

nearlywed michigan weddings

michigan's premier
multi-media resource for
wedding planning

2024 MEDIA KIT

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nearlywed michigan weddings





our story

What is nearlywed? *nearlywed* describes couples who are engaged to be married — couples in a state of anticipation and excitement as they prepare to embark on a new chapter in their lives together. Whether they are planning an elaborate wedding or a simple ceremony, *nearlywed* captures the essence of joy and anticipation that comes with getting married.

nearlywed michigan weddings was launched to solve a problem in the Michigan wedding industry — there were no resources that provided the state-wide amplitude necessary to reach these couples, just a handful of regional titles focused on specific areas of the state.

nearlywed michigan weddings is a new, multi-media resource created to help vendors reach couples across all of Michigan, not just those in specific regions. In addition, since we know couples from the Chicagoland area frequently travel to Michigan to get married, our reach extends to that market as well.

While *nearlywed* is new, the team behind it is not. With almost 20 years of experience inspiring and matchmaking as *Grand Rapids Bride*, we are uniquely positioned to become the leading resource for wedding planning in Michigan. With an eye on trends and Michigan's most aspirational venues and vendors, our passion and our mission is to connect couples with the ideas and local resources they need to plan their unique wedding — in Michigan.

more than print



nearlywed is a true multi-media company. Our consistent social media interactions, weekly e-newsletters, daily blogs, printed magazine, and scrollable digital publication are all designed to independently, yet harmoniously push our audience down the sales funnel. We utilize all our platforms to their fullest potential to inspire, educate, and ultimately connect our readers with the perfect vendors for their day. All platforms lead readers, users, followers, and recipients to our advertiser directory pages on our website, where they can connect with vendors directly.

Additionally, every aspect of our digital presence is optimized to achieve the highest level of compliance and success with all search engines.





the rule of 7

"The Rule of 7 states that it takes an average of seven interactions with your brand before a prospect will decide to take action."

- Forbes.com

Q:

Why Do We Only Sell Advertising In Packages ?

A:

Because We Know It Will Ensure Your Success!

OUR COMPREHENSIVE MULTI-MEDIA PACKAGES INCLUDE:

1

Digital
Directory
Listing On
Nearlywed.com

2

Blog Feature
On
Nearlywed.com

3

Boosted
Social Media
Campaigns

4

E-Newsletter
Ad Placements

5

Print
Advertising

6

Responsive
Digital
Publication

7

Audience
Accelerators
(optional)

1 digital directory

DIGITAL DIRECTORY LISTING ON NEARLYWED.COM

Nearlywed.com is the digital hub of wedding planning in Michigan, with the foundation being the online vendor directory. With a robust filtering tool, users can quickly and easily narrow down their vendor search based on the needs of their unique wedding.

Like the print ads, the online directory listings provide the information a reader needs to get to know more about the vendor and their location/services. When an advertiser is featured in either a blog, a real wedding, or a styled shoot on our site, those features will be highlighted on their directory page. Lastly, readers can contact advertisers directly from their listing via the contact form. This also gives the advertiser the ability to measure efficacy.

Through the package they select, advertisers can choose between a Standard or Featured directory listing. Featured listings will appear at the top of each search with a banner identifying them as such.

All advertising packages include a full-year Directory Listing on nearlywed.com.

Zingerman's Cornman Farms

TYPE OF VENDOR
Venue

SERVING
Southeast Michigan

CONTACT
734.619.8100

[f](#)
[@](#)
[i](#)
[t](#)

CONTACT VENDOR



ABOUT

Zingerman's Cornman Farms is a multi-award-winning, chef-led event space, wedding venue and working farm in Dexter. The 27-acre farm and its venues were restored from their 1834 foundations with the most discerning guests in mind. Featuring a beautiful exhibition kitchen, chef's garden, a classic farmhouse and four-season barn, guests can enjoy the beauty of the countryside just minutes from downtown Ann Arbor.

Our team will work with you to create a custom experience that's perfectly suited to your vision. Cornman Farms offers inclusive wedding packages for intimate celebrations for four to 75 guests. We're experts at planning and hosting events of all kinds – especially if they involve gathering around fantastic, farm-to-table food. That's exactly why Chef Kieron Hales reimagined this historic property as an event venue with an emphasis on excellent food. The way we see it, nothing brings a family, a team, or community together like good food.

