



EDITORIAL MISSION

One Day. One Dream. One Source.

Bridal Guide magazine is the complete resource for engaged couples trying to plan the perfect wedding, build a lasting marriage and balance their busy personal and professional lives.

We cover all aspects of our readers' lives—fashion and beauty, health and relationships, finances, travel, home design and entertaining—in a context that relates to the event around which all their time revolves: their upcoming wedding.

We speak to readers in a tone that is friendly, honest, compassionate and thoughtful. It's a voice our readers relate to and rely on—a voice they can turn to in print, online and in person.

Bridal Guide also understands the importance of relaying our advertisers' messages to our readers—after all, they need these products and services to make their wedding dreams come true.

So we make sure we provide the best resources for advertisers to reach our audience—giving them integrated opportunities to do so in the magazine, face-to-face and on the web.

It's a union that truly makes Bridal Guide the one source for readers and advertisers alike.

BRIDAL GUIDE

BASIC DEMOGRAPHICS



	ADULTS		ENGAGED	
TOTAL AUDIENCE	3,892,000		1,055,000	
AGE	30		27	
	Male	Female	Male	Female
GENDER	9%	91%	11%	89%
ENGAGED	27%		100%	
MEDIAN HHI	\$53,255		\$57,463	
ATTENDED/GRADUATED COLLEGE	62%		71%	
READERS PER COPY	22		n/a	

Source: MRI Spring 2009

PUBLICATION SCHEDULE 2010



Issue	Space Closing	Material Closing	On Sale
Jan/Feb	9/16/09	9/18/09	11/17/09
March/April	11/18/09	11/20/09	1/19/10
May/June	1/13/10	1/15/10	3/16/10
July/August	3/17/10	3/19/10	5/18/10
Sept/Oct	5/12/10	5/14/10	7/13/10
Nov/Dec	7/14/10	7/16/10	9/14/10

Dates are subject to change.

GENERAL & TRAVEL RATES

		1X	3X	6X	12X	18X	24X
4-Color	Page	\$36,360	\$34,520	\$32,725	\$30,905	\$29,090	\$25,440
	2/3 Page	\$27,295	\$25,900	\$24,550	\$23,185	\$21,810	\$19,085
	1/2 Page	\$22,545	\$21,425	\$20,290	\$19,160	\$18,045	\$15,775
	1/3 Page	\$17,465	\$16,615	\$15,740	\$14,845	\$14,000	\$12,240
	1/6 Page	\$9,920	\$9,410	\$8,940	\$8,435	\$7,950	\$6,965
Black & White	Page	\$28,995	\$27,540	\$26,070	\$24,625	\$23,185	\$20,290
	2/3 Page	\$21,860	\$20,735	\$19,665	\$18,575	\$17,460	\$15,315
	1/2 Page	\$17,960	\$17,055	\$16,155	\$15,260	\$14,375	\$12,560
	1/3 Page	\$13,925	\$13,210	\$12,545	\$11,840	\$11,135	\$9,765
	1/6 Page	\$7,790	\$7,395	\$7,020	\$6,620	\$6,240	\$5,465
Covers	2nd Cover	\$41,650	\$39,555	\$37,480	\$35,385	\$33,340	\$29,155
	3rd Cover	\$38,165	\$36,020	\$34,350	\$32,440	\$30,540	\$26,700
	4th Cover	\$43,245	\$41,075	\$38,920	\$36,775	\$34,595	\$30,270
		15% premium for bleed					

