



**PAID, VERIFIED &  
ANALYZED  
NON-PAID MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit

# BRIDAL GUIDE

For the six months ended December 31, 2008

**Field Served:** BRIDAL GUIDE is a magazine for the contemporary bride-to-be. It focuses on current trends in fashion, beauty, home design and honeymoon travel; provides information on wedding planning; and explores social issues that affect the bride and groom.

**Definition of List Source Recipients:**

**Method of Circulation for Analyzed Non-Paid Circulation:** Available for pick-up at bridal events.

Published by RFP LLC

Frequency: 6 times/year

ABC Member # 04-0140-0

Bridal Guide

## 1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid, Verified &amp; Analyzed Non-Paid Circulation: (See Par. 6)</b>					
<b>Subscriptions:</b>					
Paid	49,835	26.5			
Verified	10,577	5.6			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>60,412</b>	<b>32.1</b>			
Single Copy Sales	125,289	66.8			
<b>Total Paid &amp; Verified Circulation</b>	<b>185,701</b>	<b>98.9</b>	None Claimed		
<b>Total Analyzed Non-Paid Circulation</b>	<b>1,993</b>	<b>1.1</b>	None Claimed		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>187,694</b>	<b>100.0</b>	None Claimed		

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$18.95		
Average Subscription Price Annualized (6 issue frequency)		\$11.23	
Average Subscription Price per Copy		\$1.87	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

## 3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
July/Aug.	47,491	10,705	58,196	137,139	195,335	5,980	201,315
Sept./Oct.	51,448	10,583	62,031	118,447	180,478		180,478
Nov./Dec.	50,566	10,444	61,010	120,282	181,292		181,292

## 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid, Verified & Analyzed Non-Paid  
Magazine Publisher's Statement

For six months ended December 31, 2008

## 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	40,809	19.9	36,334	18.6	46,684	24.8	47,075	25.4	48,801	25.9
Verified	N/A		N/A		N/A		N/A		7,248	3.8
<b>Total Paid &amp; Verified Subscriptions</b>	<b>40,809</b>	<b>19.9</b>	<b>36,334</b>	<b>18.6</b>	<b>46,684</b>	<b>24.8</b>	<b>47,075</b>	<b>25.4</b>	<b>56,049</b>	<b>29.7</b>
Single Copy Sales	164,292	80.1	151,428	77.4	141,316	75.2	138,196	74.6	128,783	68.3
<b>Total Paid &amp; Verified Circulation</b>	<b>205,101</b>	<b>100.0</b>	<b>187,762</b>	<b>96.0</b>	<b>188,000</b>	<b>100.0</b>	<b>185,271</b>	<b>100.0</b>	<b>184,832</b>	<b>98.0</b>
Year Over Year Percent of Change		-6.9		-8.5		0.1		-1.5		-0.2
<b>Total Analyzed Non-Paid Circ.</b>	<b>N/A</b>		<b>7,749</b>	<b>4.0</b>	<b>N/A</b>		<b>N/A</b>		<b>3,730</b>	<b>2.0</b>
Year Over Year Percent of Change										
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>205,101</b>	<b>100.0</b>	<b>195,511</b>	<b>100.0</b>	<b>188,000</b>	<b>100.0</b>	<b>185,271</b>	<b>100.0</b>	<b>188,562</b>	<b>100.0</b>
Year Over Year Percent of Change		-6.9		-4.7		-3.8		-1.5		1.8
Avg. Annualized Subscription Price	\$13.27		\$11.78		\$11.20		\$11.43		\$11.23	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	18,615	9.9
Sponsored Sales	31,220	16.6
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>49,835</b>	<b>26.5</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Individual Use (See Par. 6B)	10,577	5.6
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>10,577</b>	<b>5.6</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>60,412</b>	<b>32.1</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	107,606	57.3
Partnership:		
Deductible	3,097	1.7
Sponsored Sales	14,586	7.8
<b>TOTAL SINGLE COPY SALES</b>	<b>125,289</b>	<b>66.8</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>185,701</b>	<b>98.9</b>
<b>ANALYZED NON-PAID</b>		
Non-Paid Bulk	1,993	1.1
<b>TOTAL ANALYZED NON-PAID</b>	<b>1,993</b>	<b>1.1</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>187,694</b>	<b>100.0</b>

