



BRIDAL GUIDE

MEDIA KIT 2024

mission statement

brilliant ideas, expert advice!

Bridal Guide magazine's editorial pages address all the needs of today's engaged couples, from the latest news in fashion and beauty to the hottest spots for honeymoons and destination weddings. Whether opting for a micro-wedding or a large celebration, our diverse editorial lineup and expert advice will help brides find that special gown, discover unique ideas for their receptions and effectively navigate their most challenging planning issues.

We understand, too, that not every couple can afford (or even wants) a celebrity-style wedding, which is why we not only offer aspirational ideas but also affordable ways to bring our readers' wedding visions to life.

For more than 40 years, **Bridal Guide** has been an essential resource for brides and grooms. They can plan their dream wedding on a practical budget, have an unforgettable honeymoon and prepare for that exciting road ahead of them: married life.

Mary Clarke

Editor-in-Chief

From the early days of planning right up to the wedding, readers can depend on us for unparalleled advice, ideas, inspiration and support. No matter where, when or how today's couples choose to marry, Bridal Guide gives them the confidence and guidance they need to fully enjoy one of the best days of their lives.



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editorial calendar

issue	on sale	space close	material close	editorial features
January February	11/21/23	9/25/23	9/29/23	Portraits in Style • Short, Chic Necklaces and Chokers • Hair Perfumes • Taffeta and Tulle Accessories Weddings Away: Barcelona • Resort Roundup: Historic Hotels • Real Destination Wedding: Tulum Real Destination Wedding: Philadelphia • First Look: Too Hotel, Paris
March April	1/16/24	11/20/23	11/24/23	Cool Couples • Toi et Moi Engagement Rings • Skincare “actives” • The Wedding Flat (shoes): Bows Honeymoon & Destination Wedding Guide • Weddings Away: Vermont • Resort Roundup: Rooftop Bars Real Destination Wedding: Saint Lucia • Real Destination Wedding: Ireland • First Look: Ritz-Carlton, Portland
May June	3/19/24	1/22/24	1/26/24	Romantic Gowns • Colored Gemstones • Hand and Nail Care • New Looks in Lace: Black and White Details Weddings Away: Amagansett • Resort Roundup: Treehouse Suites • Real Destination Wedding: Kansas City Real Destination Wedding: Northern California • All-inclusive Intel: All-inclusives 101: The Basics to Booking at a Property That Promises It All • Cruise Dispatch—All Aboard: Is Cruising for You? 5 Questions to Consider Before You Book • First Look: Sandals Dunn’s River
July August	5/21/24	3/25/24	3/29/24	’90s Vibe—Elegant Minimalism • Sweet Things: Heart and Ribbon Jewelry Motifs • Sun Care • Beach Wedding Looks: Traveling in Style (Luggage) • Weddings Away: Costa Rica • Resort Roundup: Top Chefs—Hotels with Brand-Name Chef Partnerships • Real Destination Wedding: Texas • Real Destination Wedding: Greece All-inclusive Intel: Beyond the Beach—5 Vacations That Are Actually All-inclusive • Cruise Dispatch: Weddings at Sea—Say Yes to the Dress’ Randy Fenoli Talks Love on the Ocean • First Look: Panama
September October	7/16/24	5/20/24	5/24/24	The Big Bridal Trends • Modern Jewels • Get Glowing: Moisturizers, Face Oils and More • Feathers: Beaded Dresses Honeymoon & Destination Wedding Guide • Weddings Away: Hawaii • Resort Roundup: Perfect Pairings— Hotels with Exclusive Beer, Wine, and Spirits Partnerships • Real Destination Wedding: Michigan • Real Destination Wedding: Riviera Maya • All-inclusive intel: Let’s Eat—How to Navigate à la Carte Reservations and more Cruise Dispatch: Down by the River—A Primer on the Best of River Cruising • First Look: Bahamas
November December	9/17/24	7/22/24	7/26/24	Petal Power: Floral Print and Floral-Accented Dresses and Accessories • Wedding Bands for Him and Her • Eye Do: Creams and Serums • Corsets • Men of Style: Suits and Tuxedos • Weddings Away: Miami • Resort Roundup: Spectacular Outdoor Spas • Real Destination Wedding: Puerto Rico • Real Destination Wedding: San Francisco All-inclusive Intel: Let’s Play—How to Determine Your Happily Ever After Based on Your Active Interests Cruise Dispatch: Shore School—The Ins and Outs to Booking Shore Excursions • First Look: Riviera Maya

