

# 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*



# 2012 Editorial Calendar

## January/February

### Trends Issue

- Dreamy Dresses For Destination Weddings • Romantic Gowns With Classic Appeal • Colored Gemstones • Wedding-Day Fragrances For Your Personality • Celebrity Resorts • Riviera Maya Insider Guide • New Honeymoon Hotspots in South America • Hawaii, Turkey, Caribbean, Tahiti

## March/April

### Honeymoon & Destination Wedding Guide Supplement

- Luxe Looks For Today's Bride • Gowns For Every Season • Diamond Shapes • Best Destination Wedding Hair and Makeup Products • Familymoons • Honeymoon Style Quiz • Under-the-Radar Honeymoon Getaways • Mexico Beach and City Destinations • Las Vegas, Italy, American Islands  
*Special Advertising Opportunity:* Bridal Bests Tabletop Section

## May/June

### Budget Issue

- Gowns That Make an Entrance • Affordable Dresses For Everyone • Floral Jewelry • Runway-Inspired Hair and Makeup • Tabletop Trends • Hotel Rooms With a View • Caribbean Stay, Eat, Play • Mexico's Laid-Back Haciendas • Fairy-Tale Castles of Europe • Puerto Rico, Hawaii, Cruises

## July/August

### Reception Issue

- Gowns in Subtle Shades • Hollywood-Inspired Dresses • Unique Engagement Ring Shapes • Eco-Resorts • Cruises For Every Style and Budget • Off-the-Grid Caribbean Islands • Best Adventure Spots in Mexico • Riviera Maya, Australia, Brazil

## September/October

### Honeymoon & Destination Wedding Guide Supplement

#### Your Home Special Section

- Tulle Dresses • Gowns That Fit and Flatter • Elegant Bridal Pearls • Pro Hair Tips • Real Couples' Registries • Resorts With Outdoor Showers • Caribbean Save and Splurge • Cancun vs. Cabo • Beaches of Indonesia • Panama, Portugal, European Islands  
*Special Advertising Opportunity:* Bridal Bests Tabletop Section

## November/December

### Couples Issue

- Dresses With Country-Club Flair • Complementary Looks for the Bride and Groom • Vintage-Inspired Jewelry • Complexion-Flattering Makeup • Resorts Seen in the Movies • His 'n Her Caribbean Honeymoons • Mexico's Pacific Coast • Safaris Around the World • California, Fiji, New England



### 2012 PUBLICATION SCHEDULE

#### January/February

Space Close: 9/14/11

Material Close: 9/16/11

On Sale: 11/15/11

#### March/April

Space Close: 11/16/11

Material Close: 11/18/11

On Sale: 1/17/12

#### May/June

Space Close: 1/18/12

Material Close: 1/20/12

On Sale: 3/20/12

#### July/August

Space Close: 3/14/12

Material Close: 3/16/12

On Sale: 5/15/12

#### September/October

Space Close: 5/16/12

Material Close: 5/18/12

On Sale: 7/17/12

#### November/December

Space Close: 7/18/12

Material Close: 7/20/12

On Sale: 9/18/12

# 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

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 for the Big Day

## Bridal Insider

Wedding News, Trends, and Products

## Weddings Away

Where and How to Get Married in Worldwide Destinations

## Editor's Tips

Smart Advice from *Bridal Guide's* Travel Editor

## 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 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	4,305,000
Readers Per Copy	28
Engaged Audience	999,000
Age, Median	28
18-34	72%
Women, 18-34	65%
Men	15%
Women	85%
Income, Median	\$57,326
HHI \$50K+	57%
HHI \$75K+	36%
Engaged/Never Married (First Marriage)	77%
College Educated	69%
Employed Full-Time	59%

## Reader Involvement

<input type="checkbox"/> One of my favorites	31%
<input type="checkbox"/> Median time spent reading	30 minutes
<input type="checkbox"/> Considerable interest in advertising	54%
<input type="checkbox"/> Took any action	38%



With 28 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 more than 4 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, 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: 270,000  
E-Newsletter Subscribers: 14,000  
Email Database: 100,000

## Bridalguide.com Online Exclusives

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

## Advertising Opportunities

<b>Banner Ads</b>	Rectangle 300 x 250 Leaderboard 728 x 90 Square 125 x 125
<b>E-Newsletter</b>	728 x 90 or 120 x 600; delivered weekly to 14,000 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 across the entire site for a period of 24 hours or one week. Opportunities for sweepstakes and in-book tie-in, 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 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

