

What's New 2023 Themed Special Sections (TSS)

- 13 mini sections
- Magazine sized TSSs
- Fonts
- Alternate covers
- Graphic headers
- "Did you know?" column
- Multi-advertiser directory layout
- Additional promotional ads

13 mini sections 12-page templates for hot topics including 6-8 articles per section

1st QUARTER

Brides

available Nov. 7, 2022

Health & Medical Guide

available Nov. 21, 2022

In the Classroom (mini)

available Nov. 21, 2022

Spring Home & Garden

available Dec. 5, 2022

Senior Lifestyles

available Dec. 20, 2022

Be My Valentine (mini)

available Dec. 20, 2022

DRIVE Into Spring

available Jan. 5, 2023

Modern Agriculture

available Jan. 20, 2023

Local Fix It (mini)

available Jan. 20, 2023

2nd QUARTER

Curb Appeal

available Feb. 6, 2023

Paws & Claws

available Feb. 20, 2023

Easter (mini)

available Feb. 20, 2023

Graduation (mini)

available Feb. 20, 2023

Celebrating Nurses

available March 6, 2023

Women Today

available March 20, 2023

Active Seniors (mini)

available March 20, 2023

Summer Living

available April 5, 2023

**Cancer Awareness
& Prevention**

available April 20, 2023

Get the Job (mini)

available April 20, 2023

3rd QUARTER

Fitness & Nutrition

available May 5, 2023

Tie the Knot

available May 20, 2023

Fun & Games

available May 20th, 2023

Fall Home

available June 5, 2023

School Year

available June 20, 2023

Pet Health (mini)

available June 20, 2023

Holiday Gift Guide

available July 5, 2023

Drive & Ride

available July 20, 2023

Shop Local (mini)

available July 20, 2023

4th QUARTER

Holiday Lifestyle

available Aug. 4, 2023

Think Pink

available Aug. 21, 2023

Halloween (mini)

available Aug. 21, 2023

Dine Out

available Sept. 5, 2023

Home Interiors

available Sept. 20, 2023

Holiday Recipes (mini)

available Sept. 20, 2023

Money Matters

available Oct. 5, 2023

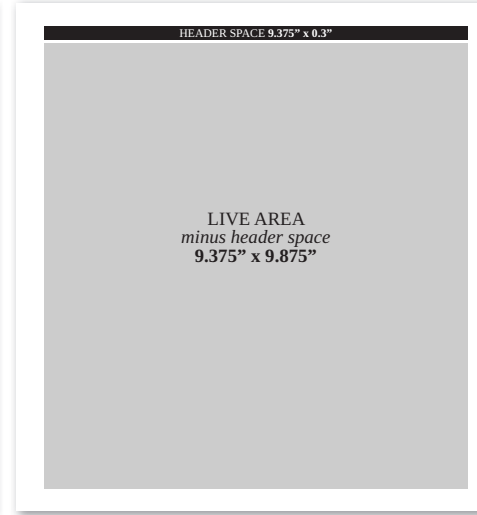
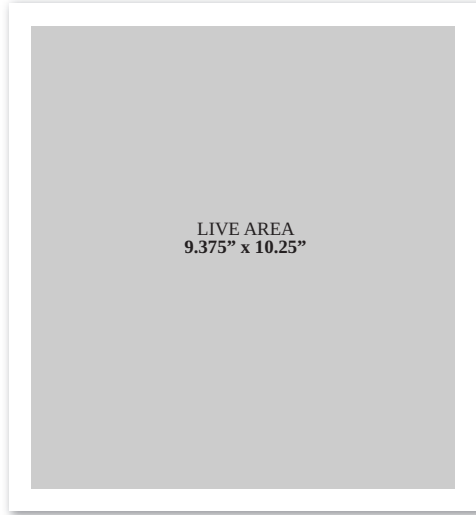
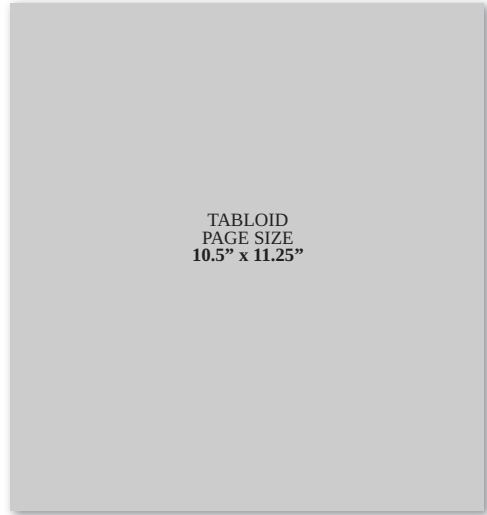
Organizing Your Home (mini)

