

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 February 2026

DIGITAL

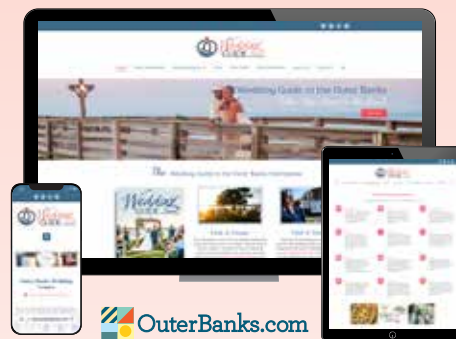
DIGITAL MAGAZINE & WEBSITE

OUTERBANKSWEDDINGGUIDE.COM
OUTERBANKS.COM

Reservation Deadline: 1/8/26 **Ad Approval:** 1/15/26

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 Beach	VA	23502	lee@lee.com	757-444-1234	Virginia Beach	12/15/25	Lead
Jane Doe	123 Main St.	123	Hampton	VA	23060	doe@doe.com	757-555-5678	Hampton	01/10/26	Lead
John Smith	456 Oak St.	456	Virginia Beach	VA	23502	smith@smith.com	757-666-9012	Virginia Beach	02/05/26	Lead
Emily White	789 Pine St.	789	Hampton	VA	23060	white@white.com	757-777-3456	Hampton	03/01/26	Lead
David Brown	101 Elm St.	101	Virginia Beach	VA	23502	brown@brown.com	757-888-7890	Virginia Beach	03/25/26	Lead
Sarah Green	202 Maple St.	202	Hampton	VA	23060	green@green.com	757-999-1234	Hampton	04/15/26	Lead
Robert Black	303 Cedar St.	303	Virginia Beach	VA	23502	black@black.com	757-000-5678	Virginia Beach	05/01/26	Lead
Laura Pink	404 Birch St.	404	Hampton	VA	23060	pink@pink.com	757-111-9012	Hampton	05/15/26	Lead
James Blue	505 Walnut St.	505	Virginia Beach	VA	23502	blue@blue.com	757-222-3456	Virginia Beach	06/01/26	Lead
Michelle Yellow	606 Cherry St.	606	Hampton	VA	23060	yellow@yellow.com	757-333-7890	Hampton	06/15/26	Lead
Christopher Grey	707 Hickory St.	707	Virginia Beach	VA	23502	grey@grey.com	757-444-1234	Virginia Beach	07/01/26	Lead
Amanda Purple	808 Ash St.	808	Hampton	VA	23060	purple@purple.com	757-555-5678	Hampton	07/15/26	Lead
Matthew Silver	909 Magnolia St.	909	Virginia Beach	VA	23502	silver@silver.com	757-666-9012	Virginia Beach	08/01/26	Lead
Stephanie Gold	1010 Dogwood St.	1010	Hampton	VA	23060	gold@gold.com	757-777-3456	Hampton	08/15/26	Lead
Brandon Bronze	1111 Sycamore St.	1111	Virginia Beach	VA	23502	bronze@bronze.com	757-888-7890	Virginia Beach	09/01/26	Lead
Nicole Copper	1212 Redwood St.	1212	Hampton	VA	23060	copper@copper.com	757-999-1234	Hampton	09/15/26	Lead
Kevin Tin	1313 Cypress St.	1313	Virginia Beach	VA	23502	tin@tin.com	757-000-5678	Virginia Beach	10/01/26	Lead
Angela Lead	1414 Juniper St.	1414	Hampton	VA	23060	lead@lead.com	757-111-9012	Hampton	10/15/26	Lead
Benjamin Zinc	1515 Spruce St.	1515	Virginia Beach	VA	23502	zinc@zinc.com	757-222-3456	Virginia Beach	11/01/26	Lead
Rebecca Nickel	1616 Fir St.	1616	Hampton	VA	23060	nickel@nickel.com	757-333-7890	Hampton	11/15/26	Lead
Gregory Platinum	1717 Palm St.	1717	Virginia Beach	VA	23502	platinum@platinum.com	757-444-1234	Virginia Beach	12/01/26	Lead
Christina Silver	1818 Willow St.	1818	Hampton	VA	23060	silver@silver.com	757-555-5678	Hampton	12/15/26	Lead

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.



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 - \$1500 w/out Print Ad)

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

SILVER PACKAGE

\$1,930 (\$2900 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 (\$3850 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 w/out Print Ad)

TOP LEADERBOARD BANNER In Rotation Within Your Professional Category

(\$1,680 w/out Print Ad)

IN-ARTICLE BANNER AD In Rotation Within Your Professional Category

(\$1,200 w/out 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 COMPLETED ADS TO:

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

Important Dates

SALES DEADLINE: January 22, 2026

AD APPROVAL: February 3, 2026

PUBLISHING DATE: February 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.



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