RETAIL RATES

		1X	3X	6X	12X	18X	24X
4-Color	Page	\$27,025	\$25,675	\$24,305	\$22,960	\$21,605	\$18,925
	2/3 Page	\$20,270	\$19,260	\$18,240	\$17,230	\$16,190	\$14,185
	1/2 Page	\$16,780	\$15,950	\$15,105	\$14,275	\$13,420	\$11,730
	1/3 Page	\$12,050	\$11,460	\$10,855	\$10,240	\$9,650	\$8,435
Black & White	Page	\$21,515	\$20,455	\$19,365	\$18,310	\$17,225	\$15,055
	2/3 Page	\$16,160	\$15,335	\$14,545	\$13,735	\$12,905	\$10,485
	1/2 Page	\$13,410	\$12,740	\$12,060	\$11,405	\$10,720	\$8,690
	1/3 Page	\$9,715	\$9,240	\$8,760	\$8,275	\$7,780	\$6,820
	1/6 Page	\$6,035	\$5,740	\$5,435	\$5,125	\$4,830	\$4,235
Covers	2nd Cover	\$41,650	\$39,555	\$37,480	\$35,385	\$33,340	\$29,155
	3rd Cover	\$38,165	\$36,020	\$34,350	\$32,440	\$30,540	\$26,700
	4th Cover	\$43,245	\$41,075	\$38,920	\$36,775	\$34,595	\$30,270
		15% premium for bleed					

HOTEL RATES

These rates apply to hotels and resort properties.

		1X	3X	6X	12X	18X	24X
4-Color	Page	\$27,025	\$25,675	\$24,305	\$22,960	\$21,605	\$18,925
	2/3 Page	\$20,270	\$19,260	\$18,240	\$17,230	\$16,190	\$14,185
	1/2 Page	\$16,780	\$15,950	\$15,105	\$14,275	\$13,420	\$11,730
	1/3 Page	\$12,050	\$11,460	\$10,855	\$10,240	\$9,650	\$8,435
	1/6 Page	\$6,955	\$6,585	\$6,255	\$5,905	\$5,585	\$4,880
Black & White	Page	\$21,515	\$20,455	\$19,365	\$18,310	\$17,225	\$15,055
	2/3 Page	\$16,160	\$15,335	\$14,545	\$13,735	\$12,905	\$10,485
	1/2 Page	\$13,410	\$12,740	\$12,060	\$11,405	\$10,720	\$8,690
	1/3 Page	\$9,715	\$9,240	\$8,760	\$8,275	\$7,780	\$6,820
	1/6 Page	\$6,035	\$5,740	\$5,435	\$5,125	\$4,830	\$4,235
Covers	2nd Cover	\$41,650	\$39,555	\$37,480	\$35,385	\$33,340	\$29,155
	3rd Cover	\$38,165	\$36,020	\$34,350	\$32,440	\$30,540	\$26,700
	4th Cover	\$43,245	\$41,075	\$38,920	\$36,775	\$34,595	\$30,270
		15% premium for bleed					

**FASHION & BEAUTY RATES**

		1X	3X	6X	12X	18X	24X
4-Color	Page	\$22,090	\$20,985	\$19,895	\$18,775	\$17,670	\$15,465
	2/3 Page	\$16,560	\$15,750	\$14,900	\$14,080	\$13,265	\$11,595
	1/2 Page	\$13,755	\$13,065	\$12,380	\$11,685	\$11,005	\$9,615
	1/3 Page	\$10,595	\$10,065	\$9,540	\$9,025	\$8,480	\$7,430
Black & White	Page	\$17,585	\$16,700	\$15,830	\$14,960	\$14,080	\$12,320
	2/3 Page	\$13,280	\$12,625	\$11,965	\$11,305	\$10,620	\$9,290
	1/2 Page	\$11,075	\$10,495	\$9,940	\$9,400	\$8,860	\$7,735
	1/3 Page	\$8,565	\$8,140	\$7,720	\$7,260	\$6,860	\$5,990
	1/6 Page	\$5,320	\$5,055	\$4,795	\$4,525	\$4,255	\$3,610
Covers	2nd Cover	\$41,650	\$39,555	\$37,480	\$35,385	\$33,340	\$29,155
	3rd Cover	\$38,165	\$36,020	\$34,350	\$32,440	\$30,540	\$26,700
	4th Cover	\$43,245	\$41,075	\$38,920	\$36,775	\$34,595	\$30,270
		15% premium for bleed					

