

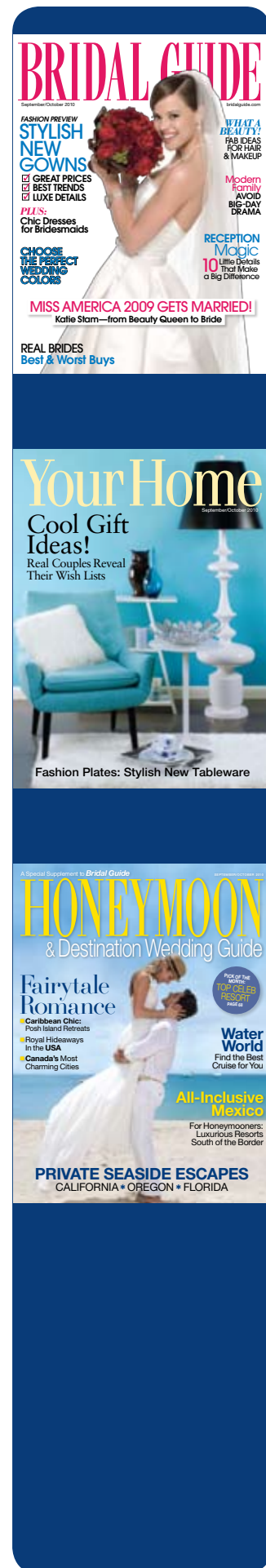
# Mission Statement

"*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 lineup 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.

At *Bridal Guide*, we are 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*



# 2011 Editorial Calendar

## January/February

### Trends Issue

- Gowns with Earthy Style, Draping Details • Classic Gold Jewelry • 6 Easy Ways to Look and Feel Beautiful • Winter Wonderlands, Caribbean Private Island Resorts, Newport, R.I., Texas, India, Mexico

## March/April

### Honeymoon & Destination Wedding Supplement

- Couture-Inspired Gowns, The Season's Best New Dresses • Unique Engagement Rings • Beauty 911 • Mexico Festivals, A Taste of Thailand, Maui, Turkey, Dominican Republic  
*Special Advertising Opportunity:* Bridal Bests Tabletop Section

## May/June

### Budget Issue

- Gowns Inspired by Legendary Fashion Icons, Lace Gowns • Pink Diamonds • Wedding-Day Fragrance • Tabletop Trends • Romance on the Rails, Jamaica, Fiji, Croatia, Mexico, Best Caribbean Beaches  
*Special Advertising Opportunity:* Romancing the Stove Cookware Section

## July/August

### Reception Issue

- Retro Gowns, Shapely Silhouettes • Antique-Inspired Jewelry • Picture-Perfect Beauty • Best Resort Wedding Planners, USA Wine Countries, Puerto Rico, South Africa, Caribbean Island-Hopping, Mexico, New Zealand

## September/October

### Honeymoon & Destination Wedding Supplement

#### Your Home Special Section

- Destination Wedding Gowns, Ultra-Feminine Details • Pearl Jewelry • Golden Glow Beauty • Real Couples' Registries • Bachelor/Bachelorette Packages, Mexico Culinary Tour, Romantic USA Cities, Miami, Australia, Panama, British Virgin Islands, Car Rental 101  
*Special Advertising Opportunity:* Bridal Bests Tabletop Section

## November/December

### Real Weddings Issue

- Crystal-Accented Gowns, Ethereal Tulle • Wedding Band Styles • Skincare 101 • Feel-Good Resorts, Culinary Destinations Around the World, Caribbean Plantation Resorts, Eco-Mexico, Hawaii, Bahamas, Morocco



### 2011 PUBLICATION SCHEDULE

#### January/February

Space Close: 9/15/10

Material Close: 9/17/10

On Sale: 11/16/10

#### March/April

Space Close: 11/17/10

Material Close: 11/19/10

On Sale: 1/18/11

#### May/June

Space Close: 1/12/11

Material Close: 1/14/11

On Sale: 3/15/11

#### July/August

Space Close: 3/16/11

Material Close: 3/18/11

On Sale: 5/17/11

#### September/October

Space Close: 5/11/11

Material Close: 5/13/11

On Sale: 7/12/11

#### November/December

Space Close: 7/13/11

Material Close: 7/15/11

On Sale: 9/13/11

# Unique Editorial Highlights

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!