available Oct. 20, 2023

Holiday Hosting (mini)

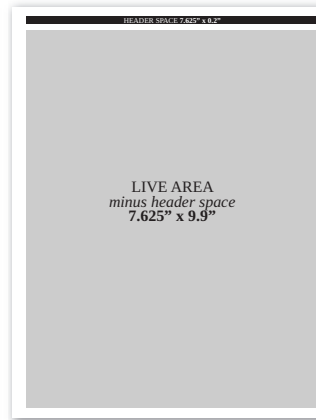
available Oct. 20, 2023

All 2023 titles will be available in tab size and magazine size!



Tabloid TSS
Page Size

Magazine TSS
Page Size



TSS Tab Size ads:

- Full = 9.375 x 9.875
- Half horizontal = 9.375 x 4.85
- Half vertical = 4.6 x 9.875
- Quarter = 4.6 x 4.85
- Eighth = 4.6 x 2.35

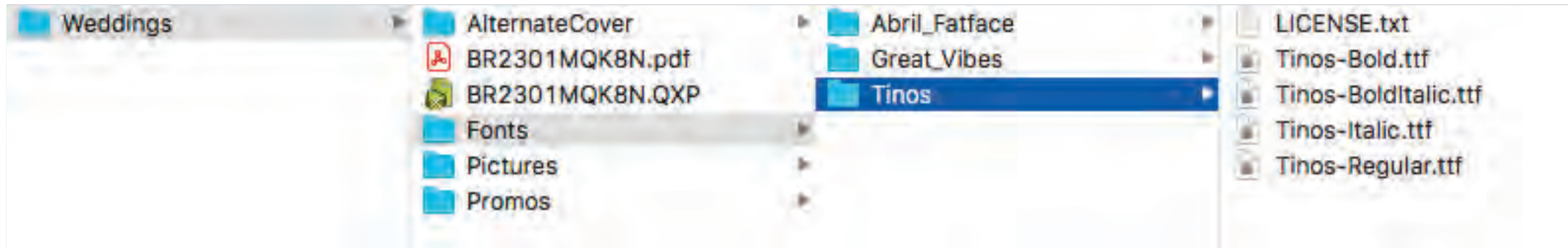
TSS Magazine Size ads:

- Full = 7.625 x 9.85
- Half horizontal = 7.625 x 4.85
- Half vertical = 3.75 x 9.85
- Quarter = 3.75 x 4.85
- Eighth = 3.75 x 2.25

Fonts will be included!

Google Free Fonts: <https://fonts.google.com/>

Google's open source fonts make it possible for us to package these fonts for customer use.



Each TSS will come with 2 or 3 Google fonts.

Two fonts will be used for the **Title**, *Subheads and* **Headlines**.

One **body copy font**: Tinos Regular will be used for body copy in all 2023 TSSs.

*License text file is required to be included with each packaged font.

Alternate Cover & Title Option

Fonts and colors will be consistent to match interior article layouts



TSS Cover: Weddings 2023

- TSS exclusive photo



Alt Cover: I Do 2023

- Image available on MCC



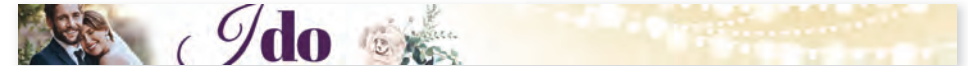
Magazine sized covers

No placeholder text
"Name Newspaper"
month or QR code
included on cover. Sell as is.