**MAIL ORDER ADVERTISING RATES**

		1X	3X	6X	12X
4-Color	Page	\$18,630	\$17,695	\$16,775	\$15,840
	2/3 Page	\$14,815	\$14,065	\$13,355	\$12,580
	1/2 Page	\$12,560	\$11,915	\$11,290	\$10,690
	1/3 Page	\$10,210	\$9,705	\$9,190	\$8,690
2-Color	Page	\$15,220	\$14,460	\$13,700	\$12,925
	2/3 Page	\$11,430	\$10,830	\$10,280	\$9,695
	1/2 Page	\$9,215	\$8,745	\$8,300	\$7,820
	1/3 Page	\$6,870	\$6,505	\$6,175	\$5,825
Black & White	Page	\$13,365	\$12,700	\$12,030	\$11,360
	2/3 Page	\$9,600	\$9,130	\$8,640	\$8,175
	1/2 Page	\$7,400	\$7,025	\$6,675	\$6,295
	1/3 Page	\$5,030	\$4,770	\$4,535	\$4,265
	1/6 Page	\$3,235	\$3,060	\$2,895	\$2,750
	1/12 Page	\$2,040	\$1,935	\$1,820	\$1,735
		15% premium for bleed			

**POLYBAG RATES**

(Supplied free-standing insert)

Must be accompanied by a full-page ad.

1-8 Pages	\$111,200	Up to 7-7/8" x 10-1/2" 128+ Pages, CDs, alternate sizes, over 70# stock: contact your sales representative
9-16 Pages	\$123,000	
17-64 Pages	\$134,600	
65-128 Pages	\$146,300	

**MINI MAG RATES**

Covers 2 & 3	\$14,600 each	4 pages, 80# stock. Mini-mag sponsorship packages: contact your sales representative
Cover 4	\$20,600	
Center Spread (4pp.)	\$29,300	

**BUSINESS REPLY CARD RATES**

Must be accompanied by a full-page ad.

\$14,720

**SUPPLIED INSERT RATES**

Must be accompanied by a full-page ad.

2 Pages	\$22,135	8 Pages	\$75,250
4 Pages	\$39,845	10 Pages	\$94,050
6 Pages	\$59,755	12 Pages	\$112,880

Specifications

Trim of magazine: 7-7/8" x 10-1/2"
 Printing: Web offset 4-color process

Plating: Computer to plate
 Binding: Perfect

Ad Dimensions

VERY IMPORTANT

- Make ALL document sizes EQUAL to ad TRIM.
- BLEED AD specifications:
 - For type safety, keep all live matter AT LEAST 1/4" from ad trim on all sides.
 - Set all bleed at EXACTLY 1/8" past trim on all sides for accurate placement.
- 2-PAGE SPREAD AD specifications:
 - For type safety, keep all live matter AT LEAST 3/8" from gutter.

Ad Size	Bleed Ad Trim <small>All bleeds MUST extend 1/8" past below dimensions</small>	Non-Bleed Ad Trim <small>Live Area</small>
Full-page	7-7/8" x 10-1/2"	7-3/8" x 10"
2/3 Vertical	4-3/4" x 10-1/2"	4-5/8" x 10"
1/2 Horizontal	7-7/8" x 5-1/8"	7-3/8" x 4-7/8"
1/2 Vertical	3-13/16" x 10-1/2"	3-9/16" x 10"
1/3 Vertical	2-1/2" x 10-1/2"	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	15-3/4" x 10-1/2"	15-1/4" x 10"

Preparing Digital Files

- ◆ Final layout files will be accepted on CD or DVD. Acceptable software: QuarkXPress 7, Photoshop CS2, Illustrator CS3, InDesign CS3. **Note: Please label disk with issue date, contact person and phone number. Include a file directory printout for all disks, as well as printouts of all layouts or images for print.**
- ◆ Platform: Macintosh. DPI: 260-300 (recommended 266).
- ◆ Illustration programs should not be used to create layout files.
- ◆ Create all black type with 100% blacks. No type with "rich blacks" containing additional percentages of cyan, magenta, or yellow.

Preparing Scans and Image Files

Embedded files such as TIFF/IT, EPS or PDF files are acceptable only when sent with native files (original art) to ensure trouble-free output. We cannot adjust embedded files without native files.