unique editorial

Only Bridal Guide has these regular columns and features on the wide range of topics—from the wedding itself to lifestyle in general—that occupy the minds of real brides!

All That Glitters

Fine Jewelry Tips and Trends

Ask David*

Celebrity Event Planner, David Tutera, Shares His Best Advice

Beauty File

Get Gorgeous Tips for Hair, Skin, Makeup and More

Body File*

How to Look and Feel Your Best

Bridal Insider*

Wedding News, Trends, and Products

Budget Guru*

Smart Money-Saving Tips

First Look

An Insider Look at a Hot New Property

Mood Board

The Chicest Trends in Wedding Dressing

*Select Issues

Party Planner

Creative Reception and Bridal Shower Details

Planning Notebook

Expert Advice on a Range of Planning Topics

Real Destination Honeymoon*

Couples Share Their Fabulous Honeymoon Stories at Destinations Both Far-Flung and Closer to Home

Real Destination Weddings

Couples Share Their Happily Ever After Event in a Daydream Destination

Resort Roundup

News on Resorts Around the World

Wedding Album

Real Couples' Real Weddings: Love Stories and All the Delicious Details

Weddings Away

Where and How to Get Married in Worldwide Destinations



Bridal Insider



Budget Guru



Party Planner



Beauty File



All That Glitters



Mood Board



Weddings Away



Body File



First Look



Real Destination Weddings



Resort Roundup

the bridal guide reader

Circulation
102,232

Audience
490,714

Engaged
55%

Median Age
30

Average HHI
\$92,124

Median HHI
\$87,500

Average Length of Engagement
14 Months

First Marriage
71%

Fashion

Dress shopping begins.....5 months after engagement

Grooms who will wear formalwear.....73%

Registry

Will register for wedding gifts.....79%

Average # stores.....3

Travel

Planning a destination wedding.....54%

Average number of guests.....55

Average guest stay.....3 nights

Planning a honeymoon.....88%

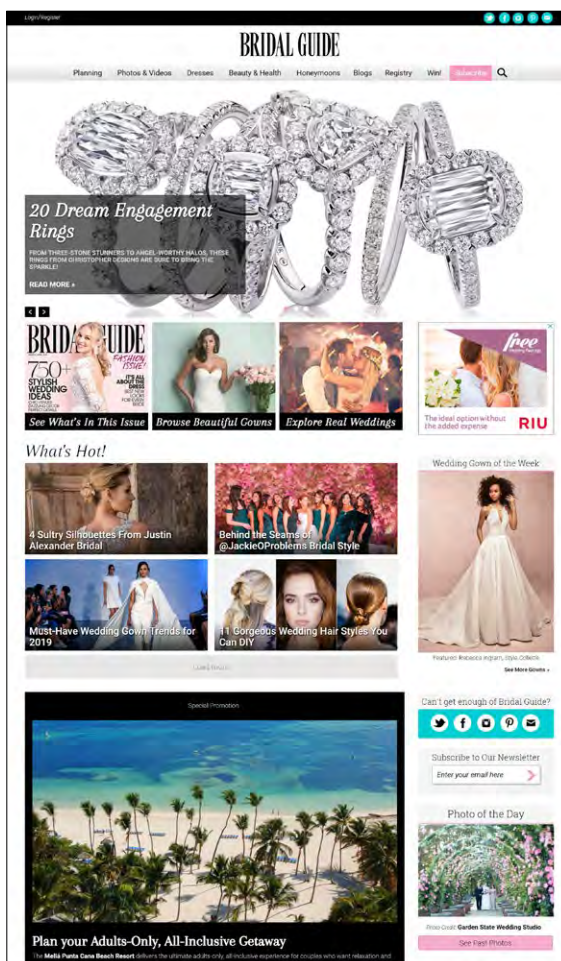
Average length of honeymoon.....8 nights

