

# 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](mailto:info@heartlandweddingideas.com)**  
or call/text Alesha Burgraff: 515.371.3762

Sign the vendor contract online at: [weddingshowproductions.com/vendor-login](http://weddingshowproductions.com/vendor-login)

PASSWORD: **wsp#24**