- ◆ Supply all live scans/high resolution images in CMYK: TIFF format is preferred, EPS and PDF formats are acceptable.
- ◆ Supply ALL final image files used in the page layout files.
- ◆ If an image file contains embedded or nested images, supply the original artwork as well to ensure trouble-free output of your files.
- ◆ If you are using Quark EPS files in your layout, you must also supply the original file to ensure trouble-free output of your files.
- ◆ Set all black type to overprint in all supplied illustration files.
- ◆ Convert all colors in layout files and image files to CMYK.
- ◆ Do not send image files with ICC profiles.

Fonts

Supply a copy of all screen and printer fonts used in your page layouts and in your EPS files. Acceptable fonts: Type 1 and True Type fonts. Photoshop and Illustrator files must have fonts rasterized/converted to outlines.

VERY IMPORTANT

- Color proof **MUST** be sent with each file (requirements below). Publisher is not responsible for color variation on press if ad is not accompanied by required proof.
- Fashion ads **MUST** have style numbers indicated on proofs.

Color proofs that are certified SWOP format for 4-color work. Acceptable: Epson, Imation™ Matchprint™; Kodak Approval Digital Color Proofing System; IRIS Pro SWOP; FUJI Color-Art® System CR-T4 SWOP. Black and white lasers for all versions containing black copy. Provide accurate copy of type so we can handle font problems and re-flow errors. Proof and page file must have crop marks indicating trim.

FTP instructions available on request.

Dos & Don'ts

- ◆ Do set the document size to an individual page trim size.
- ◆ Do make pages bleed 1/8" on all four sides of a page.
- ◆ Do keep a 1/4" type-to-trim safety margin on all sides of a page.
- ◆ Do try to put multiple pages into one native file document. Using Quark layers is preferred.
- ◆ Do send us only the files used in your ad.
- ◆ Do offset marks at 10 points from trim when creating a Fat Postscript, PDF or rastered file format.
- ◆ Do supply us with a proof only from the supplied electronic file.
- ◆ Don't use font collection software.

Colors

- ◆ Do define spot colors to be 100% of a process color for 2- and 3-color jobs.
- ◆ Do name spot colors the same that have the same process builds in graphic files and page layout documents.
- ◆ Do make large type and large elements 99% black instead of 100% black if you don't want them to overprint.

Images and Graphics

- ◆ Do scan your continuous tone images at 2x lpi (i.e., since the line screen of our publication is 133lpi, scan your images at 266dpi).
- ◆ Do scan your bitmap TIFF images at a minimum of 1200dpi. A lower dpi will cause stair-stepping. The closer you get to 2400dpi, the smoother your images will be.
- ◆ Do convert your Monotone, Duotone, Tritone and Quadtone images in Photoshop to CMYK images.
- ◆ Do eliminate unnecessary Channels and Layers from your graphic and image files before placing in a page layout file.
- ◆ Do use the fewest points possible when creating a vector image in a graphics program or a clipping path in Photoshop.
- ◆ Do create gradients in a raster program, such as Photoshop, to avoid banding.
- ◆ Do set your flatness settings to 4 in graphic programs and programs with clipping paths.
- ◆ Don't place TIFF images in graphic boxes with a fill of None. Make the background white if there is nothing that needs to show through. Put a clipping path on the TIFF image and resave it as an EPS file if there is something that needs to show through.
- ◆ Don't enlarge or reduce your images by more than 20%. A larger percentage will cause loss of contrast in your images.
- ◆ Don't colorize TIFF files in page layout applications.
- ◆ Don't save your Photoshop images with Halftone Screens and Transfer Functions.

Page Layout Applications

- ◆ Do clear off material from the pasteboard before submitting the file.
- ◆ Don't rotate images inside page layout applications.
- ◆ Don't apply a line thickness of "Hairline" to rules (minimum rule=.5").
- ◆ Don't use white boxes to cover up old material in a page layout file.

IMPORTANT NOTE

Publisher reserves the right to trim, reset or otherwise change copy elements that are over standard size and to charge for composition. Reproduction quality is at the advertiser's risk if publisher's specifications are not met or if material is received after closing date.

Send Ad Material to

VERY IMPORTANT

Gail Nazario, RR Donnelley, Dept. LPC, 216 Greenfield Road
 Lancaster, PA 17601-5885

For questions, call Bill Ziff, 917-338-5853. For email correspondence ONLY (not for ad material files): bziff@bridalguide.com