



100 Layer Cake

{ crafting your wedding
layer by layer

FASHION * VENUES * FLOWERS * PHOTOGRAPHY * DECOR * INVITATIONS * FAVORS * CATERING * CALLIGRAPHY



A creative collaboration between friends and fellow designers Amanda, Jillian, Kristina.

Launched in 2009, our wedding blog and website celebrate, inspire, and facilitate the most special events in life - weddings, birthdays, anniversaries, engagements - all the things that make your heart fill with love. Our vendor guide, marketplace, DIY resource and Pop-Up Shop provide a unique resource to help people plan their events, big and small.

100 Layer Cakelet, our family blog and newest addition to our brand, is the natural next step for us (as marrieds and mothers) and our readers, who want a space that can inspire their lives after the last bits of wedding confetti have been combed from their hair.

100 Layer Cake reaches readers around the world and has received critical praise from major publications including Martha Stewart Weddings, The New York Times, In Style Magazine, Harper's Bazaar, Daily Candy and many more.

Here's to making the most of every celebration, to living a rich and inspired life... and to remembering that all of this is really, truly, most importantly, about love.

our features

Our website has all sorts of great features to help couples craft their wedding in a most deliciously detailed way.

Our **MARKETPLACE** is a great place to buy and sell wedding pieces, browse vendor portfolios, and even post a service request for a wedding vendor. Our **POP-UP SHOP** helps our couples save on wedding services, decor and attire with amazing discounts.

Our **DIY SECTION** gives crafty couples all sorts of ideas, templates, and supply lists for hands-on, pretty projects. Plus, don't miss our list of **DIY RESOURCES** to buy things like feathers and paper lanterns and pretty fabrics and lots of other essentials for a handmade wedding.

And finally, don't forget our **BLOG** for daily inspiration, real weddings, color palettes and so much more.

some recent cred...

INSTYLE MAGAZINE | Feature story

WEDDING CHANNEL | Best Wedding Planning Blog



“ I didn’t think I was a bridal blog girl anymore but the 100 Layer Cake site is so so fun! ”

— CYNTHIA ROWLEY

Fashion Designer

“ In a short time, **100 LAYER CAKE** has become a leader in the wedding industry and a taste-maker for brides across the country. I am honored to be one of **100 LAYER CAKE’S** A-list vendors.

Any time I have work featured on **100 LAYER CAKE**, I see a surge in wedding inquiries, and association with the site gives cache to my brand. ”

— CHARLOTTE JENKS LEWIS

Charlotte Jenks Lewis Photography



in the last 30 days...