Graphic Header



6 col x .75"



Weddings

How to pick the perfect wedding dress



The average bride-to-be tries on **3 to 7** dresses before finding the right one.

1. Don't get hung up on perfection
 Many brides get caught up on trying to find the one dress they consider perfect. No dress is likely to check every box. Getting hung up on a desire to find a dress that has it all may make it hard to see the beauty in other dresses. Remember, finding the right one. The following tips can help those shopping for dresses find a look that makes their big day even more special.

2. Consider the season
 Getting married during the busy and humid days of summer is an entirely different experience than trying the best during the heart of winter. The fabric of the wedding dress should complement the season, whether it's lightweight and breezy for a warm day, or more substantial and cozy when dressing in the cold.

3. Flatter your figure
 Chances are brides-to-be know which cuts and styles are most flattering. Mimic those styles in the wedding dress. If you want to take dress off of full hips, choose a bias cut.

4. Try a bit of this and that
 Don't skip into a wedding dress appointment with firm parameters. Although you may have a half-gown style in mind, after trying on with a few voluminous alternatives you may actually catch your eye. Many brides also accidentally prefer to single-line gowns, when various styles and dresses can be very appealing.

5. Arrive with a firm budget
 Weddings can be costly. It's important to set a budget for the wedding dress just as you will with other expenses. There are plenty of dress designers across a wide spectrum of price points. A willingness to consider and ultimately purchase a less costly dress can help you stay on budget.

Browsing through magazines and looking online can provide wedding dress inspiration as well. Also, when in doubt, defer to the expert at bridal shops who have experience choosing dresses that brides are inclined to love.

6. Plan for the weather
 Getting married during the busy and humid days of summer is an entirely different experience than trying the best during the heart of winter. The fabric of the wedding dress should complement the season, whether it's lightweight and breezy for a warm day, or more substantial and cozy when dressing in the cold.

7. Consider the season
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Weddings

Tips to help master your wedding guest list



Did You Know?
 Getting engaged is an exciting moment in the lives of a couple. One might think that excitement would lead to couples having their own dress the side to be the last, but studies have shown that couples spend a significant amount of time between getting engaged and saying "I do." According to The Knot 2021 Real Weddings Study, the average engagement length among couples in the United States is 16 months. Though these figures are likely affected by the COVID-19 pandemic, which undoubtedly contributed to many engagements as couples wanted to get married and large gatherings were deemed safe. It's worth noting that lengthy engagements are not specifically a COVID-related phenomenon. In fact, The Knot reports that the average length of engagement in 2019 was 14 months. Taking more time to get to know one another also seems to be a popular approach among couples, as the Knot's Intimacy and Engagement Study found that three-quarters of all couples who wed in 2021 had dated for two or more years prior to getting engaged.

Both The Wedding Report and The Knot report that a wedding venue is catering make up a significant percentage of the overall cost of a wedding.

Weddings are such an important occasion that it's no wonder couples want to share their big day with as many people as possible. Though a wedding where all friends, family members and acquaintances are in attendance may be a dream scenario, reality often calls for a more carefully curated guest list.

Data from The Wedding Report indicates that the average couple spends slightly more than \$20,000, though that figure could be substantially higher, or even lower, depending on where couples in the Knot. Both The Wedding Report and The Knot report that a wedding venue and catering make up a significant percentage of the overall cost of a wedding, with some figures indicating that these expenses account for around 15 percent of the final price tag. The number of guests couples will have on their wedding day will affect which venue they book and how much food and beverages they'll need to determine if any categories can be eliminated from the invitation list. For example, couples who may be going over budget with their guest list can each agree to remove distant cousins from their prospective invites.

• Seek advice. Many couples face difficult decisions regarding their wedding day guest list, so it can be helpful to speak to a

guests do not ultimately make the cut, it's best to respect their wishes and consider who they want to invite. Couples who are financing their own weddings without outside help need not be beholden to invite anyone who does not meet their invitation criteria.

