

# WEDLUXE

## Real Wedding Submission Guidelines

**ACCEPTING REAL WEDDINGS NOW THROUGH:  
Wednesday, September 22nd, 2021**

### Who can submit photos?

We will accept real-life wedding submissions from any **professional photographer**, worldwide. Submissions are *not* accepted from planners or brides directly but we welcome additional information from event planners who wish to contribute to the submission by filling in a separate questionnaire in addition to one submitted by the bride and groom.

### What we're looking for:

The editorial mandate of WedLuxe is to celebrate the design and style elements of luxury weddings.

We publish weddings based on 1 or more of the following criteria:

- The wedding is produced with top-notch design, floral and decor elements
- The wedding involves exceptional creativity and/or personal style
- The wedding involves a celebrity or high-profile personality

Overall, we look for real weddings rife with abundant decor and detailed imagery which convey a sense of luxury.

We do not publish stories based upon:

- Love stories
- Candid imagery

### Submission Rules

- a. We require full exclusivity both in print and online. The images cannot have been published online or in print nor currently be under review by any other online or print publication, worldwide. THIS INCLUDES BLOGS (photographer's own included), WEBSITES, SOCIAL MEDIA CHANNELS, and DIRECTORIES.
- b. A completed set of **ALL** forms and questionnaires must accompany your entry before we will consider the story. This includes:
  - **Couple Release Form**
  - **Photographer Release Form**
  - **Couple Questionnaire**
  - **Planner Questionnaire**
- c. MIN 75/MAX 200 photographs provided in high-res digital format (**at least 9.5"x12.5"/300dpi**).  
Low-res images are not accepted or reviewed in advance.  
**\*Images must be submitted in RGB colour space directly from the photographer via [wetransfer.com](http://wetransfer.com) to [submissions@wedluxe.com](mailto:submissions@wedluxe.com)**

### How to submit:

There are 3 parts to the submission process:

**PART 1:** Complete the photographer and couple release forms from [wedluxe.com/weddingstories](http://wedluxe.com/weddingstories)

**PART 2:** Complete the planning questionnaires, and have the couple complete the couple questionnaire found on [wedluxe.com/weddingstories](http://wedluxe.com/weddingstories)

**PART 3:** Submit your image selects via WeTransfer.com to [submissions@wedluxe.com](mailto:submissions@wedluxe.com)

### Notification

We will notify you prior to the on-stand date, if your story has been selected for print.

If your submission is selected for a digital feature (WedLuxe blog and/or Instagram) it will be scheduled by our team for the earliest available date. **\*We will only consider it for a digital feature if you have selected that option on your submission form!**

If your submission did not make the final selection for print or the digital channels, we will notify you close to the on-stand date and the images will be released back to you.

### Copies

We provide featured photographers and couples with up to FIVE complimentary copies of the magazine, at no charge upon request. Shipping not included.

Additional copies can be provided at 50% off. Please contact [info@wedluxe.com](mailto:info@wedluxe.com) if you wish to order additional copies.

### Contact Us

**Toronto** 416.591.1203  
**Toll-free** 1.866.464.3545  
**Email** [info@wedluxe.com](mailto:info@wedluxe.com)

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EMPHASIS SHOULD BE PLACED ON INDIVIDUAL SHOTS OF THE BRIDE AND GROOM, COUPLE SHOTS (TO BE CONSIDERED FOR OPENING PAGE), AND AMPLE DETAIL SHOTS SHOWING AS MANY STYLE ELEMENTS OF THE DAY AS POSSIBLE (GOWN, SHOES, RINGS, BOUTONNIÈRES, BOUQUETS, STATIONERY, FLORAL, DECOR, JEWELLERY, FAVORS, CAKE, TABLE DECOR, CUISINE, ETC.)

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## Real Wedding Frequently Asked Questions

### Why do you require full exclusivity?

At no time can we risk duplication of another publishing company's content or have another company or blogger duplicate the content seen in WedLuxe or on WedLuxe.com. Full exclusivity is *non-negotiable* and it is *your responsibility* to ensure you are providing us with never-before-seen, exclusive content.

We are only interested in publishing content that has never been seen by any of our target audience which includes brides, grooms AND the North American wedding industry at large. Please consider that WedLuxe is a coffee-table style magazine with a very high-end production value when compared to other magazines. We provide anywhere from 4-10 full pages of coverage per wedding story. We ensure that your images are treated with the utmost respect and printed on beautiful, archival quality paper in an internationally acclaimed publication. WedLuxe is a cherished resource and keepsake magazine for brides and their family members. In addition, WedLuxe is a source of inspiration for industry professionals across North America.

### Can I post these images on my own blog, Facebook page or website BEFORE you print them?

No. *Why?* Once images are posted online in *any* capacity they are able to be pinned and/or reposted to other blogs or social media sites (sometimes without your permission or your knowledge). This puts you at risk of breaking your agreement with us since you have guaranteed exclusivity to WedLuxe.

### Can I post these images on my own blog, Instagram page or website AFTER you print them?

Yes! Once your story is printed in WedLuxe AND has been posted to the WedLuxe blog, you are most welcome to post the images anywhere you wish with the "as seen in WedLuxe" watermark and a link back to WedLuxe.com or @WedLuxe, if posting on social media. We will also provide you with website and blog coverage on WedLuxe.com and across *all* of our social media channels (over 1 million social media followers.)

If the story is not selected for publishing in print, you can opt to have it considered for a feature on our blog/social channels. In that case, we ask you wait until we feature it before you share it on your blog or social media accounts, and provide a link back to our blog or tag our social media accounts.

### Can I release images to vendors BEFORE the wedding is published?

Please do not release images to vendors until we print or decline usage. This is to ensure the event is seen publicly for the first time in WedLuxe. If you release images to vendors in advance of the magazine being printed, those images may end up inadvertently as editorial content in other magazines, blogs, or advertisements. Remember: if the wedding is featured in WedLuxe ALL of the vendors will receive press coverage, which they are welcome to blog about and feature on their websites! Most vendors will understand and appreciate this trade-off. We will provide any vendor with complimentary PDFs of their featured work in WedLuxe at anytime which they can publish on Facebook or on their website.

**After the wedding is published, you can release individual images to vendors for their portfolios with your photo credit and the WedLuxe watermark applied** on the condition that you have explained to those vendors that WedLuxe has exclusive publishing rights. (In other words, they cannot submit your images of their work for publication in print or online elsewhere).

### Do you own my images if you do publish my work?

No. You are the copyright holder and owner of your own images. But, by signing a contract with us, you agree to give WedLuxe exclusive rights to publish your images in print and online. This means you cannot publish them elsewhere, nor can other vendors from the wedding. We will ensure that your images display full photo credit to you anytime your images are run in WedLuxe or seen online at WedLuxe.com.

### When do you choose the final submissions?

We wait until all submissions come in at the close of deadline before we choose the winning entries. You will be notified if your story has been selected after we go to press but before the issue hits news stands.

### FUN FACT:

A survey conducted by Two Bright Lights, Inc. found that real wedding features (in print) meant higher revenue for 76% of photographers and 56% of event designers across Canada, US and the Caribbean.

SOURCE: TWO BRIGHT LIGHTS MARKETING SURVEY.