

2026 | MEDIA KIT

THE *Wedding* GUIDE to the Outer Banks

Covering
the destination
Wedding
Industry
of the Outer Banks Area

PRINT

THE WEDDING GUIDE TO THE OUTER BANKS

2026 ISSUE: Published January 2026

DIGITAL

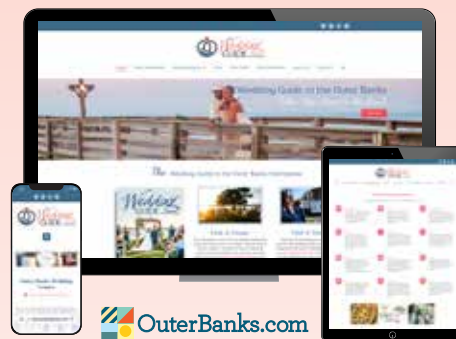
DIGITAL MAGAZINE & WEBSITE

OUTERBANKSWEDDINGGUIDE.COM
OUTERBANKS.COM

Reservation Deadline: 12/1/25 **Ad Approval:** 12/10/25

Since 2001, *The Wedding Guide to the Outer Banks* has been the premier resource for couples preparing to marry on the Outer Banks. From wedding fashions, trends, planners, cakes, flowers and decor to a comprehensive venue and accommodations guide – our beautiful magazine delivers local, inspiring wedding content to thousands of brides-to-be every year.

- Magazine mailed directly to bridal inquiries coming from *OuterBanksWeddingGuide.com* **PLUS** *OuterBanks.com* which has **over 1.2 million unique visitors** per year, along with leads from bridal shows in Virginia.
- Promoted and handed out at bridal shows in Central, Northern and Coastal Virginia markets throughout 2026.
- Free rack circulation throughout the Outer Banks, in over 50 locations!



- All advertisers included on OuterBanks.com with an Upgraded Listing, reaching over 1.2 million unique users per year!
- Advertiser Profile Page (responsive to all devices) on both websites to include logo, contact info, photos with links to advertiser website, email and Google map location.
- Magazines available on both websites via Virtual Book link.

Distribution

that Matters Most!

BRIDAL SHOW ATTENDANCE 2025

*Coastal Virginia
Wedding Showcase*
Virginia Beach, January

*Show Bride Spring
Engagement Expo*
Suffolk, March

Uniquely Yours Showcase
Norfolk, January

*Central Virginia
Wedding Showcase*
Lynchburg, April

*Show Bride Winter
Engagement Expo*
Hampton, January

*Show Bride Summer
Engagement Expo*
Virginia Beach, March

Additional Events Include:

Stockley Gardens, Norfolk and

Coastal Virginia WineFest, Virginia Beach

700 Magazines
Distributed at
Virginia Bridal
Shows in 2025



LEAD PROGRAM

LEAD PROGRAM
AVAILABLE TO ALL
ADVERTISERS

*Lead/Inquiries from
websites and virtual
magazine readers
are distributed to all
advertisers on a weekly
basis throughout 2026.*

