

A Regional Wedding Guide for the
Rogue Valley · Umpqua Valley ·
Willamette Valley



Vineyard
Valley

2026

Founder's Edition

by Invitation Only

This is Your Official Invitation

A limited Founders Edition opportunity
for selected venues and vendors - **at no cost.**

*Every place has a story.
This is where they begin.*

Presented by | Azalea Media Group, LLC

Founders Edition Overview

Every place has a story. This is where they begin.

Vineyard & Valley is a storytelling publication celebrating the venues and creatives behind the moments, memories, and meaningful beginnings found throughout the Rogue, Umpqua, and Willamette Valleys.

Regional Wedding Editions are published once a year as a 92-page perfect-bound keepsake book with a velvet-touch cover and high-gloss pages, Vineyard & Valley is designed to be collected and is something couples keep, display, and return to long after the celebration.

The Founders Edition is a 24-page abbreviated version offering a first look at this vision, created in collaboration with a select group of participants to establish the tone, quality, and style of future regional editions.

Purpose

This Founders Edition has been created to introduce the Vineyard & Valley concept and build the foundation for three full regional publications.

The goal is to showcase a curated group of venues and vendors while creating a piece that couples will keep and reference throughout their planning process.

Approach

To achieve these goals, our strategy includes:

- ✓ Story-driven venue features instead of traditional ads
- ✓ Print + digital flipbook experience
- ✓ Clean, editorial design with a premium feel
- ✓ Curated vendor participation
- ✓ Regional focus across three valleys

Expected Impact

The Founders Edition will introduce Vineyard & Valley to the regional wedding community and establish a strong foundation for future issues.

It is designed to create early visibility for participating businesses while building long-term brand recognition.

About Vineyard & Valley

Vineyard & Valley is part of Azalea Media Group, LLC founded by Julie Collins, a regional publishing company focused on creating lifestyle publications that celebrate the Pacific Northwest. Each publication is designed to feel timeless, visual, and story-driven, while highlighting the people, places, and experiences that define each region.

Our Mission

To create beautifully designed, story-driven publications that connect couples with the venues and vendors that define the wedding experience in each region.

Our Vision

To become the leading regional wedding publication across the Rogue, Umpqua, and Willamette Valleys—known for quality, design, and meaningful connections.

Our Values



Story First

We prioritize storytelling over traditional advertising.

Quality Over Quantity

We limit placements to maintain a premium experience.

Community Focused

We highlight local businesses that shape each region.

The Founders Edition

A small number of venues and vendors have been selected to help introduce the first Vineyard & Valley Founders Edition.

This initial group will help define the look, feel, and direction of the publication as it expands into full regional editions.

A Founding Opportunity

By
Invitation
Only



Invited to Participate - **No Cost**

As part of the Founders Edition, your venue or business will be featured as we introduce Vineyard & Valley to the region. This is a one-time opportunity to be included in the inaugural edition and help shape the future of the publication.



For Venues

- ✓ Be featured through a story-driven editorial format
- ✓ Showcase your setting, atmosphere, and experience
- ✓ Stand out in a curated, limited invitation only publication



For Vendors

- ✓ Reach couples actively planning weddings
- ✓ Be aligned with featured venues
- ✓ Be included in the inaugural edition at no cost



What Makes Us Different

- ✓ Not ad-heavy
- ✓ Designed to be kept
- ✓ Regionally focused
- ✓ Visually driven
- ✓ Limited placements



Long Term Vision

Vineyard & Valley will expand into three full regional publications, each designed to reflect the unique character of its valley while maintaining a consistent premium brand.

The Founders Edition Invitation

We would be honored to include you in the Vineyard & Valley Founders Edition. This is an opportunity to be part of the group helping define the publication from the beginning.

All Invited Participants Receive

- ★ Venue Feature or Vendor Ad
- 📁 Inclusion in Flipbook
- 📄 Linked Digital Directory Listing
- 🔗 Social Media Mentions
- 📄 QR Code for Print
- 🏆 Founders Group Badge

The Founders Edition is a 24 page preview publication introducing the Vineyard & Valley concept. Participation is by invitation only and completely free with no obligation or pressure to make any purchase. Members of the Founders Group will have first option to participate in the Regional Wedding Editions and future Special Editions. Founding Members also have the opportunity to purchase printed copies of the Founders Edition which will be in limited print.

Optional Print Purchase and Enhanced Profiles

Keepsake - \$19

1 Printed Magazine

Business - \$99

5 Printed Magazines
Enhanced Digital Listing

Marketer - \$199

10 Printed Magazines
Enhanced Digital Listing
Enhanced Flipbook Entry

Enhancements Include



Emedded Slideshow

available on digital listing and Flipbook



Video Content

available on digital listing and Flipbook



Hot Spot that Opens a Pop-Up Message

available on Flipbook



These enhancements are completely optional and offered to provide additional ways to gain visibility.

Upcoming Regional Editions

Fall 2026/2027

Following the Founders Edition, Vineyard & Valley will launch three full regional publications:

42 Venue Features

6-Page Signature Feature - Venue	1
3-Page Premier Features - Venues	4
2-Page Features - Venues	14
1-Page Features - Venues	20
1/2 Page Spotlights - Venues	6

Publication Structure

- ★ **Story-driven format** - Reads like a collection of short stories
- ★ **Beyond the brochure** - Shares details not always found on venue websites
- ★ **Editorial-first design** - Artfully designed with intention
- ★ **Limited venue placements** - To maintain quality and exclusivity
- ★ **Regionally inspired** - Reflects the beauty and character of each valley
- ★ **Curated vendor presence** - Vendors selected to complement the experience
- ★ **Designed as a keepsake** - Coffee table book, perfect bound and velvet touch
- ★ **Practical planning tools** - Includes worksheets, checklists, and planning pages
- ★ **Helpful expert tips** - Real advice couples can use, like avoiding common mistakes
- ★ **Connection-driven approach** - Connecting places, people, and experiences

Vineyard & Valley - Long Term

Annual Editions by Region

Rogue Valley Weddings
Umpqua Valley Weddings
Willamette Valley Weddings

Each edition reflects the unique beauty, character, and wedding experience of its valley.

Special Editions

Holiday Weddings
Coastal Weddings
High Desert Weddings

Curated editions that highlight distinctive wedding destinations and seasonal inspiration.

Inaugural Edition

Founders Edition

A special first edition featuring a select group of venues and vendors helping shape Vineyard & Valley from the beginning.

A Curated Collection of Vendors

A select group of vendors is thoughtfully chosen to complement the featured venues and enhance the overall experience of the publication. These placements are intentionally limited to preserve the editorial feel and ensure meaningful visibility for each participant. Vendor features are offered in a small number of ½ page and ¼ page placements, creating highly sought-after opportunities to be included among the region's most inspiring wedding professionals.



An Invitation to Be Part of the Beginning

We would be honored to include you (*at no cost*) in the Vineyard & Valley Founders Edition and feature your business as part of this first curated collection.

Why Participate

- ✓ Be Featured
- ✓ Be Discovered
- ✓ Be Foundational
- ✓ Be a Part of Something Special

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Accept Invitation

Invitation must be accepted within 3 days from date received to be inclusion in the Founders Edition