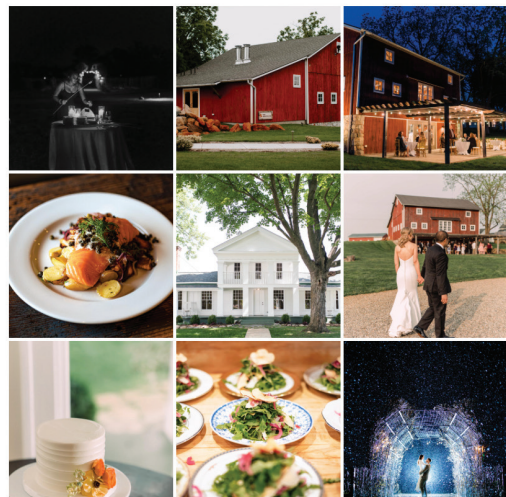
Time and time again, we hear from people who celebrate with us that we come to feel like an extension of their family – and to us, there's no greater compliment. After all, weddings and other momentous occasions are about family – the one you're born into, the one you join by marriage, and the one you create for yourself. At Cornman Farms, we want to be more than the backdrop to your most important day. That's why we put so much love and care into making your wedding perfect. We understand that the little details are what make your day distinctly, undeniably yours, so from the time you reach out to us through your event and beyond, we take the little things just as seriously as you do. We'll take care of everything for your wedding, giving you the chance to relax and be fully present for every magical moment.

Address
8540 Island Lake Road , Dexter, MI 48130 | 734.619.8100

Vendor Location



Gallery



CONTACT VENDOR

First Name*

Last Name*

Email*

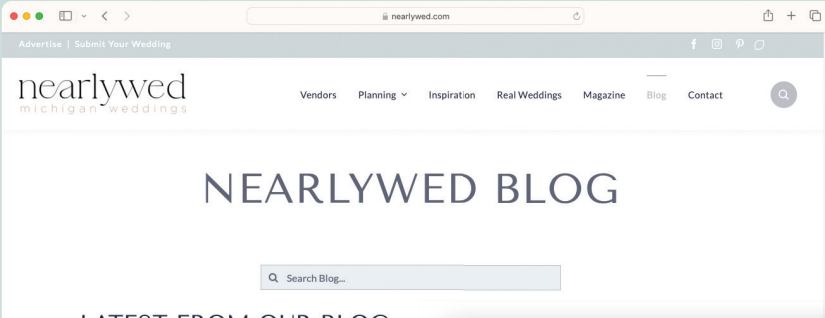
Wedding Date

Message

CONTACT VENDOR



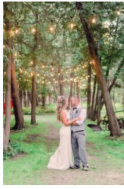
To view a full directory listing scan here



LATEST FROM OUR BLOG



Le Collectif Styled Shoot
[Styled Shoots](#)



6 Stunning Central Michigan Wedding Venues
[Celebrations & Parties, Ceremonies, Receptions](#)



14 Essential Items to Pack for Your Honeymoon
[Honeymoons, Travel Destinations](#)



Michigan Bridal Shops With the Largest Selection of Dresses



10 Dog Friendly Wedding Venues in Michigan



Who Should Wear the Boutonniere at a Wedding?



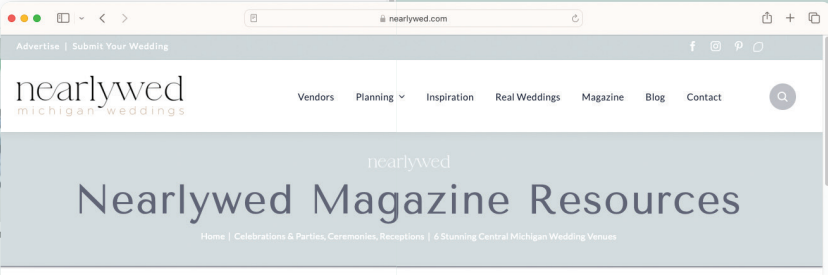
Traverse City Bachelorette Party Guide
[Bachelorette and Bachelor Parties, Celebrations & Parties](#)



10 Great Wedding Dress Styles for Short Brides
[Fashion & Beauty, Wedding Dresses](#)



What is a Micro Wedding?
[Celebrations & Parties, Ceremonies, Elopements](#)



6 Stunning Central Michigan Wedding Venues

By [Kayla Morton](#) • Published On: November 20, 2023

From rustic barns to enchanting wooded venues, Mid Michigan offers something for everyone. Whether you are looking for an indoor or outdoor wedding venue, here are just a few of our favorites:

1. Little Flower Barn

Located in Lake Isabella, the [Little Flower Barn](#) brings together its unique location with its small town charm. With its stunning waterfront ceremony garden and its beautiful reception barn, this venue truly shows why rural weddings are a favorite with Michigan couples. This venue hosts up to 275 guests, has lodging onsite, a pavilion bar, dressing suites, and "day of" care with the owners to ensure your wedding day goes perfectly.

