

Martha Stewart Weddings

EDITORIAL MISSION

Martha Stewart Weddings provides couples with the ideas and inspiration they need to create a truly personal and beautiful day. As the Gold Standard for sophisticated and stylish brides and grooms, we offer the newest and very best in fashion, jewelry, beauty, stationery, registry, decorations, flowers, luxurious travel, and more.



AUDIENCE

Reaches over **4MM** readers each issue!

INSPIRATION

90% agree Martha Stewart Weddings provides wedding inspiration

SPENDING

An estimated **\$52 billion** bridal industry

ENGAGEMENT

87% refer back to previous issues



AUDIENCE PROFILE

200,000

CIRCULATION

4,273,000

READERSHIP

4 TIMES A YEAR

WEDDINGS FREQUENCY

2 TIMES A YEAR

REAL WEDDINGS FREQUENCY

32

MEDIAN AGE

\$112,970

MEDIAN HOUSEHOLD INCOME*

SOURCE: MRI Spring 2016, Martha Stewart Weddings Q1 Bridal Study; December 2016 AAM Statements

*Post-wedding HHI

