

2024 Advertising!

heartland WEDDING IDEAS



Six issues a year with inspirational content to help couples dream and advertising from YOU that helps them plan their vendor list!

- **NEW content** draws **NEW readers** with **MORE frequency** than other local magazines.
- **5K - 6.5K magazines distributed every issue** — targeting newly engaged couples with 6 issues a year.
- **Magazines mailed to on average 1.2K subscribers** every issue and growing! Sent to actively planning couples or family members until their wedding date.
- Our new **“I Do” Crew program, helps couples count down to their exact wedding date** while also sharing our current premier vendor list with them (our advertisers!). **Plus, get the leads list!**
- **Distributed to businesses in Central and Easter Iowa!** Des Moines Metro, Ames, Boone, Indianola, Nevada, Norwalk, Waukee, Cedar Rapids, Marion, Hiawatha, Iowa City and Coralville
- **Website traffic ranges from 3.5K - 4K USERS** each issue. With 4K+ engaged couples getting married in central Iowa each year (from 2019, current data is skewed), a majority visit our website.
- We're local, not national! Engaged couples tend to plan with vendors in a 15 mile radius of where they live, so let them see you in the local wedding magazine!



Alesha & Lisa
CO-OWNERS OF HWI MAGAZINE
Des Moines Wedding Show, Winter 2020

CHOOSE YOUR ADVERTISING WITH HEARTLAND:

WE HAVE 6 MAGAZINE ISSUES A YEAR:

Jan/Feb, March/April, May/June, July/Aug, Sept/Oct, Nov/Dec

PACKAGE #1

3-6 ADS A YEAR
(INVOICED EVERY ISSUE)

10% off regular ad prices:

1/4-page — \$225 (reg. \$250)

1/2-page — \$360 (reg. \$400)

Full-page — \$565 (reg. \$625)

PACKAGE #2

6 ADS PRE-PAID FOR THE YEAR
(ONE INVOICE FOR THE YEAR)

Buy 6 ads get 1 FREE!

1/4-page — \$208 (reg. \$250)

1/2-page — \$333 (reg. \$400)

Full-page — \$520 (reg. \$625)

The above price includes the FREE ad subtracted from the regular price, when you purchase 6 ads for the year.

EACH PACKAGE ALSO INCLUDES:

- **FREE** matching online banner ads that go on the blog articles for that magazine, **a savings of \$300!**
- **FREE** full-page online vendor listing — expires 1 year from when your first ad is placed, **a savings of \$150!**
- **FREE** listing on our “I Do” Crew countdown checklist
- **FREE** ad design — no need to do it yourself.

LET'S CHAT: info@heartlandweddingideas.com
or call/text Alesha Burgraff: 515.371.3762

Sign the vendor contract online at: weddingshowproductions.com/vendor-login

PASSWORD: **wsp#24**



KCCI delivers local breaking news and information 24-hours a day. With real time reporting, online video and in-depth resources, we set the standard for news coverage and information distribution. KCCI has a loyal following and a highly engaged audience. Find out how you can harness the power of KCCI to reach your audience.

Advertising Capabilities

- Local Television
- Standard Display
- Targeted Standard Display
- Pre-Roll & Mid-Roll Video
- Targeted Video Commercials
- CTV / OTT / Streaming
- Geo-Fencing
- Native Advertising & Content Creation
- Written Content Creation
- Video Content Creation
- Contesting
- Recruitment Campaigns
- Website Design
- Targeted Email Blasts
- SEM/SEO
- Highly Targeted Programmatic Solutions
- Social Media Advertising
- Facebook Lives
- Weather-Triggered Campaigns
- AND MORE...

FREE to all Clients

- Market Research
- Attribution
- Third Party Consultation



850,000 people watch KCCI each month in the Des Moines – Ames Market*



400,000 Households watch KCCI each month in the Des Moines – Ames Market*



2.5 Million+ Monthly Visitors on KCCI.com
31 Million+ Monthly Page Views on KCCI.com**

For more information, please contact:

Colby Jones
Multi-Media Account Executive
colby.jones@hearst.com
Office: 515-247-8820
888 9th Street
Des Moines, IA 50309



*Source: NIELSON EVIP REPORT JULY '23

**Source: GOOGLE ANALYTICS JAN '22 – JUL '23



KCCI.com Display Ads

- KCCI.com is the #1 Local Media Website in Iowa
- Leverage KCCI's audience for YOUR Business
- Your ad will be seen on *desktop, mobile, and tablets* throughout KCCI.com's content
- Standard size of 300x250, same as a rectangle ad you see across the web
- KCCI will design your ad **FREE** of charge!
 - Just provide us with your logo and some photos and we will take it from there



Pricing

Tier 1	Total Ads: 250,000	Total Investment: \$1,500
Tier 2	Total Ads: 208,333	Total Investment: \$1,250
Tier 3	Total Ads: 166,667	Total Investment: \$1,000
Tier 4	Total Ads: 125,000	Total Investment: \$750

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DSM Wedding Show Vendor Special ON THE RADIO AND ON THE STREAM



Total :30 commercials on STAR 102.5: 30
 Total :30 commercials on HITS 99.9: 30
 Total streaming commercials: 10,000

Total number of commercials in Campaign: 60 PLUS 10,000 Streaming Impressions across all 8 DMRG Streaming Stations!

	Length	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
6A-7P	:30			10x				5x	15x
Streaming	:30								10,000x

**Limited quantity, non-cancellable packaging, station reserves the right to end offer at any time.*

Total investment: \$1,400 per show (Total Value \$2,740)
All commercial production included

All commercials will run in the two weeks prior to the applicable show

Two weeks of advertising on the two most listened-to stations for young women and those who are planning weddings at a SPECIAL DISCOUNT for Des Moines Wedding Show vendors.

For options on other Des Moines Radio Group stations and to book your week(s), please contact:
 Alex Millen @alexinames amillen@dsmradio.com 515-708-4243





TELL YOUR STORY WITH iHeartMEDIA



Contact Me! (515) 554 – 1258 | kenpayne@iheartmedia.com

Radio Blitz Campaign - 2 Weeks

Your business has a great story. Make an impact with local consumers at scale with top iHeartRadio stations and personalities.



- 20x - :30 M-F 6a-7p
- 10x - :30 Sa-Su 8a-5p
- 10x : 30 M-Su 7p-Mid

40 Commercials/Station
\$1,500



- 20x - :30 Sa-Su 6a-7p
- 10x - :30 Sa-Su 7p-Mid
- 10x - :30 Sa-Su Mid-5a

40 Commercials Total
\$650



- 16x - :30 Sa-Su 6a-7p
- 10x - :30 Sa-Su 7p-Mid
- 10x - :30 Sa-Su Mid-5a

36 Commercials Total
\$500

Location Based Geo-Fencing

Get targeted with iHeartMedia Digital Solutions! We'll help you build a digital strategy, creative and show you how it's working!

- 100,000 Impressions
- Target Locations
- Behaviors/Interests

Digital Media Plan
\$1,500

Device Collection at the Store

Store: ALDO
Frequency: 5x/month
Location: ATL, GA

Store: DSW
Frequency: 3x/month
Location: ATL, GA

Device Targeting Later On

Brand Audience:
ALDO Shoes
DSW

Behavioral Audience:
Shoe Fanatic
Millennial Parent
Discount Shopper
Department Store Shopper

Understand **who** a customer is by **where** they have been...

... in order to **influence** what they are going to do next.

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