Have not yet booked a honeymoon.....91%

Source: AAM Statements 6/30/23 & 12/31/23; Bridal Guide Surveys

digital media/bridalguide.com

From the proposal to the big day, and beyond, **BridalGuide.com** is there every step of the way. Brides are treated to a fresh, practical perspective on wedding receptions, fashion and beauty, honeymoons, registry and more, with original, fun ideas and the best advice straight from our editors, industry experts and real brides. Factor in the **Bridal Guide** print magazine and digital edition, plus an active social media community for the ultimate 360-degree planning experience.



BridalGuide.com

Average Monthly Page Views: 1.5 million

Marketing Opportunities

- Custom Branded Sub-Channels
- Custom Video Galleries
- Custom Content Features and Slideshows
- Sponsored Galleries: Gowns, Real Weddings
- Gown of the Week
- Destination Wedding and Honeymoon Co-Op Programs
- Wedding Travel Spot We Love
- Native Ad Units w/Video
- Reader Surveys
- Contests and Sweepstakes
- Lead Generation

Social Media Reach Overall: 1.3 million+

- Facebook: 607,000+
- Instagram: 314,000+
- Pinterest: active followers 340,000+ average 10 m+ monthly views
- Twitter: 79,000+

Social Media Marketing Opportunities—Get Connected!

- Dedicated Posts through Bridal Guide's channels on Facebook, Instagram, Pinterest and Twitter
- Boosted Facebook and Instagram Campaigns: Reach Consumers Beyond Bridal Guide's Network Using Behavioral Targeting
- Instagram Takeovers: Exclusive Promotion Opportunity via Bridal Guide Posts, Stories and Live Video Segments
- Sponsored Pinterest Boards with Scheduled Repins



Opt-In Database Marketing

- Promotional Email List: 60,000
- Weekly E-Newsletter Subscribers: 30,000
- Email Campaigns with Retargeting via Display Ads and Social Media

Digital Magazine

Bridal Guide iPad/iPhone/Tablet Edition
—Download @ bridalguide.com/onthego

Connect @



facebook.com/bridalguide



twitter.com/bridalguidemag



pinterest.com/bridalguide



instagram.com/bridalguide

digital media/bridalguide.com

Banner Advertising

- Interstitial Units on Homepage and Channel Landing Pages
- Leaderboard: 728x90
- Rectangle: 300x250
- Half-Page: 300x600
- Mobile: 320x50
- Target by Device: Desktop, Mobile and iPad/Tablet
- Geo-targeting Available