\*Included in Average Price calculation

## 6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

## 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Other	Total Individual Use Copies
Individual Use	10,577		10,577

## 7. GEOGRAPHIC DATA for the July/August, 2008 issue

Total paid & verified circulation of this issue was 5.2% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 200.1% greater than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	703	26	729	3,107	3,836		3,836
Arizona	720	2	722	1,936	2,658		2,658
Arkansas	426	1	427	979	1,406		1,406
California	4,886	7	4,893	12,339	17,232		17,232
Colorado	525	3	528	1,601	2,129	20	2,149
Connecticut	626	41	667	1,415	2,082	20	2,102
Delaware	166	59	225	590	815		815
District of Columbia	117	153	270	310	580		580
Florida	3,032	2,218	5,250	9,405	14,655		14,655
Georgia	1,337	1,117	2,454	3,849	6,303		6,303
Idaho	168		168	539	707		707
Illinois	1,997	231	2,228	4,623	6,851	1,070	7,921
Indiana	1,226	728	1,954	2,764	4,718	310	5,028
Iowa	568	2	570	873	1,443	550	1,993
Kansas	414	218	632	875	1,507		1,507
Kentucky	780	32	812	1,537	2,349	60	2,409
Louisiana	732	178	910	1,853	2,763		2,763
Maine	244	8	252	622	874		874
Maryland	913	471	1,384	2,639	4,023	60	4,083
Massachusetts	1,030	753	1,783	2,945	4,728	10	4,738
Michigan	1,719	255	1,974	3,958	5,932	300	6,232
Minnesota	806	1	807	1,595	2,402	490	2,892
Mississippi	430	4	434	1,073	1,507		1,507
Missouri	1,052	86	1,138	2,326	3,464		3,464
Montana	127		127	309	436	130	566
Nebraska	321		321	566	887	280	1,167
Nevada	326		326	1,124	1,450		1,450
New Hampshire	219	47	266	804	1,070	20	1,090
New Jersey	1,565	262	1,827	4,235	6,062	30	6,092
New Mexico	178		178	582	760		760
New York	3,550	1,076	4,626	8,354	12,980	330	13,310
North Carolina	1,418	193	1,611	4,387	5,998		5,998
North Dakota	151		151	294	445	150	595
Ohio	1,961	181	2,142	4,205	6,347	560	6,907
Oklahoma	516	8	524	1,214	1,738		1,738
Oregon	491		491	1,299	1,790		1,790
Pennsylvania	2,524	731	3,255	6,082	9,337	630	9,967
Rhode Island	168	10	178	471	649		649
South Carolina	707	31	738	2,679	3,417		3,417
South Dakota	128		128	295	423	120	543
Tennessee	1,087	5	1,092	2,804	3,896		3,896
Texas	3,099	1,171	4,270	9,030	13,300		13,300
Utah	312		312	932	1,244		1,244
Vermont	85	2	87	297	384	10	394
Virginia	1,205	386	1,591	3,754	5,345		5,345
Washington	878	1	879	2,371	3,250		3,250
West Virginia	327	6	333	737	1,070	220	1,290
Wisconsin	1,033		1,033	2,614	3,647	610	4,257
Wyoming	77		77	204	281		281
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>47,070</b>	<b>10,704</b>	<b>57,774</b>	<b>123,396</b>	<b>181,170</b>	<b>5,980</b>	<b>187,150</b>
Alaska	78	1	79	274	353		353
Hawaii	147		147	409	556		556
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>225</b>	<b>1</b>	<b>226</b>	<b>683</b>	<b>909</b>		<b>909</b>
U.S. Unclassified							
<b>TOTAL UNITED STATES</b>	<b>47,295</b>	<b>10,705</b>	<b>58,000</b>	<b>124,079</b>	<b>182,079</b>	<b>5,980</b>	<b>188,059</b>
Poss. & Other Areas	126		126	965	1,091		1,091
<b>U.S. &amp; POSS., etc.</b>	<b>47,421</b>	<b>10,705</b>	<b>58,126</b>	<b>125,044</b>	<b>183,170</b>	<b>5,980</b>	<b>189,150</b>
<b>CANADA</b>							
Alberta	4		4	1,465	1,469		1,469
British Columbia	3		3	1,099	1,102		1,102
Manitoba	2		2	302	304		304
New Brunswick				147	147		147
Newfoundland/Labrador				139	139		139
Northwest Territories				11	11		11
Nova Scotia				322	322		322
Nunavut	1		1	2	2		2
Ontario	6		6	3,149	3,155		3,155
Prince Edward Island	1		1	48	49		49
Quebec	1		1	312	313		313
Saskatchewan	2		2	280	282		282
Yukon Territory				6	6		6
Canadian Unclassified							
<b>TOTAL CANADA</b>	<b>20</b>		<b>20</b>	<b>7,281</b>	<b>7,301</b>		<b>7,301</b>
International							
Other Unclassified	2		2	4,795	4,797		4,797
Military or Civilian							
Personnel Overseas	48		48	19	67		67
<b>GRAND TOTAL</b>	<b>47,491</b>	<b>10,705</b>	<b>58,196</b>	<b>137,139</b>	<b>195,335</b>	<b>5,980</b>	<b>201,315</b>