## Planning Notebook

Expert Advice on a Range of Planning Topics

## Budget Guru

Smart Money-Saving Tips

## Body File

Breakthroughs in Health and Sexuality

## 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 for the Big Day

## Bridal Insider

Wedding News, Trends, and Products

## Weddings Away

Where and How to Get Married in Worldwide Destinations

## Travel File

Smart Advice on Honeymoon Travel Topics

## 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



Today's bride is many things—traditional yet independent, financially prudent but happy to spend on what really matters, tech-smart yet focused on family and friends. *Bridal Guide's* unique mix of editorial provides inspiring yet practical ideas that address the many facets of our reader.

# The Bridal Guide Reader

We deliver over one million engaged readers—real brides-to-be, who look to Bridal Guide for the practical inspiration they need to make their wedding and honeymoon dreams come true.

## Demographics

Total Audience	4,690,000
Readers Per Copy	31
Engaged Audience	1,136,000
Age, Median	26
18-34	92%
Women, 18-34	78%
Men	15%
Women	85%
Income, Median	\$68,089
HHI \$50K+	63%
HHI \$75K+	62%
Engaged/Never Married (First Marriage)	82%
College Educated	63%
Employed Full-Time	65%

## Reader Involvement

<input type="checkbox"/> One of my favorites	25%
<input type="checkbox"/> Median time spent reading	46 minutes
<input type="checkbox"/> Considerable interest in advertising	52%
<input type="checkbox"/> Took any action	43%



With more than 30 readers per copy, *Bridal Guide* has the highest pass-along readership of any magazine measured by GfK MRI, expanding your reach to the bride's friends, family and wedding party.

# Marketing Capabilities

From an à la carte menu of merchandising opportunities to fully integrated programs tailored to your goals, Bridal Guide Media allows you to target the bridal audience with programs that are flexible, creative and customized.

## Bridal Guide Magazine

Whether you want to generate leads via reader service or captivate brides-to-be with a branded advertising section, no one gives you more creative print solutions than *Bridal Guide*.

- Polybagged Inserts
- Sponsored Minimag
- Custom Advertorials and Co-Op Sections
- Bridal Bests Semi-Annual Tabletop Section
- Escape! Travel Promotional Features
- BG Insider Promotions Page
- Targeted Regional Advertising
- Distribution at Nationwide Great Bridal Expo Shows
- Reader Service, Reply Card and Web Guide listings

## Bridalguide.com

With numerous ways to connect with our online audience, **bridalguide.com** is the ideal partner for your digital campaign or to support a print marketing program.

- Custom Microsites and Sponsored Centers
- Image Galleries and Video
- Site Takeovers
- Brandblocks
- E-Newsletter Sponsorships
- Custom and Co-Op Email Blasts
- Guest Blogging
- Social Media Updates (Twitter, Facebook and MySpace)
- Run-of-Site and Channel Banners
- Category Resource Links
- Online Reader Service Listings
- Interactive Widgets
- Custom Surveys

## Sweepstakes and Contests

Sponsor one of our regular sweepstakes or let us create a customized contest or sweepstakes event, and receive outstanding print, online or integrated promotion.

- Just For You! Reader Service Sweepstakes
- Bi-Monthly Reader Survey Sweepstakes
- Custom Contests and Sweepstakes



*Bridal Guide's* unique combination of relevant editorial, exciting contests and sweepstakes and a reader-friendly, approachable style resonates with an audience of nearly 5 million young, educated and affluent readers six times a year.

# Bridalguide.com

Combining easy-to-search, relevant articles along with online exclusives such as blogs, video, message boards, interactive galleries and more, **bridalguide.com** is a fun, friendly and focused online destination for wedding planning.

## Site Statistics

**Page Views:** 1.2 million  
**Unique Visitors:** 220,000  
**E-Newsletter Subscribers:** 12,000  
**Email Database:** 90,000 opt-ins