E-Mail Marketing

E-Newsletter

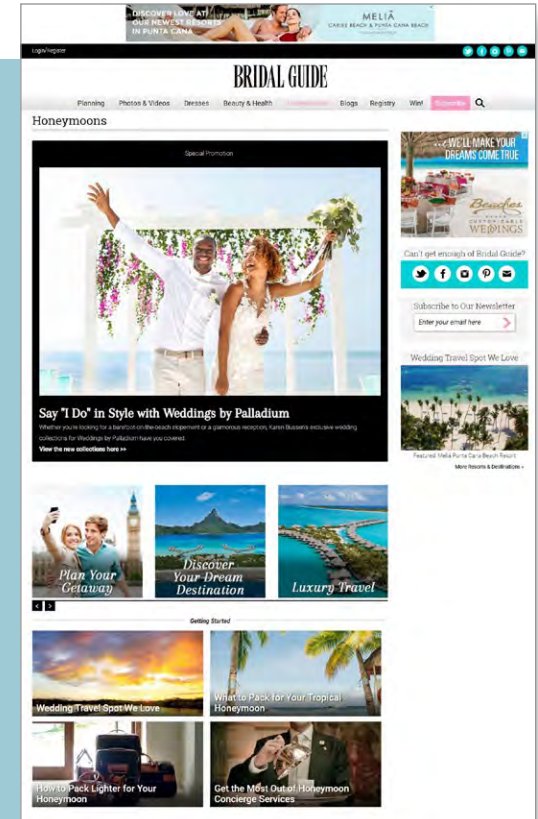
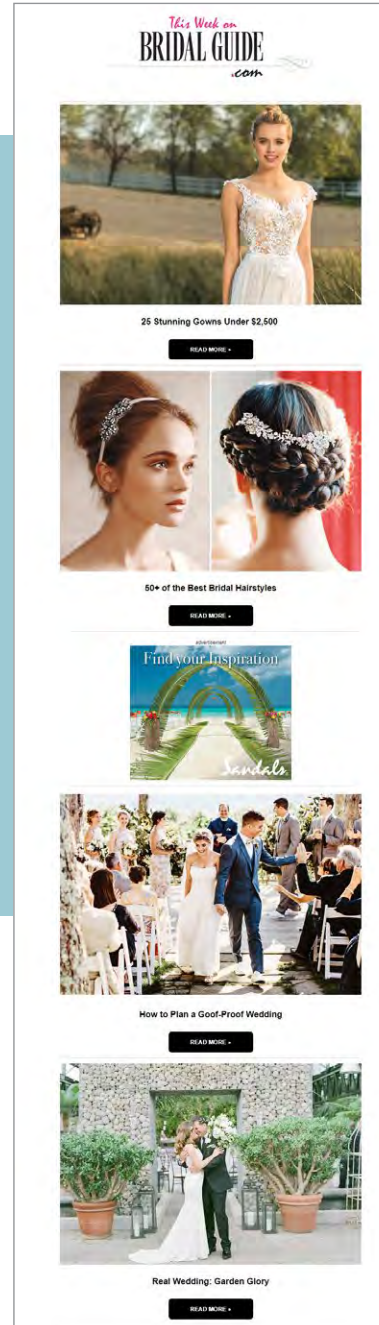
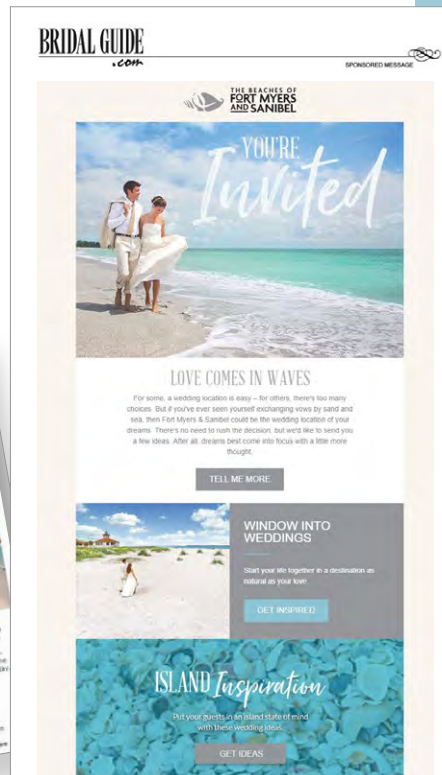
- Rectangle: 300x250
- Custom Content Placement
- Delivered weekly to 30,000 opt-in subscribers
- Exclusive sponsorships available

Travel Newsletter

- Leaderboard: 728x90
- Custom Content Placement
- Delivered monthly to 30,000 opt-in subscribers

Custom E-mail Blast

Dedicated client message sent to a minimum of 5,000 brides; deployed upon request, subject to availability; target nationally, by state, region or wedding date.