465K *visits*

328K *absolute unique visitors*

1.25MM *page views*

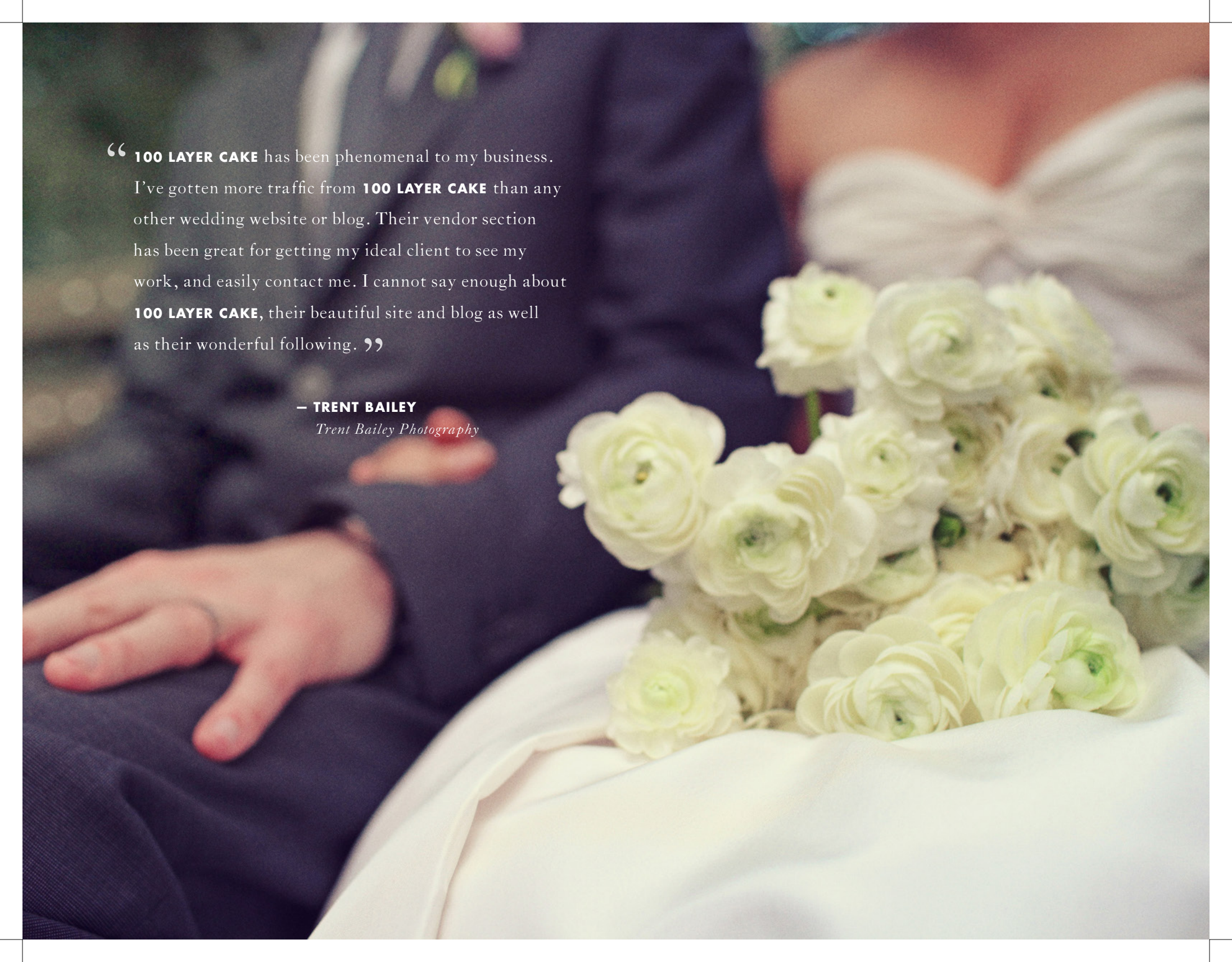
160K+ *Twitter followers*

45K+ *Facebook fans*

155K+ *Pinterest followers*

20K+ *Instagram followers*





“ **100 LAYER CAKE** has been phenomenal to my business. I’ve gotten more traffic from **100 LAYER CAKE** than any other wedding website or blog. Their vendor section has been great for getting my ideal client to see my work, and easily contact me. I cannot say enough about **100 LAYER CAKE**, their beautiful site and blog as well as their wonderful following. ”

— **TRENT BAILEY**

Trent Bailey Photography

some press mentions

MARTHA STEWART WEDDINGS

NEW YORK TIMES

BRIDES MAGAZINE

INSTYLE MAGAZINE

HARPER'S BAZAAR

NEW YORK POST

DAILY CANDY

READYMADE MAGAZINE

REFINERY 29

SOUTHERN WEDDINGS

WASHINGTON POST

For more on our recent press, visit

www.100layercake.com/press





728 x 90

4.00 CPM **minimum of 100,000 impressions*

300 x 250

1ST SPOT 4.00 CPM **minimum of 100,000 impressions*

2ND SPOT 3.00 CPM **minimum of 100,000 impressions*

300 x 100

\$399 - 1 month

\$799 - 3 months *(\$266 per month)*

\$1299 - 6 months *(\$216.50 per month)*

**These packages include a link to your site in our vendor roundup post.*

Ads rotate each time a user comes to the blog.

