

media kit  
**2016**



Print  
Digital  
Mobile  
Social

At her fingertips.  
**Wherever. Whenever.**

**BRIDAL GUIDE**  
bridalguide.com

# editorial mission

## ideas, ideas, ideas!

*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 best registry items and hottest honeymoon destinations. Busy brides, pressed for time while trying to plan the perfect wedding, will find what they need in our diverse editorial line-up whether it's looking for that special gown, discovering unique ideas for their receptions or getting expert advice on marriage and relationships.

We understand, too, that not every couple can afford a celebrity-style wedding so we offer inspirational ideas along with affordable ways to make their wedding fantasies come true.

For more than 25 years, *Bridal Guide* has been committed to helping brides and grooms have their dream wedding on a practical budget, plan an unforgettable honeymoon and prepare for that exciting road ahead of them: married life.

—Diane Forden, Editor-in-Chief



*From the early days of planning right up to the wedding day, readers can depend on us to give them unparalleled expert advice, ideas, inspiration and emotional support so they can feel confident about their decisions and enjoy planning the party of a lifetime!*

## Planning Notebook

Expert Advice on a Range of Planning Topics



## Budget Guru

Smart Money-Saving Tips



## Body File

How to Look and Feel Your Best



## Designer Profile

Interviews with Top Fashion Designers



## All That Glitters

Fine Jewelry Tips and Trends



## Ask David

Celebrity Wedding Planner, David Tutera, Shares His Best Advice



## Bridal Insider

Wedding News, Trends, and Products



## Weddings Away

Where and How to Get Married in Worldwide Destinations



## Travel Insider

A Q&A with Travel Experts on Their Favorite Destinations



## Travel Snapshots

A Pictorial Overview of Top Honeymoon Hot Spots



## Resort Roundup

News on Resorts Around the World



## Star Resort

A Spotlight on Celebrities' Favorite Destinations



## Editor's Tips

Smart Advice from Bridal Guide's Travel Editor



*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!*

# editorial calendar

issue	on sale	space close	material close	editorial features / marketing opportunities
<p>January   February</p> <p>Wedding Trends Issue</p>	11/17/15	9/16/15	9/18/15	<p>Chic Destination Gowns • Best Runway Accessories • Fashions for Flower Girls • Floral-Inspired Engagement Rings • Foundations for Different Skin Types • Resorts That Offer Cocktail Classes • A Guide to All-Inclusives Virginia • Todos Los Santos, Mexico • Scandinavian Northern Lights • Secluded Spots in the Caribbean What's New in Mexico • Hip, Hot Honeymoon Destinations</p> <p><b>Marketing Opportunities</b> <i>Dominican Republic • Hidden Gems • U.S. Virgin Islands • Turks &amp; Caicos Best of the West • New York Weddings • Rhode Island • The Hamptons Smoky Mountain Weddings</i></p>
<p>March   April</p> <p>Honeymoon &amp; Destination Wedding Guide Supplement</p>	1/19/16	11/18/15	11/20/15	<p>Glamorous Gowns • Sun &amp; Games: Bride and Groom Styles • Colorful Engagement Rings • Makeup and Fragrances for Every Time of Year • River Cruises Around the World • Honeymoon Packages from Mini-Moons to Family-Moons • Florida • Jamaica • Scotland • Most Iconic Resorts in the Caribbean • Honeymoon-Perfect Islands in Mexico • Romantic Destinations Known for Coffee Production</p> <p><b>Marketing Opportunities</b> <i>Bridal Bests Tabletop Section • Jamaica • Florida • Southeast Charm • Hidden Gems U.S. Virgin Islands • Turks &amp; Caicos • Best of the West • New York Weddings Niagara Falls • Westchester/The Hudson Valley • Tucson • Saratoga</i></p>
