

2013 MEDIA
KIT

25
YEARS!

For 25 years,
Bridal Guide has been
committed to helping brides and grooms
have their dream wedding...

BRIDAL GUIDE

bridalguide.com

25
YEARS!

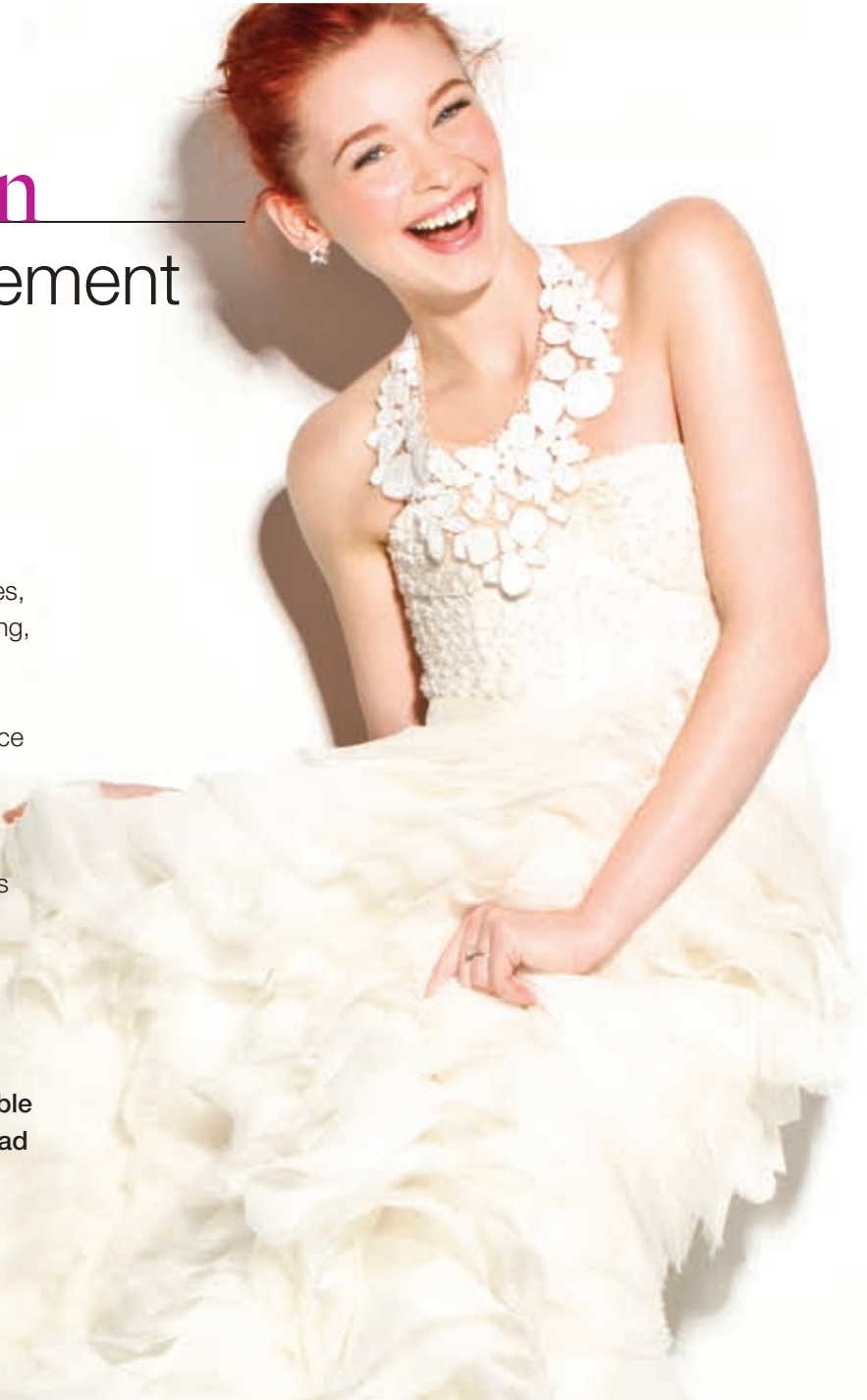
Mission Statement

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.

For 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*



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25 YEARS!

Editorial

Calendar

January/February

25th Anniversary Issue

Space Close: 9/19/12

Material Close: 9/21/12

On Sale: 11/20/12

Sophisticated Gowns for the Modern Bride
Bridal Styles From Previous Decades
Silver-Themed Accessories • Top-Selling
Engagement Rings of the Last 25 Years
Best Makeup for Your Skin Tone • Traditional
Ceremonies That Include Local Customs
Basic Money Tips for Travelers • New York:
Places to Marry in the Empire State • Travel
Editor Selects Top 25 Honeymoon Favorites
Celebrations and Festivals Around the World
Exclusive Caribbean Deals • Mexico • Cooking
Classes at Resorts Around the World

