

For the six months ended June 30, 2009

**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.

Published by RFP LLC

Frequency: 6 times/year

ABC Member # 04-0140-0

## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

### 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	50,955	29.4			
Verified	10,738	6.2			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>61,693</b>	<b>35.6</b>			
Single Copy Sales	111,484	64.4			
<b>Total Paid &amp; Verified Circulation</b>	<b>173,177</b>	<b>100.0</b>	<b>None Claimed</b>		

### 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)		\$11.32	
Average Subscription Price per Copy		\$1.89	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

### 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	51,767	10,298	62,065	102,644	164,709
Mar./Apr.+	50,708	11,078	61,786	114,547	176,333
May/June+	50,390	10,837	61,227	117,262	178,489

+See Par. 9

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

None

## 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 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*	18,865	10.9
Sponsored Sales	32,090	18.5
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>50,955</b>	<b>29.4</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Individual Use (See Par. 6B)	10,738	6.2
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>10,738</b>	<b>6.2</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>61,693</b>	<b>35.6</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	93,147	53.8
Partnership:		
Deductible	4,330	2.5
Sponsored Sales	14,007	8.1
<b>TOTAL SINGLE COPY SALES</b>	<b>111,484</b>	<b>64.4</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>173,177</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:	Event Attendees	Other	Total Individual Use Copies
Individual Use	10,738		10,738

## 7. GEOGRAPHIC DATA for the March/April, 2009 issue

Total paid & verified circulation of this issue was 1.8% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	790	17	807	1,906	2,713
Arizona	744	108	852	2,054	2,906
Arkansas	446	4	450	830	1,280
California	4,873	479	5,352	10,107	15,459
Colorado	572	165	737	1,262	1,999
Connecticut	661	26	687	1,069	1,756
Delaware	192	80	272	351	623
District of Columbia	140	197	337	251	588
Florida	3,234	2,101	5,335	8,948	14,283
Georgia	1,442	1,061	2,503	3,513	6,016
Idaho	202		202	445	647
Illinois	2,223	134	2,357	4,064	6,421
Indiana	1,325	364	1,689	2,212	3,901
Iowa	613	2	615	890	1,505
Kansas	518	203	721	913	1,634
Kentucky	861	5	866	1,141	2,007
Louisiana	805	12	817	1,327	2,144
Maine	269	5	274	525	799
Maryland	937	735	1,672	1,702	3,374
Massachusetts	1,089	747	1,836	2,889	4,725
Michigan	1,880	238	2,118	3,089	5,207
Minnesota	807	1	808	1,397	2,205
Mississippi	473	2	475	698	1,173
Missouri	1,161	81	1,242	1,720	2,962
Montana	142		142	294	436
Nebraska	348	1	349	522	871
Nevada	323	3	326	964	1,290
New Hampshire	223	59	282	629	911
New Jersey	1,541	310	1,851	3,453	5,304
New Mexico	230	2	232	494	726
New York	3,338	1,129	4,467	7,567	12,034
North Carolina	1,588	401	1,989	3,832	5,821
North Dakota	143		143	207	350
Ohio	2,188	10	2,198	3,306	5,504
Oklahoma	557	13	570	940	1,510
Oregon	526	2	528	1,196	1,724
Pennsylvania	2,718	789	3,507	4,643	8,150
Rhode Island	187	10	197	328	525
South Carolina	796	57	853	2,107	2,960
South Dakota	143	3	146	263	409
Tennessee	1,158	5	1,163	2,336	3,499
Texas	3,545	1,099	4,644	7,285	11,929

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	330	1	331	933	1,264
Vermont	97		97	249	346
Virginia	1,286	399	1,685	2,822	4,507
Washington	954	2	956	2,180	3,136
West Virginia	376	6	382	608	990
Wisconsin	1,158	4	1,162	1,678	2,840
Wyoming	84	4	88	174	262
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>50,236</b>	<b>11,076</b>	<b>61,312</b>	<b>102,313</b>	<b>163,625</b>
Alaska	93	1	94	245	339
Hawaii	152	1	153	362	515
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>245</b>	<b>2</b>	<b>247</b>	<b>607</b>	<b>854</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>50,481</b>	<b>11,078</b>	<b>61,559</b>	<b>102,920</b>	<b>164,479</b>
Poss. & Other Areas	156		156	820	976
<b>U.S. &amp; POSS., etc.</b>	<b>50,637</b>	<b>11,078</b>	<b>61,715</b>	<b>103,740</b>	<b>165,455</b>
<b>CANADA</b>					
Alberta	7		7	1,196	1,203
British Columbia	2		2	959	961
Manitoba				283	283
New Brunswick				123	123
Newfoundland/Labrador				115	115
Northwest Territories				15	15
Nova Scotia				272	272
Nunavut				1	1
Ontario	5		5	2,586	2,591
Prince Edward Island	1		1	35	36
Quebec	1		1	612	613
Saskatchewan	1		1	247	248
Yukon Territory				3	3
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>17</b>		<b>17</b>	<b>6,447</b>	<b>6,464</b>
International	9		9	4,350	4,359
Other Unclassified					
Military or Civilian					
Personnel Overseas	45		45	10	55
<b>GRAND TOTAL</b>	<b>50,708</b>	<b>11,078</b>	<b>61,786</b>	<b>114,547</b>	<b>176,333</b>

## ANALYSIS BY ABCD COUNTY SIZE for the March/April, 2009 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	72,436	44.3	111
B	30	51,753	31.6	105
C	15	23,327	14.3	95
D	15	16,109	9.8	65

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 June 30, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues) .....	1,399	13.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	6,920	64.3
(b) Seven to eleven months (4 to 5 issues) .....	4	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	3,586	33.3
(c) Twelve months (6 issues) .....	7,585	70.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	258	2.4
(d) Thirteen to twenty-four months.....	1,037	9.6	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	739	6.9	Total Subscriptions Sold in Period .....	10,764	100.0
Total Subscriptions Sold in Period .....	10,764	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium .....	4,822	44.8			
(b) Ordered with material reprinted from this publication, See Par. 9 .....	1,254	11.6			
(c) Ordered with other premiums, See Par. 9 .....	4,688	43.6			
Total Subscriptions Sold in Period .....	10,764	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: 5,169 copies per issue.
- (c) Post expiration copies: None.
- (d) Single Copy Sales for issues denoted in Par. 3 of this statement were impacted by the Anderson News closure.
- (e) Sponsored Subscription Sales: The average of 32,090 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) Partnership Single Copy Sales (Deductible): The average of 4,330 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.
- (g) Sponsored Single Copy Sales: The average of 14,007 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.
- (h) Use of Premiums: An etiquette guide, a registry guide, a wedding gown guide, a wedding tip booklet, a wedding planner guide, and a Reception Idea DVD, with no advertised or stated values, were offered with some subscriptions.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2008; 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)
12-31-08	None Claimed	179,883	184,832	-4,949	-2.7	None Claimed	3,730	3,730		
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		
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
12-31-08	None Claimed	183,613	188,562	-4,949	-2.6					
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

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Date Signed: August 13, 2009

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04-0140-0	Analyzed Issue Date	03-04/01/09
	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