

FROM THE PUBLISHERS OF

Atlanta
MAGAZINE

Atlanta Weddings

Stylish Sophistication
For Southern Brides

Bridal Beauty

Countdown to Gorgeous

Fashion Forward

Gown Guide & Runway Reports

Distinctive Style

Inspiring Cakes, Bouquets & Décor

Wedded Bliss

Real Southern Weddings
in Atlanta, Savannah & Charleston



Atlanta Weddings

FROM THE PUBLISHERS OF **Atlanta** MAGAZINE

Stylish Sophistication For Southern Brides

From the publishers of *Atlanta* magazine, *Atlanta Weddings* guides readers in planning and executing the stylish, sophisticated Southern wedding. Covering everything from proper etiquette and social graces to bridal couture and fashion, from gift ideas and registry recommendations to bridal beauty and floral design, from reception planning and site selection to destination weddings and honeymoon travel, *Atlanta Weddings* is the one planning resource for the South's most dazzling weddings!





Fashion

Your first look at the season's most exciting looks from designers like Anne Barge, Oscar de la Renta, and Carolina Herrera.

Floral Design

Extraordinary arrangements and expert advice from top area floral designers.

Jewelry

Exquisite jewelry completes the look — for bride and groom, and the entire wedding party.

Real-Life Weddings

Beautiful and inspirational real weddings, and the special touches that made them one-of-a-kind.

Profiles

Interviews and advice from the industry's most influential voices in bridal style, floral design, event planning, and wedding-day execution.

Wedding Etiquette

From registering and addressing invitations to writing graceful thank-you notes, what the polished Southern bride needs to know.

Wedding Style

Inimitable style for engaged couples, including invitations, cakes, china, and great gifts.

Bridal Beauty

From flawless hair and makeup to wedding work-out programs and spa treatments, count down to gorgeous with guidance from our top beauty experts.

Registry

Advice and of-the-moment items that will help brides turn a house into a home.

Receptions

Create a stunning party with original ideas about menus, rentals, decor, and much more.

Destination Weddings

Determine the dream destination for your wedding at one of our featured sites in the Southeast.

Gown Guide

Everything brides need to know about the hottest looks and styles, plus guidance for grooms, bridesmaids, and mothers-of-the-bride.

Bridal Guide

Your exclusive resource for finding the perfect vendor in every category, from venues and photographers to floral designers, stationers, calligraphers, makeup artists, and more.

Honeymoon Travel

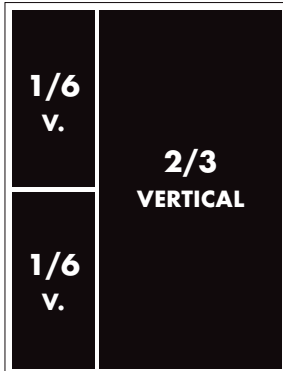
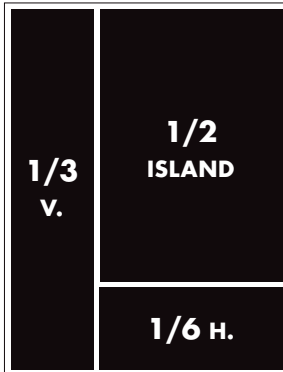
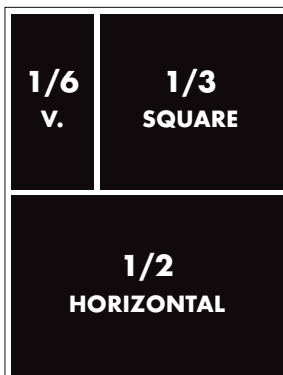
Begin your new life together with the perfect romantic getaway.



Front Cover: Photograph by Harold Daniels. Model, Olivia Day/Click. Hair and makeup by Stephen Mancuso. Jewelry provided by Cartier. Chair provided by Ainsworth-Noah. Gown by Vera Wang provided by Saks Fifth Avenue. Floral bouquet provided by Robert Long. Wallpaper provided by Farrow & Ball.

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Stylish Sophistication
For Southern Brides



Mechanical Requirements

Full Page Trim Size: 8" x 10.5"

Live Area: 7.25" x 9.75"

Bleed: 8.25" x 10.75"

Keep live area 3/8" from trim edge

Spread Trim Size: 16" x 10.5"

Live Area: 15.25" x 9.75"

Bleed: 16.25" x 10.75"

Keep live area 3/8" from trim edge

2/3 page vertical: 4.625" x 9.5"

1/2 page horizontal: 7" x 4.625"

1/2 page island: 4.625" x 7.125"

1/3 page square: 4.625" x 4.625"

1/3 page vertical: 2.25" x 9.5"

1/4 page formatted: 3.375" x 4.5"

1/6 page horizontal: 4.625" x 2.25"

1/6 page vertical: 2.25" x 4.625"

Digital Requirements

All files must be digital-ready for output

Acceptable format: High-Resolution PDF

Embed all images and fonts into PDF

All colors must be CMYK

Line screen: 150

Ink density: 280

A final, 100-percent sized, color-accurate proof (showing crop marks) or laser proof must accompany your ad

Allow 3/8" margins between live area and trim size

Advertising files will be retained up to one year following their use. If not ordered, returned files will be destroyed

Atlanta Weddings has adopted the Recommended Standards for Offset, approved by A.A.A.A., A.B.P., A.P.A., G.A.T.F., M.P.A., N.A.P.I.M., and P.E.R.I.

Distribution

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- Sold on newsstands via *Atlanta* magazine's vast network of newsstand locations throughout the metro Atlanta area and the entire Southeast, including major airports, bookseller chains, independent newsstands and grocery chains
- Upscale Atlanta retail outlets
- High-end bridal shows

Atlanta Weddings Contacts

Publisher, Sean McGinnis

404-527-5501

smcginnis@atlantamag.emmis.com

Associate Publisher, Whitney Dick

954-491-5808

wdick@atlantamag.emmis.com

Editor in Chief, Elizabeth Ralls

404-527-5508

eralls@atlantamag.emmis.com

Account Executive, Alison West

404-527-5522

a.west@atlantamag.emmis.com

Travel Account Director, Jill Teter

912-634-7575

j_teter@bellsouth.net