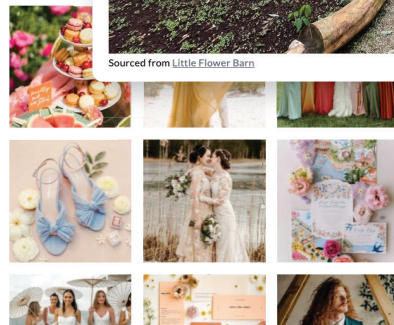


Sourced from [Little Flower Barn](#)

Check Out The Latest on Instagram

Follow us on [Facebook](#) and [Instagram](#) for more tips, resources, and inspiration!

[#NEARLYWEDMICHIGAN](#)



To view a blog post scan here

2 blog feature

BLOG FEATURE ON NEARLYWED.COM


Giving readers an additional chance to learn even more about each advertiser, all packages include a blog feature on nearlywed.com. This evergreen post will continue to tell each advertiser's story, creating familiarity and pushing readers further down the sales funnel. Additionally, each blog will be fully optimized for Google search, with keywords and back links.

3 social media


BOOSTED SOCIAL MEDIA CAMPAIGNS

In the wedding industry, this target lives on social media, and we're here for it! With more than 180k engaged followers, we know how to talk to them. Each advertising package offers the power of a boosted social media ad campaign. An advertiser's package selection will determine the number of posts they receive.

These boosted social media ad campaigns will be run as ads on both Instagram and Facebook. The goal of these boosted social media posts is to drive the highest level of engagement with your target audience, in your target market. By boosting these ads, we can define — down to the smallest detail — both where and to whom the advertiser wants these ads to appear. In addition, we will provide the analytics for each campaign to advertisers.

 **INSTAGRAM**
Followers: **180,000+**
Accounts reached per quarter: **35M**
Accounts engaged per quarter: **5.5M**
Average story views: **2K**
Average reel views: **800K**
Impressions per quarter: **83M**
Growth in following per quarter: **20%**

 **TIK TOK**
Followers: **2,900+**
Monthly views: **11K**
Likes: **46.1K**


 **FACEBOOK**
Followers: **26.6K**
Post engagement per quarter: **217K**
Audience reach per quarter: **4.9M**
Likes: **3.9K**

 **PINTEREST**
Followers: **38K**
Monthly views: **4.3M**
Monthly active audience: **2.53M**
Monthly average engagement: **416K**

Feeds

Facebook
Feeds

Nearlywed shared a post. Sponsored



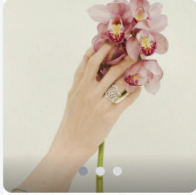
'Tis the Season for Proposals
Whether you're shopping for a...

Lucido

Like Comment Share

Facebook
Marketplace


Nearlywed Sponsored



'Tis the Season for Pro...

Facebook
Video feeds

Nearlywed shared a link. Sponsored




'Tis the Season for Proposals
Whether you're shopping for an engag...

Lucido f

Like Comment Share

Facebook
Right column




Nearlywed
nearlywed.com

Feeds

Instagram
Feed

Instagram

nearlywedmag Sponsored



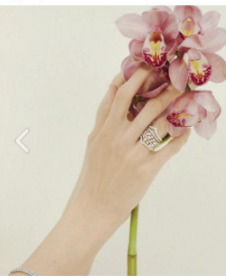
Learn more

nearlywedmag 'Tis the Season for Proposals

Instagram
Profile feed

kaibblue
Posts

nearlywedmag Sponsored




Learn more

nearlywedmag 'Tis the Season for Proposals

Instagram
Explore

Explore

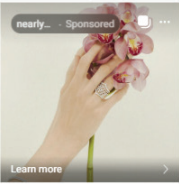
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Learn more

nearlywedmag 'Tis the Season for Proposals

Instagram
Explore home



nearly... Sponsored

Learn more

[Click here](#) to view this message in browser

nearlywed

michigan weddings



Recent Blogs



13 Fun Bridal Reception Dresses We Love

[Read More](#)



8 Beautiful Places to Take Engagement Photos in Michigan

[Read More](#)

Featured Vendors



Spring Sweet
Bridal Boutique
Holland, Michigan



Noteworthy Invitations
Stationery
Richland Michigan

4 e-newsletter

E-NEWSLETTER AD PLACEMENTS

“Email is the most preferred medium for communicating with brands and services, with more than 60% of consumers preferring email for commercial communications. With an email newsletter, you’re delivering your brand message to exactly where customers want to see it.”

