

media kit
2015

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



Designer Profile

Interviews with Top Fashion Designers



Bridal Insider

Wedding News, Trends, and Products



Travel Snapshots

A Pictorial Overview of Top Honeymoon Hot Spots



Star Resort

A Spotlight on Celebrities' Favorite Destinations



Budget Guru

Smart Money-Saving Tips



All That Glitters

Fine Jewelry Tips and Trends



Weddings Away

Where and How to Get Married in Worldwide Destinations



Resort Roundup

News on Resorts Around the World



Editor's Tips

Smart Advice from Bridal Guide's Travel Editor



Body File

How to Look and Feel Your Best



Ask David

Celebrity Wedding Planner, David Tutera, Shares His Best Advice



Travel Insider

A Q&A with Travel Experts on Their Favorite Destinations



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>	11/18/14	9/17/14	9/19/14	<p>Dresses Suited to Your Astrological Sign • Engagement Rings With Horizontally Set Stones • Long-Lasting Makeup Products for a Flawless Look • 30 Best Bridal Hairstyles • Resorts With Views of the World's Most Celebrated Sites • How to Utilize "Specialized Concierges" • Riviera Maya Celebrity Chef Curtis Stone's Favorite Spots in Los Angeles • New Zealand • Caribbean Islands Formerly Inhabited by Swashbucklers • "A-List" Celebrities' Favorite Mexican Resorts • Great Places to Stay in the USA</p> <p>Marketing Opportunities <i>Hidden Gems • Best of the West</i></p>
<p>March April</p> <p>Honeymoon & Destination Wedding Guide Supplement</p>	1/20/15	11/19/14	11/21/14	<p>Romantic, Ethereal Gowns • Dresses to Wear for Spring, Summer, Autumn and Winter Weddings • Rings Featuring a Mix of Metals • Skincare Tips and Products • Rainforest Spas • Quiz: What's Your Honeymoon Style? • Historic Mansions in the USA • St. Lucia • Las Vegas • Caribbean Islands Off-the-Beaten Path • Best Pools in Mexico Spirit Tours: From Wine and Whiskey to Tequila, Experience the True Art of Crafting Liquors and Cocktails</p> <p>Marketing Opportunities <i>Bridal Bests Tabletop Section • Jamaica • Florida • Aruba</i> <i>Southeast Charm • Hidden Gems • Best of the West</i></p>
<p>May June</p> <p>Budget Issue</p>	3/24/15	1/21/15	1/23/15	<p>Styles for Every Member of the Bridal Party • Best Bridal Buys Under \$100 • Double-Halo Engagement Rings 20 Quick Fixes for the Big Day • Latest Tableware Trends • Resorts that Offer an Overnight Stay on a Yacht How to Get the Best Spa Experience • Hawaii • New Orleans • Bali • Where to Save and When to Spend in the Caribbean • Local Art from Different Regions in Mexico • Love Trains: Find Romance on the Rails</p> <p>Marketing Opportunities <i>Dominican Republic • Hidden Gems • Best of the West</i></p>
<p>July August</p> <p>Reception Issue</p>	5/19/15	3/18/15	3/20/15	<p>Jazz and Swing to Rock and Pop, Dresses that Reflect Different Genres of Music • Gowns With Movie-Star Flair Dazzling Accessories Inspired by the Red Carpet • Rings With Vintage Style • Top Bridal Hairstyles and Accessories Champagne Bars • Beauty-on-the-Go • How to Streamline Products and Still Look Glam • Bahamas • Vietnam Greece • Best Caribbean Cruise Itineraries • Quiet Hideaways and Intimate Boutique Hotels in Mexico • Hawaii to Nantucket: Top Islands in the USA for the Perfect Getaway</p> <p>Marketing Opportunities <i>Destination Weddings • Indian Weddings</i> <i>Hidden Gems • Best of the West</i></p>
<p>September October</p> <p>Honeymoon & Destination Wedding Guide Supplement</p> <p>Your Home Special Section</p>	7/21/15	5/20/15	5/22/15	<p>Ballet-Inspired Tulle Ballgowns • Dresses Detailed With Crystals, Sequins and Shimmering Metallics • Buying Guide to the 4cs • Hair and Makeup for the Glam, Classic, Retro or Boho Bride • Real Couples' Registries Resorts that Blend Bachelor/Bachelorette Parties • How to Choose Wine Like a Pro • Elopement Packages Hawaii • Portugal • Popular Caribbean Rum Distilleries • Mexican Archeological Adventures: Pre-Colombian Ruins and Nearby Resorts • Castles Around the World</p> <p>Marketing Opportunities <i>Bridal Bests Tabletop Section • Southeast Charm</i> <i>Aruba • Hidden Gems • Best of the West</i></p>
<p>November December</p> <p>The Color Issue</p>	9/22/15	7/22/15	7/24/15	<p>Glamorous Destination Wedding Looks • Flowing, Romantic Dresses • Favorite Bridal Accessories and Beauty Products • Three-Stone Engagement Rings • Tips on How to Look Flawless in Photos • Cottage Properties: Resorts With Individual Accommodations • Tips for Staying Well on the Honeymoon • Texas • Nicaragua Turkey • Caribbean All-Inclusives to Suit Your Personality • Off-the-Beaten Path Mexican Beaches Classic Honeymoon Cities Around the World</p> <p>Marketing Opportunities <i>Mexico • Cruises • Hidden Gems • Best of the West</i></p>

