensive culinary talents and creativity to present an elevated, yet approachable menu of refined rustic cuisine.

Tip: The Team "Currens" features raw tuna and cucumber dressing served with piglet-foot ribs, dried shallots, avocado and ponzu.



Adam Wendt
Executive Sous Chef, The Metropolitan

Chef Adam Wendt started cooking at the age of 14 at an Italian bistro in Rockford, Illinois. Realizing his passion for cooking was real, he continued to look his way through many restaurants in the area. After attending Northern Illinois University, he decided to pursue a career in cooking and move to Chicago to attend culinary school at the Cooking and Hospitality Institute of Chicago. After working in many award-winning and Michelin-starred kitchens, Wendt transitioned to The Metropolitan upon hearing of the Metropolitan's reputation of its fine dining rooms and the soon position as Executive Sous Chef.

Tip: A delicious Spiced Spanish Mustard! Chef combined wild sauerkraut with wild and roasted duck oil.



Dan Casey
Executive Chef, Millennial Golf Club

Chef Dan graduated from Le Cordon Bleu College of Culinary Arts in Chicago and has over 18 years of professional experience. He joined the culinary team of Millennial in 2008 after working for Four Seasons Hotels and Resorts at the Ritz Carlton Chicago, where he received a Michelin Bib Gourmand. He has also worked for Casca's Entertainment at Harrah's Joliet and West Disney World Resort. "I like to think I have a chef's perspective on our industry, and I am excited about the small things that are done really well. That means the details around me to look at everything with a fresh set eyes, allow creativity to happen and not be afraid to take chances when having fun."

Tip: Prepared in perfection, this roasted eye of loach is paired with firm chives, olives, potatoes, and served with cornbread cauliflower and a colorful tomato coulis.



Roberto Avila
Executive Chef, Altos Latin Fusion

A former professional soccer player for Mexico, Executive Chef Roberto Avila went from real estate guru in Mexico to restaurateur in Illinois with his wife, Erin Villanueva, who is the interior designer and special events coordinator of Altos's restaurants. Roberto has been successful in every journey that he has embarked on. The tenets of love and passion are reflected in the culture of Altos's restaurants. From their interior design presentations, menu development, to sourcing of their ingredients and warm customer service.

Tip: A Paella consisting of pan-seared tilapia, salmon, shrimp, shrimp and sausage, creamy tomato sauce, and arborio rice, served with golden saffron bread.



Esquivel Dominguez
Executive Chef, The Drake Inn Food

Executive Chef Esquivel Dominguez has created classic American cuisine, traditional British high tea and Spanish-inspired tapas. His nearly 20 years of culinary experience started at Café Berberia, graduating to become a sous chef for 10 years, and upon mastering the tapas concept, he advanced to Executive Chef. Recruited for his culinary expertise, he opened two more establishments before joining The Drake Inn Food as their Executive Chef in 2016. Chef Esquivel is inspired by sophisticated dining experiences that leave everlasting impressions.

Tip: Classic Cured Chilean Sea Bass is served on a glissade of spinach and roasted vegetable quinoa, with a soy maple vinaigrette.

VENUE FEATURE & PRELUDE TO THE PARTY

Opt for a 1- or 2-page feature showcasing your **venue**. Included are a venue description, venue size, special features, catering capabilities, and more.

If your venue is more inclined towards rehearsal dinners, bridal luncheons, etc, grab a 1/6 page feature in our "everything-but-the-wedding" **Prelude to the Party** section.

VENUE FEATURE | SPECIAL ADVERTISING SECTION



THE GRAND BALLROOM AT JOLIET UNION STATION
50+ PROFESSIONALS, JULIE & JAMES

ABOUT THE VENUE — The Grand Ballroom at Joliet Union Station occupies one of the most iconic buildings in the city. What was once the building hub for traveling workers to connect their trains, it now provides a beautiful and unique setting for your wedding day. This is an over-site space with both indoor and outdoor components.

Guests are able to enter the space via a grand, ornate staircase leading to the second floor ballroom. The exciting setting and bright, open-air atmosphere is perfect for getting ready to any reception. Couples can choose to have their cocktail hour outside the old railroad car or on the 5th floor platform or on the 10th floor balcony overlooking the platform.

The Grand Ballroom's team of experienced staff without putting any vision to the end can accommodate your selections, suggest decor items and other experienced vendors who select the right style and venue. The entire menu has been designed in a way that allows you to share your own package and provides flexibility with each choice.

SPECIAL FEATURES — One ballroom, ceremony space, private chairs and break-out suite included.