- Compose.ly

Weekly e-newsletters are sent to our database of individuals who have asked to be included in the conversation. Newsletters provide a recap of the week’s online content, upcoming events, educational content, and more. Ads within these e-newsletters give advertisers a one-on-one opportunity to gain yet another touchpoint with this elusive audience.

5 print publication

PRINT PUBLICATION

Each issue inspires, excites, and educates through curated content ranging from fashion to travel to real weddings. The backbone of each issue is our comprehensive sourcebook of local vendors who can execute the reader's dream wedding.

DISTRIBUTION

Each issue of *nearlywed* is distributed to engaged couples through multiple channels to ensure the highest readership, including:

Newsstand: *nearlywed* is available on more than 1,100 newsstands throughout the state of Michigan and Chicagoland

Wedding Shows + Events: Print copies of *nearlywed* are distributed at multiple wedding shows throughout the state of Michigan

Venues + Vendors: Complimentary copies of *nearlywed* are also available to couples through our network of advertising partners

Direct Purchase: Couples can order a print copy of the magazine directly through nearlywed.com

FREQUENCY

Spring
Published in April

Fall
Published in October

QUANTITY
15,000 Per Issue

TWO
ISSUES PER
YEAR

nearlywed

nearlywed michigan weddings

michigan's leading resource for wedding planning

nearlywed

FALL 2023

IDEAS + INSPIRATION **18** WEDDING FASHION **36** REAL WEDDINGS **74** VENDOR DIRECTORY **120** WEDDING RESOURCES **182**



\$12.99 US



8:46

99



nearlywed

michigan weddings

michigan's leading resource for wedding planning



IDEAS + INSPIRATION **18** WEDDING
FASHION **36** REAL WEDDINGS **74**
VENDOR DIRECTORY **120** WEDDING
RESOURCES **182**
FALL 2023



AA digital.nearlywed.com



6 digital publication

RESPONSIVE DIGITAL PUBLICATION

An innovative mobile experience that digitizes the print magazine into a scrollable format that is more readable and useful than a traditional digital flip book experience, our digital publication is a game changer. From embedded video to animated premium display ads, it offers additional opportunities for capturing our audience's attention.

7 Audience Accelerators

PREMIUM DISPLAY ADVERTISING

Our premium, front-of-book and cover display ads are for those advertisers who wish to have a stronger presence in our print and digital publications, on social media, and in our newsletters. These coveted spots offer an additional opportunity to tell your story. Available positions include our Back Cover, Inside Front Cover Spread, Inside Back Cover, and front-of-book Half Page, Full Page, and Two-Page Spread Display ads. Not only does purchase of these ads secure premium placement in the print issue, advertisers also have the opportunity to embed video in the digital publication, as well as additional social media campaigns and e-newsletter placements.



PREMIUM DIGITAL ADS INCLUDE:

- Animated Text and Images
- Responsive Design Adjustments
- Added Call To Action Button
- One Additional Social Media Campaign
- One Additional E-Newsletter Placement
- Embedded Video Media (optional)

Scan here to see an example of this powerful upgrade in action.



PROGRAMMATIC DIGITAL ADVERTISING

Programmatic Digital Advertising uses a combination of tactics to repeatedly present your company to individuals who have expressed recent interest in your product or service via their digital devices — mobile, tablet, and desktop.