Custom packages can be tailored to meet your marketing goals and budget. Contact your sales representative for rates on content sponsorship opportunities, digital advertising, email marketing, sweepstakes, social media and more.

print advertising / digital specifications

Effective January/February 2024

Trim of magazine: 7-7/8" x 10-1/2"

Bleed: Add 1/8" on all sides. Keep live area 3/8" from trim

Printing: Web offset 4-color process CMYK

Binding: Perfect

Advertising Dimensions

Ad Size	Bleed	Safety Margin*
Full-page	8-1/8" x 10-3/4"	7-3/8" x 10"
2/3 vertical	5" x 10-3/4"	4-5/8" x 10"
1/2 horizontal	8-1/8" x 5-3/8"	7-3/8" x 4-7/8"
1/2 vertical	4-1/16" x 10-3/4"	3-9/16" x 10"
1/3 vertical	2-3/4" x 10-3/4"	2-1/4" x 10"
1/3 square	N/A	4-5/8" x 4-7/8"
1/6 vertical	N/A	2-1/4" x 4-3/4"
2-page spread	16" x 10-3/4"	15-1/4" x 10"

*NOTE: Any non-bleed ad should follow safety margin.

IMPORTANT

- Make ALL document sizes equal to ad trim.
- Ink density should be no more than 300%.
- Above dimensions for bleed includes 1/8" extra on all sides.
- For type safety, keep all live matter AT LEAST 3/8" inside of magazine trim on ALL sides (including gutter for 2-page spread ads).
- DPI: 266-300 DPI on ALL images. Anything supplied less than 266 DPI will compromise quality of images.
- Proof and page file must have crop marks indicating trim.

PREPARING DIGITAL FILES

- Acceptable software: Photoshop, InDesign, Illustrator
- Platform: Macintosh
- Do not enlarge or reduce images by more than 20%. A larger percentage will cause loss of contrast/resolution in images.
- Eliminate all material from file not being used in final ad before submitting.

PREPARING SCANS AND IMAGE FILES

- PDF X1A files are required.
- Important: All files should be CMYK (NO RGB, LAB or Pantone colors).

FONTS

- It is recommended that type be no less than 8 pt. Black type should be 100%K. Multi-color type and/or knock-out type should be at least 10 pt. to avoid registration problems. Hairline rules are not acceptable in multi-color or knock-out.
- Supply a copy of all screen and printer fonts used in page layouts and in EPS files so font problems and re-flow errors can be fixed if required.
- Acceptable fonts: OpenType and True type fonts
- Photoshop and Illustrator files must have fonts rasterized/converted to outlines.

COLOR PRESS PROOF SPECS

- If sending a color press proof, it must be certified SWOP formatted for 4-color work. Acceptable: Epson, Imation™ Matchprint™; Kodak Approval Digital Color Proofing System; IRIS Pro SWOP. We recommend U.S. Web Coated (SWOP) v2 color compliance. Presses are calibrated to this. Anything outside that color gamut may not be achieved.
- Proof must be pulled from the supplied digital file.
- A color proof can be pulled by the printer for a cost of \$75 per page.

IMPORTANT NOTE

Publisher reserves the right to trim, reset or resize elements that are not to required specs. Reproduction quality is at the advertiser's risk if these publisher's specifications are not met.

WHERE TO SEND THE AD MATERIAL

Submit digital files for your ad(s) to: BridalGuideAdSubmit@gmail.com

Please include in the subject line:

"Ad for Bridal Guide [Issue] – [advertiser name]"

Example: Ad for Bridal Guide Sept/Oct '24 – Advertiser name

Any directions or questions can be submitted in body of email.

Color Proofs should be sent to:

Fry Communications
Attn: Sue Elliott
101 Fry Drive, Bldg. 4
Mechanicsburg, PA 17055
email: selliott@frycomm.com

IMPORTANT:

Multiple pages MUST come with visual or key line reference indicating the order the pages should run. This will ensure that ads run correctly.

If you need additional information, have questions, or encounter problems, contact Bill Ziff at bziff@bridalguide.com