<p>May   June</p> <p>Budget Issue</p>	3/22/16	1/20/16	1/22/16	<p>Top New Looks From the Runways • Best Bridal Buys Under \$100: Shoes, Jewelry, Handbags and Makeup Rose Gold Rings • Camera-Ready Makeup for the Big Day • Best Bridal Hairstyles • Honey-Based Treatments from Hotel Apiaries • What's Your Honeymoon Style? • Private Island Resorts • Vietnam • Belize • Eco-Friendly Resorts Where to Save or Splurge in Mexico • Gorgeous Resorts at Lakes Around the World</p> <p><b>Marketing Opportunities</b> <i>Fashion Market Issue • Dominican Republic • Hidden Gems • U.S. Virgin Islands Best of the West • New York Weddings • Native American Casinos &amp; Resorts Turks &amp; Caicos</i></p>
<p>July   August</p> <p>Reception Issue</p>	5/17/16	3/16/16	3/18/16	<p>Gowns With Sparkling Embellishments • Nature-Inspired Accessories • Heat-Proof Makeup for Warm-Weather Weddings • Digital Detox at Luxe, Off-the-Grid Resorts • Tips for Feeling Your Best on Your Trip of a Lifetime Central America • Indonesia • Hawaii • Caribbean: Where to Go, What to Do from Morning 'til Night Adventurous, Animal-Viewing Excursions in Mexico • Grand, Castle Resorts Around the World</p> <p><b>Marketing Opportunities</b> <i>South Asian Weddings • Destinations Weddings • Hidden Gems • U.S. Virgin Islands Turks &amp; Caicos • Best of the West • New York Weddings • Smoky Mountain Weddings</i></p>
<p>September   October</p> <p>Honeymoon &amp; Destination Wedding Guide Supplement</p> <p>Your Home Special Section</p>	7/19/16	5/18/16	5/20/16	<p>Beautiful, Princess-Worthy Ballgowns • Rings With Baguette Stones • Makeup Colors for Your Skin Tone Perfect Wedding-Day Fragrances • <b>New Trends in Tableware</b> • Resorts That Offer Just the Two of You Island Picnics • How to Plan the Perfect Getaway • Riviera Nayarit • Namibia • Santa Fe • Caribbean Resorts That Offer Mind, Body, Soul Amenities • Find Your Perfect Celeb-Style Mexican Paradise • Luxurious Properties With Their Own Working Farms</p> <p><b>Marketing Opportunities</b> <i>Bridal Bests Tabletop Section • Hidden Gems • U.S. Virgin Islands • Turks &amp; Caicos Best of the West • New York Weddings • Phoenix and Sedona • Southeast Charm</i></p>
<p>November   December</p> <p>Real Weddings Issue</p>	9/20/16	7/20/16	7/22/16	<p>Chic Styles for Brides and Bridesmaids • Accessories for the Romantic Bride • Uniquely Cut Diamond Rings Hot New Hairstyles From the Runway • Two-Week Countdown • Resorts That Give Back Through Socially Conscious Programs • How to Book an Excursion • City Destinations With Beautiful Bridal Suites • Paris Safari • Romantic Resorts on the Caribbean's Higher Elevations • Mexico All-Inclusives to Suit Your Style Budget-Friendly Honeymoon Options Around the World</p> <p><b>Marketing Opportunities</b> <i>Fashion Market Issue • Mexico • Hidden Gems • U.S. Virgin Islands • Turks &amp; Caicos Best of the West • New York Weddings • Romantic Caribbean Escapes • Tucson</i></p>

# the bridal guide reader

**Total Audience** 4,049,000

**Engaged Audience** 964,000

**Readers Per Copy** 29

**Median Age** 29

18-34 73%

Women, 18-34 66%

**Male/Female** 12% / 88%

**Median HHI** \$48,300

HHI \$50K+ 49%

HHI \$75K+ 34%

HHI \$100K+ 26%

**Engaged/First Marriage** 78%

**College Educated** 60%

**Employed Full-Time** 52%

**Reader Involvement = Loyal and Engaged Readers**

Mean Time Spent Reading 74 minutes

One of My Favorites 31%

Source: GfK MRI Doublebase 2015, Engaged



# digital media/[bridalguide.com](http://bridalguide.com)

From the proposal to the big day, and beyond, [bridalguide.com](http://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 iPad/iPhone edition, our mobile-responsive website, and an active social media community for the ultimate 360-degree planning experience.



## Site Metrics, across platforms

- Average Page Views per Month: 18.4 million
- Average Unique Visitors per Month: 2.1 million

## Opt-In Database Marketing

- Promotional Email Database: 75,000
- Weekly E-Newsletter Subscribers: 20,000

## Social Media Reach

**Overall: 578,000+**

- Facebook: 375,000+
- Twitter: 64,000+
- Pinterest: 94,000+
- Instagram: 45,000+

## Mobile/Tablet

- Responsive Website for Smartphones and iPad/Tablet
  - **Bridal Guide** iPad/iPhone Edition
- Download @ [bridalguide.com/tablet](http://bridalguide.com/tablet)