Name	Address	Address	City	State	Zip	Email	Phone	Location of Event	Date of Event	Source
Michael Lee	1001 S. 1st St.	1001	Virginia	VA	22099	lee@lee.com	703-555-1234	Virginia Beach	12/15/2025	Lead Source
John Doe	123 Main St.	123	Virginia	VA	22099	john.doe@abc.com	703-555-5678	Virginia Beach	12/15/2025	Lead Source
Jane Smith	456 Elm St.	456	Virginia	VA	22099	jane.smith@def.com	703-555-9012	Virginia Beach	12/15/2025	Lead Source
Robert Brown	789 Oak St.	789	Virginia	VA	22099	robert.brown@ghi.com	703-555-3456	Virginia Beach	12/15/2025	Lead Source
Emily White	101 Pine St.	101	Virginia	VA	22099	emily.white@jkl.com	703-555-7890	Virginia Beach	12/15/2025	Lead Source
David Green	202 Cedar St.	202	Virginia	VA	22099	david.green@mno.com	703-555-2345	Virginia Beach	12/15/2025	Lead Source
Alice Black	303 Birch St.	303	Virginia	VA	22099	alice.black@pqr.com	703-555-6789	Virginia Beach	12/15/2025	Lead Source
Chris Gold	404 Spruce St.	404	Virginia	VA	22099	chris.gold@rst.com	703-555-0123	Virginia Beach	12/15/2025	Lead Source
Patricia Silver	505 Willow St.	505	Virginia	VA	22099	patricia.silver@uvw.com	703-555-4567	Virginia Beach	12/15/2025	Lead Source
Mark Copper	606 Ash St.	606	Virginia	VA	22099	mark.copper@xyz.com	703-555-8901	Virginia Beach	12/15/2025	Lead Source
Laura Zinc	707 Hickory St.	707	Virginia	VA	22099	laura.zinc@abc.com	703-555-2345	Virginia Beach	12/15/2025	Lead Source
James Tin	808 Maple St.	808	Virginia	VA	22099	james.tin@def.com	703-555-6789	Virginia Beach	12/15/2025	Lead Source
Michelle Lead	909 Walnut St.	909	Virginia	VA	22099	michelle.lead@ghi.com	703-555-0123	Virginia Beach	12/15/2025	Lead Source
William Lead	1010 Chestnut St.	1010	Virginia	VA	22099	william.lead@jkl.com	703-555-4567	Virginia Beach	12/15/2025	Lead Source
Elizabeth Lead	1111 Peach St.	1111	Virginia	VA	22099	elizabeth.lead@mno.com	703-555-8901	Virginia Beach	12/15/2025	Lead Source
Thomas Lead	1212 Plum St.	1212	Virginia	VA	22099	thomas.lead@pqr.com	703-555-2345	Virginia Beach	12/15/2025	Lead Source
Olivia Lead	1313 Cherry St.	1313	Virginia	VA	22099	olivia.lead@rst.com	703-555-6789	Virginia Beach	12/15/2025	Lead Source
Benjamin Lead	1414 Apple St.	1414	Virginia	VA	22099	benjamin.lead@uvw.com	703-555-0123	Virginia Beach	12/15/2025	Lead Source
Sophia Lead	1515 Banana St.	1515	Virginia	VA	22099	sophia.lead@xyz.com	703-555-4567	Virginia Beach	12/15/2025	Lead Source
Lucas Lead	1616 Orange St.	1616	Virginia	VA	22099	lucas.lead@abc.com	703-555-8901	Virginia Beach	12/15/2025	Lead Source
Isabella Lead	1717 Grape St.	1717	Virginia	VA	22099	isabella.lead@def.com	703-555-2345	Virginia Beach	12/15/2025	Lead Source
Henry Lead	1818 Lemon St.	1818	Virginia	VA	22099	henry.lead@ghi.com	703-555-6789	Virginia Beach	12/15/2025	Lead Source
Abigail Lead	1919 Lime St.	1919	Virginia	VA	22099	abigail.lead@jkl.com	703-555-0123	Virginia Beach	12/15/2025	Lead Source
Sebastian Lead	2020 Coconut St.	2020	Virginia	VA	22099	sebastian.lead@mno.com	703-555-4567	Virginia Beach	12/15/2025	Lead Source
Victoria Lead	2121 Pineapple St.	2121	Virginia	VA	22099	victoria.lead@pqr.com	703-555-8901	Virginia Beach	12/15/2025	Lead Source
Matthew Lead	2222 Mango St.	2222	Virginia	VA	22099	matthew.lead@rst.com	703-555-2345	Virginia Beach	12/15/2025	Lead Source
Chloe Lead	2323 Peach St.	2323	Virginia	VA	22099	chloe.lead@uvw.com	703-555-6789	Virginia Beach	12/15/2025	Lead Source
