

# 2016 Media Kit

“**ADVERTISING WITH CAPITOL ROMANCE IS ONE OF THE BEST THINGS I HAVE DONE FOR MY BUSINESS.** Most of my business has come through advertising with you and I love my Capitol Romance clients, they are some of the coolest clients I’ve worked with.”

**-CYNTHIA SHIPP PHOTOGRAPHY**

## OVERVIEW

Founded in February of 2011, Capitol Romance has become the best resource for practical, local, & personalized weddings in the Washington, DC metro area. We think we have the BEST readers in the area, which in turn, make the best clients. But don’t just take it from us, see for yourself. Start advertising with us today & start booking the BEST clients!

**WITH AWESOMENESS,  
BREE**

(founder & editor of Capitol Romance)

## DEMOGRAPHICS

We attract readers from all over the world, but the DC area remains our most popular.

Check out our top blog stats:

- On **Google’s 1st page** when you search “DC Wedding Blog” or “DC Weddings”
- Avg over **100,000 Pageviews** a Month
- In 2015 our top sessions came from **Virginia, DC & Maryland** (in that order)
- VA, DC, & MD viewers spend an average of **2 mins, 48 secs** on our site.
- Our Vendor Guide saw over **15,000 pageviews** in 2014.

## SOCIAL

We have quite the number of followers on social media sites. As of January 2015, we had:

- Over **6,900** followers on Pinterest
- Over **2,600** followers on Twitter
- Over **1,700** fans on Facebook
- Over **1,600** followers on Instagram

## RAVES

“**[Your blog] was a HUGE help in getting me started!** When I told my co-workers I wanted to get married in the city they all pretty much laughed. Your site reassured me that it could be done.”

**-2015 BLOG READER**

“**Two months after I started advertising with you, I had already booked 2 weddings.** People that get to my website through you spend, on average, over 4 minutes on my site!”

**-2014 VENDOR ADVERTISER**

“**Two years ago when I first moved here to get married to my fiance I had no idea where to start when planning and your blog gave me most if not all my direction on vendors.**”

**-2014 BLOG READER**

“**Your blog, vendor info, prizes, and DIY workshops have been so helpful. Thank you for running an awesome business that is so supportive of LGBT couples and couples who just want to be themselves when they get married.**”

**-2014 BLOG READER**

## 2016 RATES

In 2014 we lowered & streamlined our rates to bring the best value to our advertisers, & continue to provide readers with the best wedding vendors in the DC metro area. Our 2016 rates have stayed the same since that time.

### WE OFFER THE FOLLOWING AD PACKAGES:

- Vendor Guide Listing - 1 yr: \$150
- Vendor Guide Listing - 6 mos: \$75
- Sidebar Ad & Vendor Guide Listing - 6 mos: \$250
- Sidebar Ad & Vendor Guide Listing - 3 mos: \$100
- Sidebar Ad only - 6 mos: \$75
- Sidebar Ad only - 3mos: \$50
- Event Promo (1 mo sidebar ad & 1 blog post): \$50
- Sponsored Blog post: \$200

Don’t like what you see here? Make me an offer! I love creating custom ad packages for rad vendors. All vendors must complete an advertising application to ensure they meet Capitol Romance’s advertising requirements.



**CAPITOL ROMANCE IS THE WASHINGTON, DC AREA’S TOP RESOURCE FOR PRACTICAL, PERSONALIZED AND LOCALLY FOCUSED WEDDINGS.**