## Marketing/Sponsorship Opportunities

- Custom Content Features and Slideshows
- Blogs: BG Editors, Real Brides, Industry Experts
- Searchable Photo Galleries: Gowns, Real Weddings, Registry
- Sitewide Fashion and Travel Video Placements
- Destination Wedding and Honeymoon Co-Op Programs
- Travel Deal of the Week
- Featured Resorts & Destinations
- Trunk Show and Bridal Event Listings
- Photo of the Day
- Tip of the Day
- Reader Surveys
- Lead Generation
- Contests and Sweepstakes
- Social Media Campaigns and Live Chats

Connect @  [facebook.com/bridalguide](https://www.facebook.com/bridalguide)

 [pinterest.com/bridalguide](https://www.pinterest.com/bridalguide)

 [twitter.com/bridalguidemag](https://twitter.com/bridalguidemag)

 [instagram.com/bridalguide](https://www.instagram.com/bridalguide)

**BRIDAL GUIDE**

2016 media kit

## Advertising

### Banners

- Leaderboard: 728x90
- Rectangle: 300x250
- Half-Page: 300x600
- Custom Rich Media Units (Pushdown, Expandable, Video)
- Target by Device: Desktop, Mobile and iPad/Tablet
- Geo-targeting Available

### Homepage and Channel Takeovers

One single advertiser will own 100% share of voice on all display ad units on the Homepage or Relevant Channel for a period of 24 hours or one week. Opportunities for sweepstakes and in-book tie-in, custom content, social media and other branded creative.

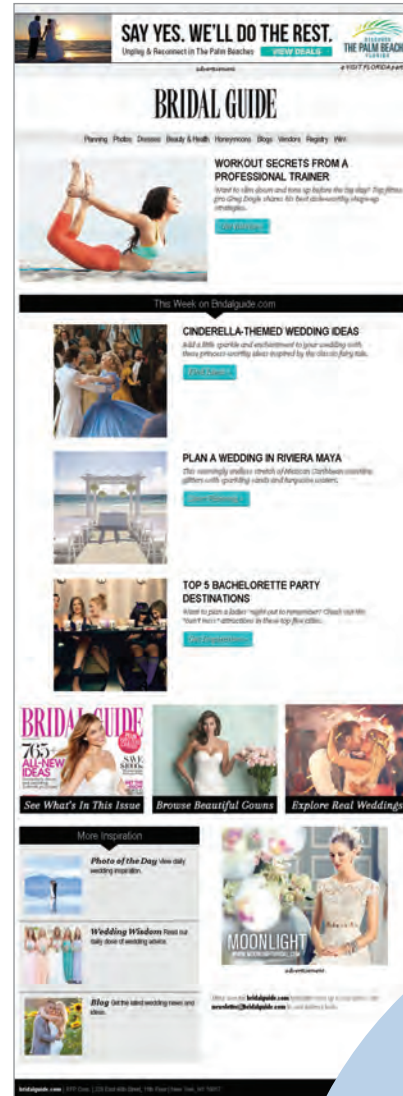
## E-Mail Marketing

### E-Newsletter

- Leaderboard: 728x90
- Rectangle: 300x250
- Custom Content Placement
- Delivered weekly to 20,000 opt-in subscribers

### Custom Email Blast

Exclusive 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.

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

Printing: Web offset 4-color process CMYK

Binding: Perfect

## Advertising Dimensions

Ad Size	Bleed	Non-Bleed
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"

### IMPORTANT

- Make ALL document sizes equal to ad trim.
- Ink density should be no more than 320%.
- Above dimensions for bleed includes 1/8" extra on all sides.
- For type safety, keep all live matter AT LEAST 1/4" 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 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. It is suggested that native files (original art and fonts) be included for any changes needed for adjustment.
- Important: All files should be CMYK (NO RGB 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: Type 1 and True type fonts
- Photoshop and Illustrator files must have fonts rasterized/converted to outlines.

### REQUIRED COLOR PRESS PROOF SPECS

- Color proof MUST be sent with each file. Publisher is not responsible for color variation on press if ad is not accompanied by required proof.
- Color proofs that are certified SWOP format for 4-color work, such as: Epson, Imation™ Matchprint™; Kodak Approval Digital Color Proofing System; IRIS Pro SWOP, FUJI Color-Art® System CR-T4 SWOP.
- Proof must be pulled from the supplied digital file.

### 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

Send all Digital files to the RR Donnelly Printing Ad Portal:

<http://www.rrd-lpc.com/bridalguid>

For Ad Portal questions or problems, contact Gail Nazario at Gail.nazario@rrd.com or call 717-293-2174.

Send press proofs to:

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

If you need additional information, have questions, or encounter problems, contact **Bill Ziff** at bziff@bridalguid.com or call 917-338-5853.