HOW WE DO IT

Search Retargeting

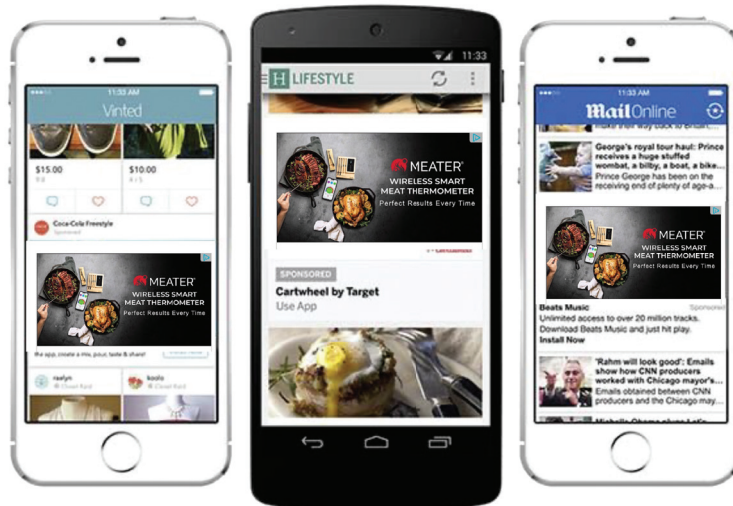
We track keywords, interests, and buying behavior, among web users within a geographic region we define, to see exactly what your audience is searching for relative to your products and services (venues near me, engagement rings, ballroom wedding, etc.). We then serve these individuals your ads in real-time when they meet the criteria we define. Search retargeting helps bring new visitors to your site.

Site Retargeting

We use cookies to display your ads to people who have already visited your site. Anyone that visits your website will be retargeted with a message about you — after they've moved onto other websites. This keeps you top-of-mind after they leave your site. Site retargeting helps bring back previous visitors to your site.

Geo Fencing

We “draw” virtual boundaries around specific locations or defined regions, then track whenever someone with a mobile device enters them. Once a mobile user leaves this defined area, your digital ads are served in real-time directly to their mobile device. Geo Fencing helps bring nearby visitors, or visitors to your competitors, to your site.



venue packages

VENUE PACKAGES

	GOLD	SILVER	BRONZE
Nearlywed.com Digital Directory Listing (Standard)		12 Mos.	12 Mos.
Nearlywed.com Digital Directory Listing (Featured)	12 Mos.		
Blog Feature on Nearlywed.com	1 Blog	1 Blog	1 Blog
Boosted Social Media Campaigns	3	2	1
E-Newsletter Ad Placements	4 Ads	2 Ads	
Print Magazine - Venue Directory: Full Page Ad		2 Issues	2 Issues
Print Magazine - Venue Directory: Two-Page Spread Ad	2 Issues		
Responsive Digital Magazine Ad	2 Issues	2 Issues	2 Issues
	\$6,995	\$4,995	\$3,495

VENUES - SOUTHEAST MICHIGAN

Zingerman's Cornman Farms



Highlights

There's something about Zingerman's Cornman Farms - a multi-award winning, chef-led event space, wedding venue and wedding farm-to-fork destination - that has the home. Something country, nostalgic, maybe it's the classic red barn or the green pasture under a blue sky. Perhaps it's the big maple trees, soft lawns or sweeping views. Maybe it's the smell of fresh bread being baked, wafting out of our farmhouse kitchen. What makes most is the fact that it's all in one place. What could be more beautiful or more special?

Located on 27 beautiful acres, Zingerman's Cornman Farms and its venues are nestled from their 150+ households with the most discerning guests in mind. Featuring a beautiful exhibition kitchen, chef's garden, a house, barnhouse and four event barns, guests can enjoy the beauty of the countryside just minutes from downtown Ann Arbor.

Our team will work with you to create a custom experience that's perfectly suited to your vision. Cornman Farms offers a unique wedding package for intimate celebrations for 50 to 75 guests. With options

VENUES - SOUTHEAST MICHIGAN




Highlights

at planning and hosting events of all kinds - especially if they involve gathering around beautiful, farm-to-table food. That's exactly why Chef Kieran Hahn redesigned the historic property as an event venue with an emphasis on excellent food. The way we work, bringing together a family, a team, or community together like good food.

Time and time again, we hear from people who celebrate with us that we come to feel like an extension of their family - and to us, there's no greater compliment. After all, weddings and other milestones are about family - the ones you love, the ones you wish you could be, and the ones you create for yourself. At Cornman Farms, we want to be more than the backdrop for your most important day. That's why we put so much love and care into creating your wedding perfect. We understand that the little details are what make your day truly celebratory, so we have the time, resources and expertise to think through your event and beyond, we take the little things just as seriously as you do. We'll take care of everything for your wedding, giving you the chance to relax and be fully present for every magical moment.