## ANALYSIS BY ABCD COUNTY SIZE for the July/August, 2008 issue

July/August, 2007 issue used in establishing percentages

County Size	% of Households	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	79,938	2,691	82,629	44.2	111
B	30	58,330	1,812	60,142	32.1	107
C	15	25,745	801	26,546	14.2	95
D	15	17,157	676	17,833	9.5	63

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2008

A. DURATION		%		C.CHANNELS		%	
(a) One to six months (1 to 3 issues)	1,378	13.0		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	6,516	61.3	
(b) Seven to eleven months (4 to 5 issues)	3	0.0		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	3,265	30.7	
(c) Twelve months (6 issues)	7,602	71.5		(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	852	8.0	
(d) Thirteen to twenty-four months	875	8.2		(d) Subscriptions as part of membership in an organization	None		
(e) Twenty-five months and more	775	7.3		Total Subscriptions Sold in Period	10,633	100.0	
Total Subscriptions Sold in Period	10,633	100.0					
B. USE OF PREMIUMS							
(a) Ordered without premium	5,142	48.3					
(b) Ordered with material reprinted from this publication, See Par. 9	5,038	47.4					
(c) Ordered with other premiums, See Par. 9	453	4.3					
Total Subscriptions Sold in Period	10,633	100.0					

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada \$6.99. Subscriptions: Canada, 1 yr. \$28.95. International, 1 yr. \$53.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 5,166 copies per issue.
- (c) Post expiration copies: None.
- (d) Sponsored Subscription Sales: The average of 31,220 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (e) Sponsored Single Copy Sales: The average of 14,586 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (f) Use of Premiums: An etiquette guide, a registry guide, a wedding gown guide, a wedding tip booklet, and a wedding planner guide, and a Reception Idea DVD, all with no advertised or stated values, were offered with some subscriptions.
- (g) Partnership Single Copy Sales (Deductible): The average of 3,097 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of an entrance ticket to a bridal show. Purchasers were advised that at a price up to \$1.00 of the sales price was allocated for a copy of this publication.
- (h) Non-Paid Bulk, averaging 1,993 copies per issue, shown in Par. 6 and included in Par. 1, represents copies available for pickup at bridal events.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2007; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-07	None Claimed	181,664	185,271	-3,607	-1.9					
12-31-06	None Claimed	184,741	188,000	-3,259	-1.7					
12-31-05	None Claimed	188,594	187,762	832	0.4	None Claimed	7,749	7,749		
12-31-04	None Claimed	195,568	205,101	-9,533	-4.7	None Claimed	6,093	6,093		
12-31-03	None Claimed	220,054	220,355	-301	-0.1					

  

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-05	None Claimed	196,343	195,511	832	0.4
12-31-04	None Claimed	201,661	205,101	-3,440	-1.7

<sup>^</sup>Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: RFP LLC

BRIDAL GUIDE, published by RFP LLC • 330 Seventh Ave. • New York, NY 10001- 5591

CARLA KIEVIT  
Circulation Director

BARRY ROSENBLOOM  
President

Date Signed: February 2, 2009

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ABC Member since: 1989

04-0140-0	Analyzed Issue Date	07-08/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	18.95
	Canadian Subscription Price	28.95
	International Subscription Price	53.95