March/April

Honeymoon & Destination Wedding Guide Supplement

Space Close: 11/21/12

Material Close: 11/23/12

On Sale: 1/22/13

Gowns Inspired by Iconic Movie Stars
Dresses That Celebrate Your Unique Look
Pearls • 25 Top Bridal Beauty Products • Farm-
to-Massage Table Spas: Products Made from
Local Ingredients • All-Inclusive Guide • Hawaii
Thailand • Croatia • The Bahamas • Mexico
Desert-Based Resorts Around the World
**Special Advertising Opportunity:
Bridal Bests Tabletop Section**

May/June

Budget Issue

Space Close: 1/23/13

Material Close: 1/25/13

On Sale: 3/26/13

Gorgeous Gowns at Affordable Prices
Fashions for the Bride, Groom, Bridesmaid
and Flower Girl • Best Bridal Buys Under \$100
Vintage-Inspired Jewelry • Metallic Hues for
a Radiant Glow • Tabletop Trends • Rooftop
Bars How to Spa • Dominican Republic • Chile
New Orleans • Caribbean Activities to Suit You
Both • Destinations Near Mexico's Noteworthy
Silver Artisans • Pre-Wedding Mind/Body/Spirit
Escapes Around the World

July/August

Reception Issue

Space Close: 3/20/13

Material Close: 3/22/13

On Sale: 5/21/13

Top Dress Trends • Elegant Looks for the Bride
and Groom • Unique Engagement Rings
Top 25 Bridal Hairstyles • Resorts With Outdoor
Showers • How to Deal With Jet Lag • Los Cabos
25 Top Highlights in Hawaii • Argentina
Caribbean Tasting Tours • Mexico Resorts Where
Movies Were Filmed • India

September/October

Honeymoon & Destination Wedding Guide Supplement Your Home Special Section

Space Close: 5/15/13

Material Close: 5/17/13

On Sale: 7/16/13

Short, Chic Dresses • Romantic Tiered and
Ruffled Gowns • Wedding Bands • All-Day
Makeup • Real Couples' Registries • Wedding
Chapels • Culinary Terms • Getting Married at a
Ranch • 25 Top American Cities to Honeymoon
Brazil • Caribbean Beyond the Beach • Mexico's
Best New Romantic Hideaways • Road Trips
Around the World

**Special Advertising Opportunity:
Bridal Bests Tabletop Section**

November/December

Couples Issue

Space Close: 7/17/13

Material Close: 7/19/13

On Sale: 9/17/13

Gowns With Dazzling Details • Floral-Accented
Dresses • Engagement Rings With Colored
Stones • Hair and Makeup Trends Fresh From
the Runway • Resorts That Offer Learning Experi-
ences • What's Your Honeymoon Style? • Classic
Seaside Retreats in the USA • Italy • Las Vegas
Chic and Sophisticated Caribbean Locations
Best All-Inclusives in Mexico • Asia: Where to
Spend and Where to Cut Back

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25 YEARS!

Unique Editorial Highlights



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



Planning Notebook



Body File



All That Glitters



Resort Roundup



Star Resort

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The Bridal Guide Reader

Total Audience	4,334,000
#1 Readers Per Copy	29
Age, Median	28
18-34	81%
Men	14%
Women	86%
#1 Median HHI	\$69,554
#1 HHI \$75K+	48%
#1 HHI \$100K+	33%
Engaged/Never Married (First Marriage)	82%
College Educated	66%
Employed Full-Time	63%
#1 Median time spent reading	79 minutes

With 29 readers per copy, *Bridal Guide* has the highest pass-along readership of any women's magazine measured by GfK MRI, expanding your reach to the bride's friends, family and wedding party. We are also **#1 among bridal magazines** in these key demos:

- Readers per copy
- Median HHI
- Average HHI
- HHI \$75K+
- HHI \$100K+

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Source: GfK MRI Spring 2012

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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 via print, online, mobile and national events—with programs that are flexible, creative and customized.

Print

- High-Impact Polybag Outsert
- Minimag Sponsorships
- Custom Advertorials and Co-Op Sections
- Custom Inserts
- High-Impact Advertising Units
- Sweepstakes and Contests
- 'Bridal Bests' Semi-Annual Tabletop Section
- Escape! Travel Promotion Features
- BG Insider Promotion Page
- Targeted Regional Advertising
- Product Distribution at Nationwide Great Bridal Expo Shows
- Reader Service, Reply Card and Web Guide listings

Digital






BridalGuide.com

- Custom Microsites and E-Brochures
- Slideshows
- Video
- Site Takeovers and Brandblocks
- Blogs by BG Editors, Real Brides and Industry Experts
- Banners and Links
- Online Sweepstakes and Contests
- Category Resource Links
- Online Reader Service Listings

Database Marketing

- E-Newsletter Sponsorships
- Special Section Email Blasts

Social Media

-  [Twitter.com/bridalguidemag](https://twitter.com/bridalguidemag)
-  [Facebook.com/bridalguide](https://facebook.com/bridalguide)
-  [Pinterest.com/bridalguide](https://pinterest.com/bridalguide)
-  [Bridalguidemag.tumblr.com](https://bridalguidemag.tumblr.com)
-  [Instagram.com/bridalguide](https://instagram.com/bridalguide)

Mobile

- Mobile Optimized Website
- Tablet Edition



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