CONTACT — TAYLOR FRIEDRY / 815.254.7005 / EVENTS@MSTWOODG.COM / JOLIETUNIONSTATION.COM



CELEBRATION LOCATIONS

CHICAGO



The Congress Plaza Hotel
100 Congress Plaza
2120-2125
Minimum # of Guests: 200

The Congress Plaza Hotel offers a unique location for your wedding reception. The historic building features a grand ballroom with a high ceiling, ornate chandeliers, and a beautiful view of the city. The hotel also offers a variety of catering options and a full-service event planning team.

CHICAGO



Fairmont Chicago, Millennium Park
100 North Dearborn Street
60611
Minimum # of Guests: 200

The Fairmont Chicago, Millennium Park is a modern hotel with a beautiful view of the city. The hotel offers a variety of catering options and a full-service event planning team.

CHICAGO



Kimpton Gray Hotel + Boles
107 North Dearborn Street
60611
Minimum # of Guests: 200

The Kimpton Gray Hotel + Boles is a modern hotel with a beautiful view of the city. The hotel offers a variety of catering options and a full-service event planning team.

CHICAGO



The Metropolitan
111 North Dearborn Street
60611
Minimum # of Guests: 200

The Metropolitan is a modern hotel with a beautiful view of the city. The hotel offers a variety of catering options and a full-service event planning team.

CHICAGO



Ory's Restaurant
100 North Dearborn Street
60611
Minimum # of Guests: 100

Ory's Restaurant is a modern restaurant with a beautiful view of the city. The restaurant offers a variety of catering options and a full-service event planning team.

CHICAGO



The Peninsula Chicago
100 North Dearborn Street
60611
Minimum # of Guests: 100

The Peninsula Chicago is a modern hotel with a beautiful view of the city. The hotel offers a variety of catering options and a full-service event planning team.

PRINT AD SIZES & SPECS

<p>2-PAGE SPREAD</p> <p>TRIM: 18 w x 10.875 h</p> <p>BLEED: 18.25 w x 11.125 h</p>		<p>FULL PAGE</p> <p>TRIM: 9 w x 10.875 h</p> <p>BLEED: 9.25 w x 11.125 h</p>
<p>2/3 VERTICAL</p> <p>4.75 w x 9.75 h</p>	<p>1/2 VERTICAL</p> <p>4.75 w x 7.25 h</p>	<p>1/2 HORIZONTAL</p> <p>7.25 w x 4.75 h</p>
<p>1/3 SQUARE</p> <p>4.75 w x 4.75 h</p>	<p>2.25 w x 4.75 h</p> <p>1/6 VERTICAL</p>	<p>4.75 w x 2.25 h</p> <p>1/6 HORIZONTAL</p>
<p>MAGAZINE TRIM SIZE: 9 X 10.875</p> <p>SAFE AREA: Keep text and important content 0.375" inside of trim</p>		

ARTWORK REQUIREMENTS

All artwork must be submitted digitally. To avoid production charges, digital ads must be provided in the correct sizes and formats. PDF/X1a compliant files that are suitable for all areas of the digital advertising process are the preferred format.

Chicago Style Weddings will accept native application files that are Macintosh-compatible, limited to InDesign, Photoshop or Illustrator formats. All supporting resources such as links, artwork, logos, photographs and type fonts (both screen and printer versions) must be included.

PDF/X-1A FILES MUST HAVE:

- All fonts MUST be embedded (True Type fonts cannot be used for printing.)
- The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- All PMS colors MUST be converted to CMYK. No files with PMS colors will be accepted without prior notification.
- Resolution: 300 dpi
- Maximum ink density: 300 total

DESIGN RATES

Our graphic design team is available to create branded content for partners tailored to helping Chicagoland's engaged couples through the wedding planning process. Up to one complimentary hour of design is included with each ad reservation. A fee of \$75 for each additional hour will be charged.

***Liabilities:** Advertiser shall, at its sole cost and expense, indemnify, hold harmless and defend Chicago Style Weddings, any other publishers, re-publishers, sellers and/or distributors of the advertisement provided by Advertiser from any and all liabilities; damages; costs; claims; and expenses, including but not limited to attorney's fees and litigation expenses, arising or alleged to have arisen, directly or indirectly, out of the advertisement published by Chicago Style Weddings, regardless of whether such claim is based on an alleged copyright and/or trademark violation, trade libel, obscenity, misrepresentation, misappropriation, unfair competition, or any other violation of the law.*

***Color Disclaimer:** Colors vary in reproductive quality. Chicago Style Weddings will provide reasonable color accuracy, however, exact colors cannot be guaranteed.*

***Complimentary Copies:** Limited copies of the magazine are available for advertiser locations, free of charge. Send your request to bak@ntmediagroup.com or ask your account executive.*