Christopher Lead	2424 Apple St.	2424	Virginia	VA	22099	christopher.lead@xyz.com	703-555-0123	Virginia Beach	12/15/2025	Lead Source
Isabella Lead	2525 Banana St.	2525	Virginia	VA	22099	isabella.lead@abc.com	703-555-4567	Virginia Beach	12/15/2025	Lead Source
David Lead	2626 Orange St.	2626	Virginia	VA	22099	david.lead@def.com	703-555-8901	Virginia Beach	12/15/2025	Lead Source
Olivia Lead	2727 Grape St.	2727	Virginia	VA	22099	olivia.lead@ghi.com	703-555-2345	Virginia Beach	12/15/2025	Lead Source
Benjamin Lead	2828 Lemon St.	2828	Virginia	VA	22099	benjamin.lead@jkl.com	703-555-6789	Virginia Beach	12/15/2025	Lead Source
Sophia Lead	2929 Lime St.	2929	Virginia	VA	22099	sophia.lead@mno.com	703-555-0123	Virginia Beach	12/15/2025	Lead Source
Lucas Lead	3030 Coconut St.	3030	Virginia	VA	22099	lucas.lead@pqr.com	703-555-4567	Virginia Beach	12/15/2025	Lead Source
Isabella Lead	3131 Pineapple St.	3131	Virginia	VA	22099	isabella.lead@rst.com	703-555-8901	Virginia Beach	12/15/2025	Lead Source
Henry Lead	3232 Mango St.	3232	Virginia	VA	22099	henry.lead@uvw.com	703-555-2345	Virginia Beach	12/15/2025	Lead Source
Abigail Lead	3333 Peach St.	3333	Virginia	VA	22099	abigail.lead@xyz.com	703-555-6789	Virginia Beach	12/15/2025	Lead Source
Sebastian Lead	3434 Apple St.	3434	Virginia	VA	22099	sebastian.lead@abc.com	703-555-0123	Virginia Beach	12/15/2025	Lead Source
Victoria Lead	3535 Banana St.	3535	Virginia	VA	22099	victoria.lead@def.com	703-555-4567	Virginia Beach	12/15/2025	Lead Source
Matthew Lead	3636 Orange St.	3636	Virginia	VA	22099	matthew.lead@ghi.com	703-555-8901	Virginia Beach	12/15/2025	Lead Source
Chloe Lead	3737 Grape St.	3737	Virginia	VA	22099	chloe.lead@jkl.com	703-555-2345	Virginia Beach	12/15/2025	Lead Source
Christopher Lead	3838 Lemon St.	3838	Virginia	VA	22099	christopher.lead@mno.com	703-555-6789	Virginia Beach	12/15/2025	Lead Source
Isabella Lead	3939 Lime St.	3939	Virginia	VA	22099	isabella.lead@pqr.com	703-555-0123	Virginia Beach	12/15/2025	Lead Source
David Lead	4040 Coconut St.	4040	Virginia	VA	22099	david.lead@rst.com	703-555-4567	Virginia Beach	12/15/2025	Lead Source
Olivia Lead	4141 Pineapple St.	4141	Virginia	VA	22099	olivia.lead@uvw.com	703-555-8901	Virginia Beach	12/15/2025	Lead Source
Benjamin Lead	4242 Mango St.	4242	Virginia	VA	22099	benjamin.lead@xyz.com	703-555-2345	Virginia Beach	12/15/2025	Lead Source
Sophia Lead	4343 Peach St.	4343	Virginia	VA	22099	sophia.lead@abc.com	703-555-6789	Virginia Beach	12/15/2025	Lead Source
Lucas Lead	4444 Apple St.	4444	Virginia	VA	22099	lucas.lead@def.com	703-555-0123	Virginia Beach	12/15/2025	Lead Source
Isabella Lead	4545 Banana St.	4545	Virginia	VA	22099	isabella.lead@ghi.com	703-555-4567	Virginia Beach	12/15/2025	Lead Source
Henry Lead	4646 Orange St.	4646	Virginia	VA	22099	henry.lead@jkl.com	703-555-8901	Virginia Beach	12/15/2025	Lead Source
Abigail Lead	4747 Grape St.	4747	Virginia	VA	22099	abigail.lead@mno.com	703-555-2345	Virginia Beach	12/15/2025	Lead Source
Sebastian Lead	4848 Lemon St.	4848	Virginia	VA	22099	sebastian.lead@pqr.com	703-555-6789	Virginia Beach	12/15/2025	Lead Source
Victoria Lead	4949 Lime St.	4949	Virginia	VA	22099	victoria.lead@rst.com	703-555-0123	Virginia Beach	12/15/2025	Lead Source
Matthew Lead	5050 Coconut St.	5050	Virginia	VA	22099	matthew.lead@uvw.com	703-555-4567	Virginia Beach	12/15/2025	Lead Source