125 x 125

\$299 - 1 month

\$599 - 3 months *(\$199.66 per month)*

\$999 - 6 months *(\$166.50 per month)*

160 x 600

\$3 CPM

All ad spots are based on approval.

We'd be happy to work with you on a discounted rate for a combined advertising package!

sponsored post and newsletter

VENDOR or VENUE SPONSORED POST / GIVEAWAY - MAIN PAGE

\$1200 weekday feature

A feature on your company including 4-6 images and a description of your business, linking to your website or blog.

VENDOR or VENUE SPONSORED POST / GIVEAWAY - EVENTS PAGE

\$495 weekday feature

A feature on your company including 4-6 images and a description of your business, linking to your website or blog.

NEWSLETTER FEATURE

\$395 - 300x250 ad spot in our newsletter, to our 45K+ subscribers

\$995 - 300x250 ad spot in 3 newsletters

\$1000 - Main story feature with link to sponsored post, and your URL

10 NOV JewelMint

categories Sponsored Post, Wedding Wardrobe

Want to feel like you're being styled by a celebrity every month? Well, you totally can with personalized shopping picks from JewelMint by Kate Bosworth! She and Hollywood's stylist of the year, Cher Coulter, have teamed up to bring you the ultimate in affordable luxury with a unique member's only jewelry club.

jewelmint

Enjoy 50% off
one item in the
collection.



It's free to join, and you can always skip a month if you like, which makes for an easy relationship with your new personal stylist. JewelMint promises curated picks from the latest designer jewelry trends, based on your fashion profile, are sent to you every month for just \$29.99!

Top styles are chosen for you that match the fashion profile you create, but you're free to shop the entire collection as well. It's win-win-win if you ask us. You'll look perfectly accessorized every time you step out and you barely have to lift a finger to do it! And for those of you in the throws of wedding planning, you know how many events you'll be going to this year. Might as well fatten up your accessory collection in advance so you're perfectly prepped when the calendar starts filling up!

Sound like your thing? Sign up at JewelMint before November 30th and use the code 100LAYER for 50% off your first item!

"FEATURED TODAY"

\$395 - Homepage featured spot for 1 week

PLACE / VENDORS + VENUES / DIY RESOURCES

FEATURED TODAY

Hello!Lucky
Design / Print Studio

Hello!Lucky is a boutique design / print studio specializing in wedding invitations, save the dates, birth announcements, letterpress cards, and stationery. In business since 2003 they're known for their beautiful designs and high quality wedding invitation.

[view Hello!Lucky's vendor profile](#)

[see all items »](#)

"SPOTLIGHT ON"

\$99 - Vendor Guide feature for 1 week

(Design services available for \$50)

Our vendor guide is a popular resource for our brides and grooms planning their wedding, and looking for vendors for their big day. We currently have 8,000 readers per month actively browsing this section, and your company will have a prominent placement at the top.