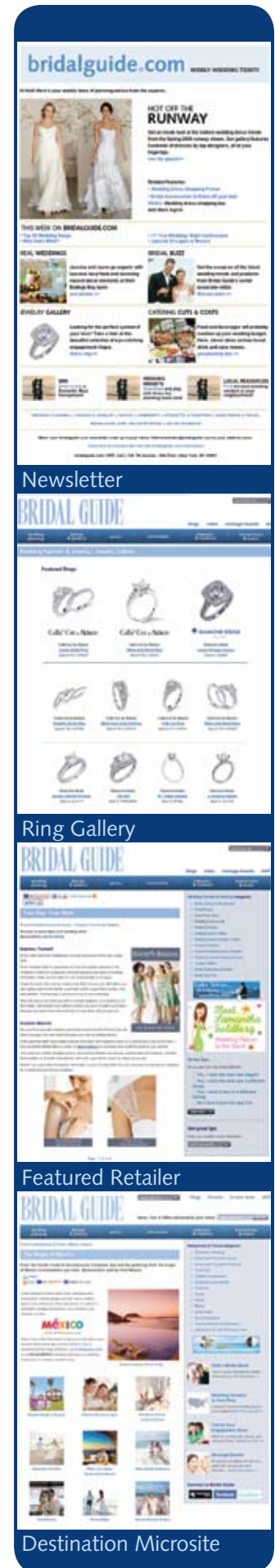
## Bridalguide.com Online Exclusives

- Wedding Gown Gallery
- Ring and Jewelry Gallery
- Bridal Bests Tabletop Gallery
- Featured Designers, Products and Retailers
- Featured Resorts & Destinations
- Sponsorships, Video, Custom Microsites, Guest Blogging, Widgets, Contests, Sweepstakes and more

## Advertising Opportunities

<b>Banner Ads</b>	Leaderboard 728 x 90 Skyscraper 120 x 600 Right Column 234 x 60 In-Content 180 x 150
<b>E-Newsletter</b>	728 x 90 or 120 x 600; delivered weekly to 12,000 opt-ins
<b>Custom E-Blast</b>	Delivered to up to 50,000 brides; deployed upon client's request; Geo-targeting available
<b>Site Takeover</b>	One single advertiser will own 100% share of voice on all display ad units (leaderboard, right column banner, 2 skyscrapers) across the entire site for a period of 24 hours or one week. Opportunity for client-branded wallpaper and other branded creative.
<b>Brandblock</b>	One single advertiser will own 100% share of voice in one or multiple/all display ad units (leaderboard, right column banner, 2 skyscrapers) for a period of 24 hours or one week. Opportunities for positioning throughout the entire site, on the main homepage only and/or on select channel homepages.

*Custom programs available*



	1x	3x	6x	12x
<b>GENERAL &amp; TRAVEL</b>				
<b>4-Color</b>				
Page	\$38,575	\$36,620	\$34,715	\$32,785
2/3 Page	\$28,960	\$27,475	\$26,045	\$24,595
1/2 Page	\$23,915	\$22,730	\$21,525	\$20,325
1/3 Page	\$18,530	\$17,630	\$16,695	\$15,750
1/6 Page	\$10,525	\$9,980	\$9,485	\$8,950

<b>Black &amp; White</b>				
Page	\$30,760	\$29,215	\$27,655	\$26,125
2/3 Page	\$23,190	\$21,995	\$20,865	\$19,705
1/2 Page	\$19,055	\$18,090	\$17,140	\$16,190
1/3 Page	\$14,775	\$14,015	\$13,310	\$12,560
1/6 Page	\$8,265	\$7,845	\$7,445	\$7,025

	1x	3x	6x	12x
<b>HOTEL &amp; RETAIL</b>				
<b>4-Color</b>				
Page	\$28,670	\$27,240	\$25,785	\$24,360
2/3 Page	\$21,505	\$20,435	\$19,350	\$18,275
1/2 Page	\$17,805	\$16,925	\$16,025	\$15,145
1/3 Page	\$12,780	\$12,160	\$11,515	\$10,860
1/6 Page	\$7,380	\$6,990	\$6,640	\$6,260

<b>Black &amp; White</b>				
Page	\$22,825	\$21,700	\$20,545	\$19,425
2/3 Page	\$17,145	\$16,270	\$15,430	\$14,570
1/2 Page	\$14,225	\$13,515	\$12,795	\$12,095
1/3 Page	\$10,305	\$9,800	\$9,295	\$8,780
1/6 Page	\$6,400	\$6,085	\$5,770	\$5,440

	1x	3x	6x	12x
<b>FASHION &amp; BEAUTY</b>				
<b>4-Color</b>				
Page	\$23,440	\$22,265	\$21,105	\$19,920
2/3 Page	\$17,565	\$16,710	\$15,805	\$14,935
1/2 Page	\$14,595	\$13,860	\$13,135	\$12,395
1/3 Page	\$11,240	\$10,675	\$10,120	\$9,575

<b>Black &amp; White</b>				
Page	\$18,660	\$17,715	\$16,795	\$15,870
2/3 Page	\$14,090	\$13,395	\$12,695	\$11,995
1/2 Page	\$11,745	\$11,135	\$10,545	\$9,970
1/3 Page	\$9,085	\$8,635	\$8,190	\$7,705
1/6 Page	\$5,645	\$5,360	\$5,090	\$4,800

	1x	3x	6x	12x
<b>MAIL ORDER</b>				
<b>4-Color</b>				
Page	\$19,765	\$18,770	\$17,800	\$16,805
2/3 Page	\$15,720	\$14,920	\$14,170	\$13,345
1/2 Page	\$13,325	\$12,640	\$11,980	\$11,340
1/3 Page	\$10,830	\$10,295	\$9,750	\$9,220

