

Your wedding. Your way.

VOW

In partnership with

mazzone hospitality
DELIVERING THE DIFFERENCE

VOW magazine is back again in 2021 in partnership with Mazzone Hospitality. This issue will highlight wedding trends in 2021 bringing first looks from Mazzone weddings and exclusive Mazzone content from their vendors. This annual magazine is Mazzone's must have resource guide for all wedding couples for 2021.

All VOW content will be converted into a VOW Wedding Channel which will be promoted on the homepage of Timesunion.com, across social media platforms between Mazzone and the Times Union and through extensive digital marketing. E-Flip Book will also be available all of 2021 on the VOW Wedding Channel.



- Weddings will surge in 2021 (source: The Wedding Report) and the Wedding Industry Growth

can expect a gain of about 30%-35%. What will be different? Weddings may be scheduled during the week, and scheduling ceremonies and receptions on different days.

- Most Popular Places Couples Increase Budget: Photography – 47%, Food – 41%, Attire – 34%, Wedding Bands – 30%, Venue – 26%
- 24.5% of Albany DMA residents planning to get married in the next 12 months have an average household income of \$100,000 or more.

Source: Neilson/Scarborough, Albany, NY (January 2019 - February 2020).

For more information please contact:

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SPOTLIGHTS & REAL WEDDINGS

VOW's Spotlights and Real Wedding's feature will contain top local weddings by Mazzone and Creative Partners. To be eligible for inclusion, Creative Partner must have an ad in VOW 2021. To be considered for a part of this special feature you will need to provide:

A professionally edited video:

- No more than 1 minute 30 seconds in length
- Must include one Q&A moment or testimonial within video
- List of vendors included with video for proper recognition

As a preferred vendor and Creative Partner of Mazzone Hospitality, Times Union would like to offer a highly discounted rate to be a part of this issue:

	Retail:	VOW:
✂ Full page.....	\$1,600	\$1,400
Premium placement	\$1,880	\$1,650
✂ 1/2 page (vertical or horizontal).....	\$1,100	\$900
✂ 1/4 page	\$700	\$575
✂ 2-page spread	\$2,500	\$2,150
Center spread & first spread up front, first come first served		
✂ Cover position.....	\$2,900	\$2,650
(Back cover, IFC or IBC available)		

FOLLOW VOW ON:  

Additional FB & Instagram boost, \$250 extra with print ad.

Ad Reserve Deadline: Nov. 6

Materials Deadline: Nov. 20

Published & On Stands: Dec. 18

*All advertisers will be listed in VOW Wedding Resource Guide both in print and online. Ad packages include featured digital placement on VOW Wedding Channel.

VOW Magazine Specs

Full Page

Live area	w= 7.125"	h= 10"
Trim size	w= 7.625"	h= 10.5"
Bleed size	w= 7.875"	h= 10.75"

Double-truck Spread (2 Pages)

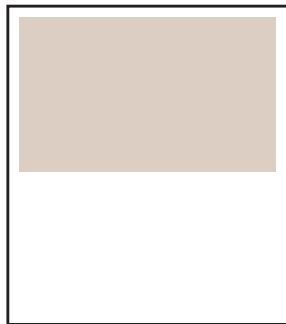
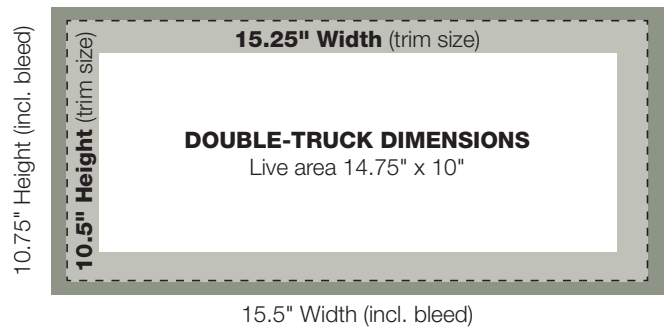
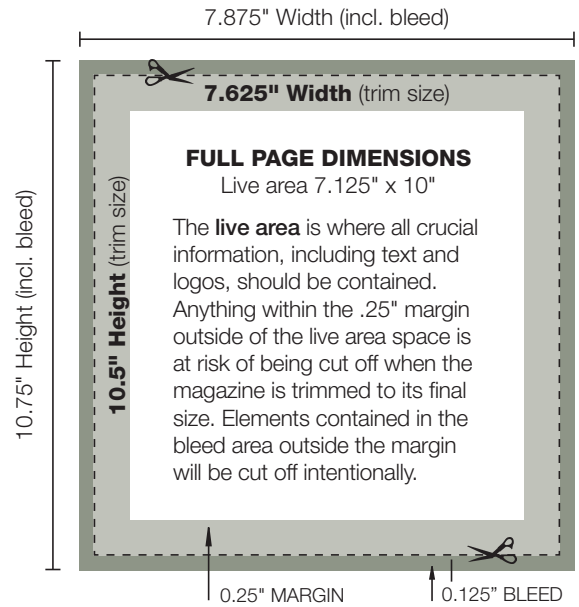
Live area	w= 14.75"	h= 10"
Trim size	w= 15.25"	h= 10.5"
Bleed size	w= 15.5"	h= 10.75"

Allow .125" bleed on all sides and keep live matter (text, logos, etc.) at least .25" from trim edge.

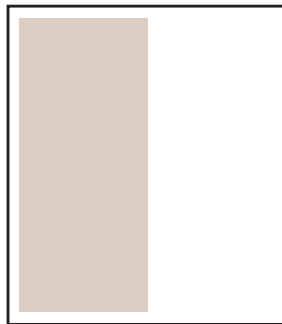
1/2 Page Vertical w= 3.5" h= 10"

1/2 Page Horizontal w= 7.125" h= 4.875"

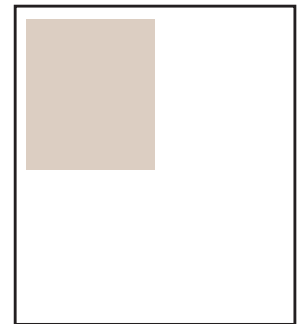
1/4 Page w= 3.5" h= 4.875"



Half-horizontal
7.125" x 4.875"



Half-vertical
3.5" x 10"



Quarter page
3.5" x 4.875"

- All ads must be sent as high-resolution PDF files.
- All images used in ads must have a minimum resolution of 300 dpi, and be CMYK. Low-res and RGB images will be rejected.
- All areas of solid black, excluding text, must be made up using rich black (50c/50m/40y/100k).
- Full Page ads must be built to bleed.