spotlight ON

W. SCOTT CHESTER »

PORTFOLIOS IN Photography

Show vendors in: **All Cities & Regions**

sort A-Z ▼

15 per page | show all

vendor & venue guide

VENDOR or VENUE PROFILE

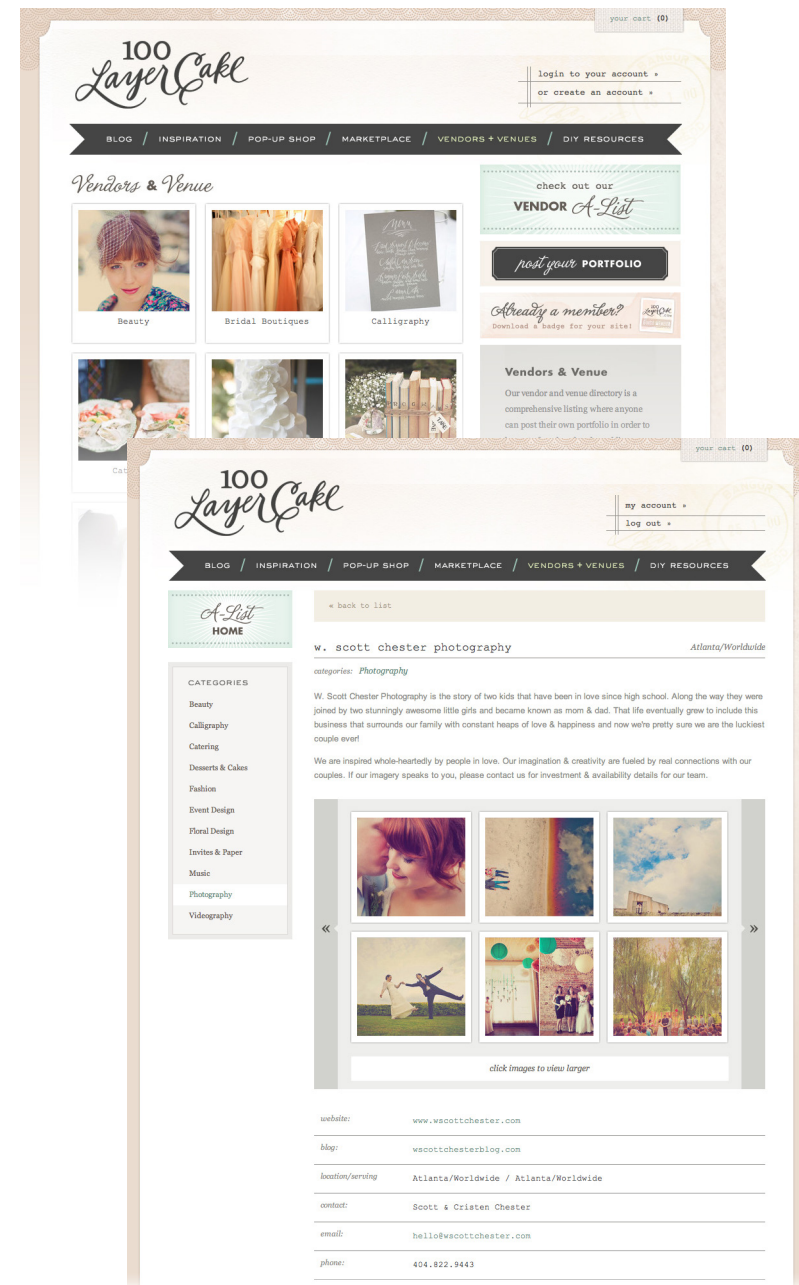
\$150 *per year*

Our popular vendor and venue directory is a comprehensive listing where anyone can post their own portfolio in order to be a part of our wedding community. By adding your portfolio to our site, you are also eligible to bid on jobs posted by couples in our marketplace. Create an account to add your portfolio at www.100layercake.com/vendors/post/

VENDOR or VENUE A-LIST

\$1000 - *one time fee*

Our A-list is a hand-picked collection of our very favorite members of the wedding industry. These creative professionals exemplify innovation, expertise, and passion for their craft, and continually inspire us with their work. If you would like to be considered for our A-List, please send us your website URL, 10 images and a short description of your company to submissions@100layercake.com.



“ We LOVE 100 Layer Cake and say daily that our listing portfolio is the best money we’ve spent all year on promo. We are looking to dig deeper and get more involved with 100 Layer, as it has proven a really good resource for the kind of couples we cater to, it’s our first year open to the public and we’re really excited that in 3 months we have had so much traffic driven our way from your site---and this weekend our first paid booking which was also a referral from 100 Layer! yay! ”

— **CHEF MICHELE NIESEN**
The Habersham Hacienda





ad specs

submitting ad payment and materials

Art files must be JPGs or PNGs. (Please, no animations.)

All ads must be pre-paid before placement.

ad creation services

If you have copy, photos or logos in the appropriate formats, but need help with an ad layout, we will be glad to help.

The charge for this service is \$100 per ad, and the ad can only be used solely on 100 Layer Cake.





contact us

If you'd like to advertise with us,
we'd love to have you!

Email us at advertise@100layercake.com

*All photography in this kit is by Max Wanger,
one of our A-List members.*