• Make a preliminary list. Couples who have limited preliminary guest lists without considering their budgets. A preliminary list can serve as a solid starting point, and couples may even realize that their list is within budget. Once the preliminary list has been created, couples can categorize guests (i.e., distant cousins, coworkers, etc.) and then work together to determine if any categories can be eliminated from the invitation list. For example, couples who may be going over budget with their guest list can each agree to remove distant cousins from their prospective invites.

• Seek advice. Many couples face difficult decisions regarding their wedding day guest list, so it can be helpful to speak to a

securely married friend or relative to see how they handled putting down their guest list. Some might have done it by category, while others might have limited guest lists to local friends and family. When using this approach, couples can speak to friends about how they approached handling people who were surprised that they were not on the final list of invites.

• There is less formal party down the road. A less expensive backyard barbecue within weeks of tying the knot can serve as a less costly alternative to a large wedding reception. Couples who take this approach can keep their wedding day guest list to a minimum, but invite everyone they hope to see to a post-wedding day backyard barbecue or pot luck picnic so they can celebrate with everyone they love.

Creating a wedding day guest list is no small task. However, couples can try various approaches to keep a guest list more manageable and less expensive.

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Create a smaller insert section using these branded graphic headers

Multi-Advertiser Directory Layout

Weddings 7



The image shows a detailed layout for a 'Wedding Planner' directory page. At the top, there is a decorative header with the word 'Wedding' in a cursive font and 'PLANNER' in a bold, sans-serif font, set against a background of string lights and a floral arrangement. Below the header, there is a list of categories on the left, each with a small square icon: VENUE, CATERER, PHOTOGRAPHER, DJ, OFFICIANT, HOTEL, FLORIST, INVITATIONS, PHOTO BOOTH, TRANSPORTATION, DRESS SHOP, SUIT SHOP, SALON, and FAVORS. To the right of this list is a grid of 24 'ADVERTISE HERE' boxes, arranged in 4 rows and 6 columns. At the bottom of the page, there is another grid of 6 'ADVERTISE HERE' boxes, arranged in 2 rows and 3 columns.



Vector background provided to add advertisers in any configuration.

Promotional Ads & Rate Card

Newspaper Logo

SPECIAL SECTION ADVERTISING OPPORTUNITY



Focused Bridal Advertising for Your Business

Weddings are back in a big way, and niche special section advertising is a great way to reach more couples planning to tie the knot here in our community. With targeted distribution to a local audience of more than 00,000 households, our Weddings section is a unique and effective way to put your products, services and expertise in the spotlight. To learn more about the opportunities for your business, talk to one of our helpful ad consultant today!

ADVERTISE HERE

Full Page	Half Page	1/4 Page	1/8 Page
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ADD COLOR to any ad for only \$00

Advertise Online

Optimize your audience reach with a print and online advertising package. Ask your ad consultant for details about our Weddings e-section!

Call 000.000.0000 or email name@namenewspaper.com for advertising rates, reservations and information.

Space & Copy Deadline **January 00** | Publication Date **January 00**
 www.namespaper.com | 000-000-0000 | email@newspaperadvertising.com

Rate Card



RSVP to Put Your Bridal Business in the Spotlight

Weddings are back in a big way, and niche special section advertising is a great way to reach more couples planning to tie the knot here in our community. With targeted distribution to a local audience of more than 00,000 households, our Weddings section is a unique and effective way to showcase your products, services and expertise this bridal season.

Advertising Deadline: **January 00**
 Publication Date: **January 00**

Call 000.000.0000 or email name@namenewspaper.com to speak with an ad consultant and learn more about the opportunities for your business!

A Special Section From
Newspaper Logo

Advertiser Promo



Here Comes the Guide!

Coming Sunday, January 00

From tips to pick the perfect gown and master your guest list to valuable advertising and special offers, our upcoming special section is here to help you and your bridal party plan the perfect day!

in print and online at namenewspaper.com/weddings. To subscribe or renew, call 000.000.0000.

A Special Section From
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Here Comes the Guide!

Sunday, January 00

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From tips to pick the perfect gown and master your guest list to valuable advertising and special offers, our upcoming special section.

Sunday, January 00

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