

BURGH

# brides

A PITTSBURGH WEDDING BLOG

Burgh Brides is an online wedding publication that has inspired couples to create uniquely romantic celebrations and ceremonies in the Steel City since 2014. As the world's only Pittsburgh-centric wedding blog, Burgh Brides has become a trusted, comprehensive resource for wedding planning and information. Founder Victoria Deardorff has been invited to speak at several wedding events and has led industry workshops to teach vendors how to better reach brides.

## THE STATS

**32,000+**  
monthly pageviews

**13,000+**  
monthly users

**33,000+**  
combined social media followers

**6.7M+**  
monthly Pinterest impressions

**#3 result**  
of "pittsburgh wedding"  
Google search

## YOUR BRAND x BURGH BRIDES

If your brand is authentic, fun, and relevant to discerning brides, it will be right at home on the pages of Burgh Brides. Victoria uses her editorial vision and conversational writing style to introduce readers to unique, useful products and services. The result is engaging branded content that motivates brides to click, shop, and share.

Partnerships with Bed, Bath, & Beyond, Shutterfly, Apple Vacations, Azazie, Clean Origin, Guardian Storage, Nisolo, Vellabox, and Giant Eagle have helped these brands connect to Burgh Brides' readers across all digital platforms.

## MEET THE BRIDES

Allow me to introduce you to the style-savvy, detail-oriented brides that come to the site for wedding, honeymoon, and newlywed lifestyle advice, inspiration, and education. They adore high-quality products and appreciate thoughtful details. The average reader has her eye on designer gowns and her heart set on a deeply-personal wedding followed by a jubilant reception.

## MARITAL STATUS

61% - engaged

33% - married

6% - single / dating

## LENGTH OF ENGAGEMENT

Less than 12 months (23%)

12-18 months (53%)

18-24 months (9%)

Over 24 months (15%)

## AGE RANGE

