



## WHAT TO INCLUDE IN YOUR WEDDING SUBMISSION

---

### 1 YOUR INFORMATION

Your Company Name / Your Name / Date and Location of the Event / Couple's names

### 2 COMPANY URLS

The more urls we can get, the better.

### 3 SOCIAL HANDLES

Social Handles for Everyone Involved: makes promoting your business on our social channels that much easier.

### 4 YOUR IMAGES

80-150 images that you feel best highlight the wedding. We need individual images (jpgs only) at least 900 pixels wide and no more than 5MB each, to accommodate our blog width. Vertical imagery is best, with about 10% horizontal.

### 5 IMAGE TYPES

We love color photos as they look best on our blog. Detail shots are very important in considering the wedding for publication, though details should be in healthy balance with the wedding story - the getting ready, the people, the moments. We do use black and white photography peppered in so feel free to include a very select group of black and white imagery as well.

### 6 YOUR DESCRIPTION

We love to hear details about the wedding. The more information you can give us about the wedding, the better. We can always cull it down. Sometimes it helps to have your bride answer these questions...

- What did you envision your wedding being prior to planning?
- What was your color palette and your style vision?
- What unique elements or DIY details did you include?
- What was your favorite moment? Your favorite crafted detail?
- Tell us about your flowers, your gown, your favors, your cake, etc.
- What is one piece of advice that you could give brides-to-be?

### 7 THE VENDORS

Please list ALL applicable vendors. We must have a photography credit to consider a wedding for publication. If a vendor is not credited up front, we will be unable to go back and add the credit. Save us the time in hunting down the right vendor - particularly an in industry with so many similar brand names - and include everyone you can think of. Especially the wedding dress and fashion designers!

### 8 VIDEO

If you have access to the video, it will always make the wedding much stronger online. We like videos that are under 3 minutes, ideally in the 2 minute time frame.



## EXCLUSIVITY

SMP still prefers unique, unpublished content for a front page feature. We have made exceptions to that in the past but right now, we do so on a case by case basis. Our local blogs do not have the same level of exclusivity and if you have a gorgeous wedding that you would love to feature on the local level, we'd love to hear from you!

## POSTING ON YOUR OWN BLOG

We understand that you are under a timeline to post content on your own blog. Feel free to share this with us in your submission and we'll see if we can get it to move up in the rankings.

The bottom line for this is this: We really aren't that concerned about you publishing it on your blog prior to it going up on Style Me Pretty. But if you want to get the most bang for your buck out of your publication, provide the permalink to which it will go live on the same day that we are publishing it. We will add it to our feature and the impact to your site will be far greater.

## FOR CINEMATOGRAPHERS

---

Though we love to have photos to support a video feature for in house reasons like generating image thumbnails and stills, we are still happy to feature video on their own. Here is a quick glance at what we're looking for:

### 1 SUBMISSION GUIDELINES

Please see the above submission guidelines 1-8.

### 2 IMAGES

If at all possible, please attach a few professional images to your email. When we receive your submission, you will receive an email with a link. You can edit your submission using that link to add photos later as well.

### 3 TIMING

The videos that get consumed at the highest volume generally fall in the 1:45-3:00 minute time frame but more importantly, we need a really engaging introduction. The first minute is the most important.

### 4 SOCIAL

It would be AWESOME (I repeat AWESOME) if we also had a 15 second video to push around social. This would be such a value add to a submission and would allow us to market your work fully.

# TIPS FOR GETTING OUT OF THE SLUSH PILE

---

SMP receives between 400-600 weddings each week. Want to make your wedding sail to the top? Always follow these tips...

## 1 PACKAGE YOUR SUBMISSION

Package your submission according to our guidelines. We have taken a ton of time building a submissions tool that really allows us to streamline things. It gives you a space for your images, a place to upload videos, an area for a description and a vendor credit spot. Fill them all out. The longer it takes us to chase down information, the more likely we are to put it on the back burner until we have time to devote to it. Because after all, there isn't a shortage for beautiful weddings. And those that are ready to go, will have an enormously fast turn around time!