Sample Leads

**States Where Leads
Are Coming From**

PA – 30%
OH – 35%
NY – 25%
Central Area – 6%
West Coast Area – 4%

LOCAL DISTRIBUTION OUTLETS

Atlantic Realty KH
Basnights Lone Cedar NH
Black Pelican
Carolina Designs Realty Duck
Comfort Inn North
Comfort Inn South NH
Currituck Visitor Center Moyock
Currituck Visitors Center Corolla
Dawn's Kitchen
Duck Woods Country Club
Southern Shores
First Colony Inn NH
Food Lion Corolla (seasonal)
Food Lion KDH (seasonal)

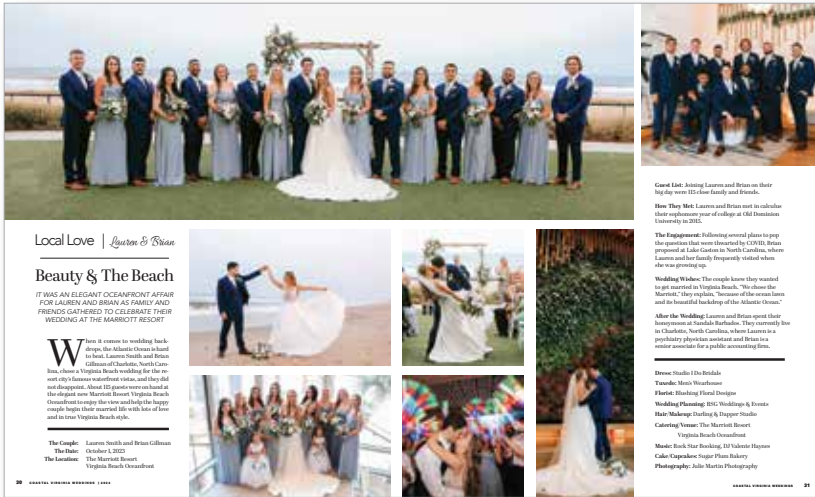
Food Lion Southern Shores
(seasonal)
Hampton Inn Corolla
Harris Teeter Corolla (seasonal)
High Cotton KH
Hilton Garden Inn KH
Inn at Corolla Light
Jennettes Pier NH
Kilmarlic Golf Powells Point
Metro Rental
Mike Dianna's Grill Room
Nags Head Golf Links NH
Oasis Suites Hotel NH
Ocean Atlantic Event Rentals

Outer Banks Beach Club
Outer Banks Brewing Station KDH
Outer Banks Chamber
Outer Banks Florist and Formal NH
Outer Banks Visitor Center
Outer Banks Visitor Center Manteo
Owens Restaurant NH
Pigman's BBQ
Ramada Inn
Resort Realty NH
Roanoke Island Inn Manteo
Sanctuary Vineyards
Sanderling Resort
Sea Ranch Resort KDH

Seaside Vacations KDH
Shutters on the Banks
Sugar Creek Restaurant NH
Surf Side Hotel NH
Surfin Spoon NH
The Elizabethian Gardens Manteo
The Event Boutique
The Pavillion Pirates Cove Manteo
Twiddy Realty
Twiddy Realty Duck
Unique Nails and Spa KH
Village Table and Tavern Duck
Westside Inn Manteo
Whalehead Club
* Hatteras Island:
Available at over 14 locations

Note: Most are replenished up to 3x throughout the year.

FEATURE YOUR WEDDING



Have one of your top weddings highlighted in a full page "feature" format. **Special 40%-50% discount rates apply to these formatted ads.**
Specs: Up to 4 photos + 250 words of copy.

ASK THE EXPERTS

[illegible]

This Q & A, ½ page format positions each advertiser as an industry expert. Each category is exclusive to one advertiser. Categories include hair and makeup, spas, wedding planners, officiants, florists, bakeries, jewelry, apparel, photography, honeymoon, and transportation. Exclusive availability as added value towards service experts with 1/2 page or larger ad purchase. Specs: Up to 5-6 Q & A's + photo + information about expert.

2026 RATES

Rates Include: Bridal Leads, Complimentary Ad Design, Listings on OuterBanks.com and OuterBanksWeddingGuide.com

Ad Size	Annual Rate	Annual Rate Full Page Wedding Venue Feature + Selected Display Ad	Discounted Target Display Rates Tactics Include Display Search & Retargeting 120,000 Impressions (3 months at 40K)
Wedding Feature Full Page	—	\$2,500	\$1,440
Wedding Feature Double Page	—	\$4,500	\$1,440
Full Page	\$3,290	\$4,935	\$1,440
1/2 Page	\$2,620	\$4,430	\$1,440
1/4 Page	\$1,930	\$3,900	\$1,440
Back Cover	\$4,030	\$5,675	\$1,440
Double Page	\$5,920	\$7,570	\$1,440
Inside Front or + Page 3	\$3,920	\$5,565	\$1,440

Billing is upon publishing with 15 day terms. Installment payments can be offered to established accounts in good standing. We accept all major credit cards (3% surcharge fee applies). *ACH payments accepted with no service fees.*

See next page for website only options

ALL AD PACKAGES INCLUDE:

- **OuterBanks.com Upgraded Listing**
(1.2 million unique visitors annually)
 - Profile page including photo, unlimited/updatable text, web link + map locator feature
 - Automated advertiser traffic results
- **OuterBanksWeddingGuide.com**
Featured Listing (on 1 vendor category)
 - **Full or Double-Page Profile** includes 8 photos and 300-word business description
 - **Half-Page Profile** includes 6 photos and 160-word business description
 - **Quarter-Page Profile** includes 2 photos and 35-word business description
 - Links to website, email, social media, and map locator
- **Ad Placement in Digital Online Wedding Guide**



2 MILLION

REASONS TO ADVERTISE

Appearing on *page one* of most Google searches, advertisers get 1,000's of clicks/referrals from **OuterBanks.com!**



Sample Gold Level Package Page

Annual Analytics as of 7/1/25

Sessions: 1,107,094 Users: 1,004,229

Page Views: 1,895,224 Advertiser Interactions: 2,028,980

(click-thrus, map clicks, video views, coupon clicks, coupon prints and phone clicks)

Automated Advertiser Traffic Results Provided Regularly

Website Advertising Packages

OuterBanks.com

ADVERTISING UPGRADED LISTING

\$550 Value (Included w/Magazine Ad Buy - \$1,500 w/out Print Ad)

- Profile page including photo, unlimited/updatable text, web link + map locator feature

SILVER PACKAGE

\$1,930 (\$2,900 w/out Print Ad Buy)

- 2nd highest tier ad, above Upgraded Listing with click-thru ability from category page.
- Profile page includes 4 photos. 50,000 guaranteed Run-of-Site Impressions annually.

GOLD PACKAGE

\$2,820 (\$3,850 w/out Print Ad Buy)

- Highest tier ad, featuring click-thru ability from category page and video placement.
- Profile page includes 6 photos. 100,000 guaranteed Run-of-Site Impressions annually.

Content Page Sponsorships & Events Packages Also Available.

**Above pricing applies to all segments except Vacation Rentals, Real Estate & Hotels.*



Website Advertising Options

OuterBanksWeddingGuide.com

FEATURED LISTING

(Included w/Magazine Ad Buy - \$1200 w/out Print Ad)

- Placement within "Professionals" tab on one vendor category
- Profile page including 2-8 photos and 35-300 word business description (levels depend on print ad size)
- Links to website, email, social media and map locator

FOOTER LEADERBOARD Throughout Site in Rotation on All Pages (4 available)
(\$3,600 without Print Ad, \$1,500 with Print Ad)

TOP LEADERBOARD BANNER In Rotation Within Your Professional Category
(\$1,680 without Print Ad, \$700 with Print Ad)

IN-ARTICLE BANNER AD In Rotation Within Your Professional Category
(\$1,200 without Print Ad, \$500 with Print Ad)

- Banner ad in rotation within online articles

Leaderboard and In-Article Banner Ad = 800w x 200h

Advertising Specs

Dimensions shown are width x height.

FULL PAGE

Non-Bleed
8.5 x 10.375

Bleed
9.25 x 11.125

Trim Size = 9 x 10.875

1/4 PAGE

3.7 x 4.7

1/2 PAGE VERTICAL

3.7 x 9.625

1/2 PAGE HORIZONTAL

7.625 x 4.7

** Full page and double page ad. 125"all around for bleed, live area is safe within .5" of trim. ** 1/2 Page and larger ads can bleed off the top, bottom and side edges of the page.*

ARTWORK: Digital-ready, high resolution PDF

RESOLUTION: 300 dpi minimum

COLORS: CMYK only; No RGB or spot colors

EMAIL PRINT READY ADS TO:

Mercedes Bethune | 757-422-8979 ext. 125 | mbethune@vgnet.com

Important Dates

SALES DEADLINE: December 1, 2025

AD APPROVAL: December 10, 2025

PUBLISHING DATE: January 2026



Photographers

- Photo submissions with a photo release receives photo credit in magazine.
- Real Wedding submissions for consideration must accompany completed form.
- Image files along with a digital contact sheet (PDF) should be sent via WeTransfer, DropBox or other file sharing service. Send to CSinclair@vgnet.com. Though not preferred, flash drives will be accepted. Please mail to: 1264 Perimeter Parkway, Virginia Beach, VA 23454; Attention: Christina Sinclair.

Above forms are available on:

OuterBanksWeddingGuide.com, ABOUT tab.

Published by VistaGraphics, Inc.



Jeff Donohue | 252-202-5029 | jeffd@vgnet.com

Jay Bellamy | 252-202-4015 | jay@vgnet.com



Scan for Digital Media Kit +
Virtual Magazine, Links and More.