For additional information, scan here to visit our page on nearlywed.com



Two-Page Spread

VENUES - NORTHERN MICHIGAN

Gypsy Distillery



Highlights

Needle in the haystack? We're looking for you. Gypsy Distillery offers a sparkling setting for your dream wedding. Perched on a beautiful estate, our facility and location are the perfect, most picturesque venue in the region. We take pride in creating unforgettable experiences that perfectly blend rustic charm with modern elegance. Our picturesque outdoor ceremony space is designed to capture the essence of the surrounding natural beauty, creating a magical atmosphere that sets the stage for your special day. Whether you envision an intimate gathering or a grand celebration, our staff and team of event professionals is committed to making your vision come to life, ensuring that every detail is meticulously executed. From your ceremony to the reception, we'll take care of every detail, and our exceptional service is what makes us the best choice for your wedding.

For additional information, scan here to visit our page on nearlywed.com



VENUES - NORTHERN MICHIGAN




Highlights

Needle in the haystack? We're looking for you. Gypsy Distillery offers a sparkling setting for your dream wedding. Perched on a beautiful estate, our facility and location are the perfect, most picturesque venue in the region. We take pride in creating unforgettable experiences that perfectly blend rustic charm with modern elegance. Our picturesque outdoor ceremony space is designed to capture the essence of the surrounding natural beauty, creating a magical atmosphere that sets the stage for your special day. Whether you envision an intimate gathering or a grand celebration, our staff and team of event professionals is committed to making your vision come to life, ensuring that every detail is meticulously executed. From your ceremony to the reception, we'll take care of every detail, and our exceptional service is what makes us the best choice for your wedding.

For additional information, scan here to visit our page on nearlywed.com



Full-Page

services packages

WEDDING SERVICES PACKAGES

	GOLD	SILVER	BRONZE
Nearlywed.com Digital Directory Listing (Standard)		12 Mos.	12 Mos.
Nearlywed.com Digital Directory Listing (Featured)	12 Mos.		
Blog Feature on Nearlywed.com	1 Blog	1 Blog	1 Blog
Boosted Social Media Campaigns	3	2	1
E-Newsletter Ad Placements	4 Ads	2 Ads	
Print Magazine - Wedding Services Directory: Half Page Ad		2 Issues	2 Issues
Print Magazine - Wedding Services Directory: Full Page Ad	2 Issues		
Responsive Digital Magazine Ad	2 Issues	2 Issues	2 Issues
	\$4,995	\$3,495	\$2,495

WEDDING PLANNING

Second Dance



616.247.7938
210 Division Ave., S. Grand Rapids, MI 49503
seconddance.com
seconddancemichigan@gmail.com

Second Dance is a locally owned bridal boutique in downtown Grand Rapids. We believe every bride deserves a second dance and every bride deserves to feel the stars of their dreams, without spending a fortune. With professionals about sustainability, which is why we've chosen organic gowns and florals from the local area. With more than three years of experience, you can expect the personal attention of a small business paired with a luxury feel. We know you want a dress that's uniquely you - that's why our team of expert stylists utilize our knowledge of dress and our local dressers to offer you a range of exclusive styles, each with their own distinct personality. For us, it's about the incredible feeling when you try on "The one" Second Dance - when happy meets sustainable.

138 Division Ave., S. Grand Rapids, MI 49503 | 616.247.7938 | seconddance.com

AD | nearlywed | Fall 2023

Full-Page

FOOD + BEVERAGE CATERING

Gilmore Catering



616.256.2127
210 Division Ave. NW, Grand Rapids, MI 49503
gilmorecatering.com
gilmorecatering@gmail.com

Gilmore Catering is West Michigan's premier caterer and event planning expert. With over 40 years of experience we have graciously hosted our beloved wedding of all sizes and styles from intimate gatherings to lavish receptions, with our top-notch team and everything in between. Our commitment to quality extends to all types of weddings, including traditional, modern, and LGBTQ celebrations. Our diverse team includes seasoned event specialists and culinary artisans, all devoted to your unique preferences. Whether you have specific dietary requirements or special requests, our team will craft a menu that accommodates your needs. We believe that every wedding is unique, and we are dedicated to making yours an unforgettable experience. We cater with passion!