The good news is that blogs are generally similar in their guidelines, so if you do the work once and your wedding doesn't make the cut, it will already be packaged up and ready to go for other blogs.

## 2 SELECT GOOD IMAGES

Select good images that tell the story of the day. We need images that show the bride, her fashions, the maids, the groom, the flowers, centerpieces, decor elements, favors, invitations, etc. WE DO NOT WANT too many images of the guests dancing or smoking cigars, no matter how beautiful they are. Those types of images really don't resonate well with our readers.

## 3 DESCRIBE THE DAY

The description should be from the bride if possible. If not, from the florist, planner or designer. Within the description we want you to include the inspiration behind the day, the special touches that made this wedding extra lovely, the sources where some of the great details were found, any DIY projects that were done. The more info we have, and the more unique attributes, the better.

Remember that at it's core, SMP is a social engine pro - and the elements that go viral on social for your business are the things that you might not have thought of or that aren't obvious from the images. Whether the bride has an amazing job or comes from a really cool family, whether some awesome new product/brand was used, whether there was a food truck with a super engaged audience that stalks them around the country. Dig deep and find the coolness.

## 4 SHARE THE LOCATION

Include a city + state in the title of your submission. This allows us to ensure that we are covering all areas of the US and beyond. We are often lacking content from certain areas and if you reach out, we'll be happy to share our needs list.

## 5 CHOOSE IMAGES CAREFULLY

Although we publish far more images than a magazine spread, we also carefully curate the types of images that we put up. Every image included should be able to stand alone or work as a collection. Consistency in color, tone, style and execution are incredibly important.

## 6 EDITORIAL PHOTOGRAPHS

Editorial photographs are really, really, REALLY important. We like images that are clean, simple and that haven't been too fussed with. We do not publish images that are too busy or have too much going on in them. Although we totally get that there are many different types of photography styles, we also are inclined to fall more in love with photographs that are shot in a magazine style approach. Where the details are set against a simple, clean backdrop and have been thoughtfully styled. We see far too many bouquets set against brick and ivy, far too many invitations that are washed out and feel messy. You are your own best stylist so get in there and take a bit of control with the wedding story.

## 7 BE NICE

And this is off the record of course. But we really like it when people are nice, approachable and easy to work with. There have been so many instances where a vendor was particularly rude to us after being declined, or after it has taken us a while to give them an answer. And although there is by no means a "nice" rule on SMP, we always remember the ones that are mean and it is taken into consideration when we see another of their weddings come through the door. Same goes for the people that we love... we remember those that are gracious, kind and fun to work with and are more inclined to reach out to them for content calls and to give them an automatic yes when they approach us with new content.

## 8 READ OUR BLOG

Read our blog and select the weddings that you want to submit carefully. It's so obvious to us when a submitter doesn't read our blog and sends in a wedding that is so far off the quality of the weddings that we publish. Or when they just slap together a bunch of weddings from the previous season and hope that one of them sticks. We want to know that you have carefully selected a wedding for publication on SMP because you know that it's one our brides will resonate with. Once you get the ball rolling on accepted submissions, we recognize your name and associate it with a YES rather than a no.

## 9 THINK UNIQUE

We are desperate (singing from the rooftops desperate) for the following types of weddings...gorgeous ballrooms without a ton of dripping crystals and a focus on total style, modern affairs with simple but stellar details, brides of all colors, sizes and shapes that reflect our true readership, new approaches to old styles (i.e. show us an awesome new way to approach a barn wedding), indoor affairs and weddings that really represent a particular city in their style (not in a theme way). We see so many weddings every day they are starting to all look the same. If there is a unique angle, it will definitely catch our attention.

## 10 REVIEW

If your submission was declined, carefully read back through these tips and we're almost positive you'll discover the answer as to "WHY" your submission was not selected. If the images are high quality and the styling is innovative, then more than likely, we simply have a full calendar. Your support of SMP is so very valuable to us... please don't be discouraged! Please keep submitting!