<b>2-Color</b>				
Page	\$16,145	\$15,340	\$14,535	\$13,715
2/3 Page	\$12,130	\$11,490	\$10,910	\$10,285
1/2 Page	\$9,775	\$9,275	\$8,805	\$8,295
1/3 Page	\$7,285	\$6,900	\$6,550	\$6,180

<b>Black &amp; White</b>				
Page	\$14,180	\$13,470	\$12,760	\$12,050
2/3 Page	\$10,185	\$9,685	\$9,165	\$8,675
1/2 Page	\$7,850	\$7,450	\$7,080	\$6,680
1/3 Page	\$5,335	\$5,060	\$4,810	\$4,525
1/6 Page	\$3,430	\$3,245	\$3,070	\$2,920
1/12 Page	\$2,165	\$2,055	\$1,930	\$1,840

15% Premium for all bleed

	1x	3x	6x	12x
<b>COVERS</b>				
2nd Cover	\$44,185	\$41,960	\$39,765	\$37,540
3rd Cover	\$40,490	\$38,215	\$36,440	\$34,415
4th Cover	\$45,875	\$43,575	\$41,295	\$39,015

<b>MINI MAG</b>				
Cover 2 & 3	\$15,490			
Cover 4	\$21,855			
Center Spread	\$31,085	<i>(4 pages, 80# stock)</i>		
<i>Mini-mag sponsorship packages: contact your sales representative</i>				

<b>SUPPLIED INSERTS</b> <i>Must be accompanied by a full-page ad</i>				
2 Pages	\$23,485			
4 Pages	\$42,270			
6 Pages	\$63,395			
8 Pages	\$79,835			
10 Pages	\$99,775			
12 Pages	\$119,755			

<b>BUSINESS REPLY CARD</b> <i>Must be accompanied by a full-page ad</i>				
	\$15,615			

<b>POLYBAG</b> (Supplied free-standing insert) <i>Must be accompanied by a full-page ad</i>				
1-8 Pages	\$117,970			
9-16 Pages	\$130,490			
17-64 Pages	\$142,800			
65-128 Pages	\$155,210			
<i>Up to 7-7/8" x 10-1/2". 128+ Pages, CDs, alternate sizes, over 70# stock: contact your sales representative</i>				

#### GENERAL CONDITIONS

- All advertising is subject to publisher's approval.
- Positioning instructions on insertion orders shall be treated as requests only and are not binding on the publisher.
- Production charges will be billed at cost and are non-commissionable.
- No cancellations will be accepted after closing date.
- Publisher's liability for failure to insert an ad is limited to a refund of the amount paid for the ad.
- Unless otherwise specified, material will be destroyed one year after on-sale date.
- Publisher is not responsible for ads that do not meet our spec requirements.
- Color proof **MUST** be sent with each file (see proof requirements under "Digital Specifications"). Publisher is not responsible for color variations on press if ad is not sent with required proof.
- Failure to meet our specifications may result in additional charges.
- 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.

#### DISTRIBUTION VARIATIONS

All copies will be distributed into proper regional area with no more than a 5% variation allowance as may be required by local distribution patterns.

#### CONTACT

Send ads on disk with required proofs (see separate "Digital Specifications") to: Gail Nazario, RR Donnelley, Dept. LPC, 216 Greenfield Road, Lancaster, PA 17601-5885. Please do not email ads.

- Please label materials and disks with magazine name, issue date, contact person, and phone number.
- Include a file directory printout for all CDs, as well as printouts of all layouts or images for print.
- Please include **ONLY** the files that are necessary to produce ads.
- Fashion ads must indicate style number on proof.

For additional questions or FTP instructions, please contact: Bill Ziff, 917-338-5853 or bziff@bridalguide.com (for email correspondence only, no ad materials).

## SPECIFICATIONS

Trim of magazine: 7-7/8" x 10-1/2"      Plating: Computer to plate  
Printing: Web offset 4-color process      Binding: Perfect

## AD DIMENSIONS *Full-page trim equals 7-7/8" x 10-1/2"*

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"

## 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 (including gutter for 2-page spread ads).
- Set all bleed at EXACTLY 1/8" past trim on all sides for accurate placement.

## 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 any 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.
- 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.

## REQUIRED PROOF SPECIFICATIONS

### 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

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## SEND AD MATERIAL TO

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

For additional questions or FTP instructions, call Bill Ziff, 917-338-5853. For email correspondence ONLY (not for ad material), bziff@bridalguid.com