the bridal guide reader

Total Audience 4,034,000

Engaged Audience 1,057,000

Readers Per Copy 29

Median Age 29

18-34 77%

Women, 18-34 66%

Male/Female 13% / 87%

Median HHI \$56,138

HHI \$50K+ 59%

HHI \$75K+ 39%

HHI \$100K+ 24%

Engaged/First Marriage 75%

College Educated 72%

Employed Full-Time 56%

Reader Involvement = Loyal and Engaged Readers

Mean Time Spent Reading 68 minutes

One of My Favorites 34%

Source: GfK MRI Doublebase 2014, Engaged



From the proposal to the big day, and beyond, 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

- Average Page Views per Month: 4.8 million
- Average Unique Visitors per Month: 1.6 million

Opt-In Database Marketing

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

Social Media Reach

Overall: 540,000+

- Facebook: 362,000+
- Twitter: 60,000+
- Pinterest: 91,000+
- Instagram: 27,000+

Mobile/Tablet

- Responsive Website for Smartphones and iPad/Tablet
- **Bridal Guide** iPad/iPhone Edition
- Download @ 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



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

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.

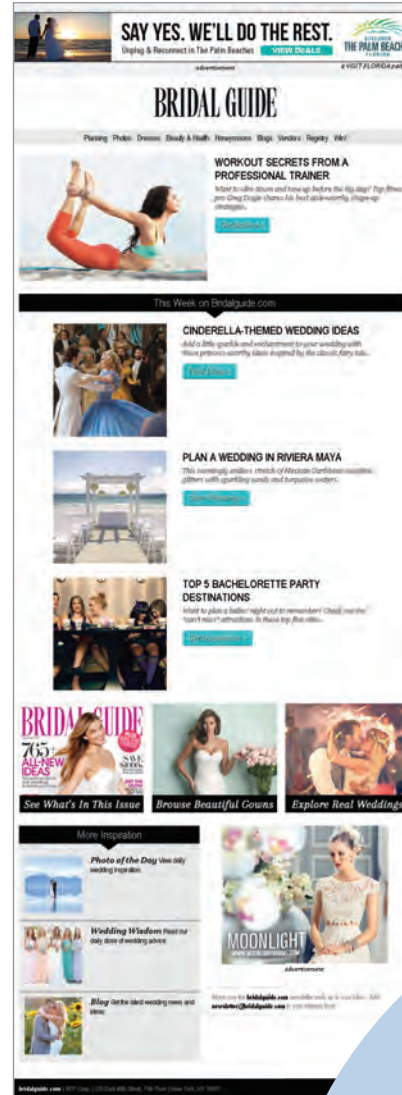
E-Mail Marketing

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.