210 Division Ave. NW, Grand Rapids, MI 49503 | 616.256.2127 | gilmorecatering.com

AD | nearlywed | Fall 2023

Full-Page

ENTERTAINMENT

Complete Weddings & Events



616.477.4242
3707 28th St. SE, Grand Rapids, MI 49512
completeweddings.com
completeweddings@comcast.net

If you're looking to tie the knot or throw an epic event, you've come to the right place. Complete Weddings & Events creates seamless experiences for your special moments through our photography, videography, DJ, coordination, lighting, and photo booth rental services. Whether you need us for the night or for an afternoon event, we have you covered. Planning your dream wedding should be simple and fun, and our seamless planning team can help. Our job is to make this easy for you, your job is to enjoy the party. When you party with Complete Weddings & Events, it's completely your party.

176 | nearlywed | Fall 2023

Half-Page

premium packages

PREMIUM DISPLAY ADS

	SPRING 24	FALL 24
Half Page Display Ad	\$695	\$695
Full Page Display Ad	\$995	\$995
Two-Page Spread Display Ad	\$1,995	\$1,995
Inside Front Cover Spread	\$9,595	\$9,595
Inside Back Cover	\$4,595	\$4,595
Back Cover	\$6,995	\$6,995

EXCLUSIVITY NOTE

Premium display print advertising is per issue, and only available to venue or service package participants; not available à la carte.

Display ad packages include premium print placement, an enhanced responsive digital ad, one additional social media campaign, and one additional e-newsletter placement.



Two-Page Spread Display Ad



Full-Page

programmatic packages

PROGRAMMATIC DIGITAL ADVERTISING

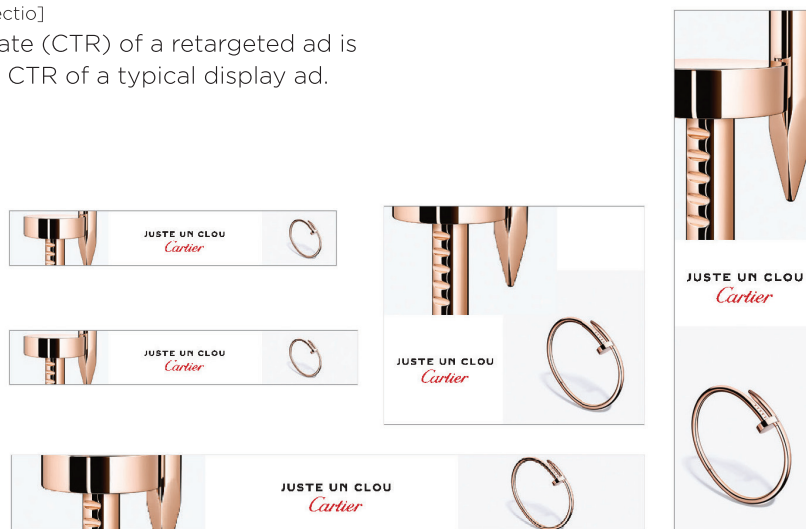
PER MO*

AWARENESS	70k impressions	\$825
PRESENCE	100k impressions	\$1,100
COMPETITIVE	125k impressions	\$1,375

*Minimum 3 month contract required
 Programmatic design services available for \$500 per campaign.

STATISTICS

- 3 out of 4 online viewers now notice and consider retargeted ads. Because of this existing connection, most consumers are more receptive to targeted ads. [Source: Invesp]
- Retargeted ads enjoy a 400% increase in engagement rates, as the tailored nature of retargeting campaigns directly addresses users' previous interests and interactions. [Source: Vibe.co]
- Retargeted ads increase brand search by 1046%. The engagement and reminders from retargeted ads guide consumers from generic searches and steer them to associate the product with your brand. [Source: Connectio]
- The click-through rate (CTR) of a retargeted ad is 10x higher than the CTR of a typical display ad. [Source: AdRoll]
- Retargeted users are 70% more likely to convert. Retargeting gives prospects that last little push toward your brand. When they see your retargeting ad, there's also a 70% chance that they'll purchase your product over your competitor's. [Source: SharpSpring]
- Approximately 37% of consumers like retargeted ads because of their genuine interest in the featured product. This focused tactic, which uses existing data to draw from, increases ad relevance and enhances the overall user experience, making retargeted ads more likely to resonate with potential customers. [Source: Vibe.co]



Sample programmatic ad set



NEARLYWED MICHIGAN WEDDINGS

P.O. Box 957, Ada, Michigan 49301 • 888.487.4910 • nearlywed.com