



**MAGAZINE**

**Publisher's Statement**

6 months ended June 30, 2014

Subject to Audit

**BRIDAL GUIDE**

**Field Served:** BRIDAL GUIDE is a magazine for the contemporary bride-to-be. It focuses on current trends in fashion, beauty, home design and honeymoon travel; provides information on wedding planning; and explores social issues that affect the bride and groom.

Published by RFP Corp.

Frequency: 6 times/year

**1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION**

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	45,228	33.1			
Verified	10,056	7.4			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>55,284</b>	<b>40.5</b>			
Single Copy Sales	81,208	59.5			
<b>Total Paid &amp; Verified Circulation</b>	<b>136,492</b>	<b>100.0</b>	<b>None Claimed</b>		

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$18.95		
Average Subscription Price Annualized (6 issue frequency)		\$11.58	
Average Subscription Price per Copy		\$1.93	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2013.

**3. PAID & VERIFIED CIRCULATION BY ISSUE**

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	47,140	6,544	53,684	75,423	129,107
Mar./Apr.	47,550	6,981	54,531	90,252	144,783
May/June#	40,991	16,643	57,634	77,947	135,581

#See Par. 9

**4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS**

None

## 5. TREND ANALYSIS

	2009	%	2010	%	2011	%	2012	%	2013	%
Subscriptions:										
Paid	48,057	30.6	44,636	27.6	46,254	29.4	46,964	31.1	46,934	33.5
Verified	8,387	5.4	5,802	3.6	5,817	3.7	5,844	3.8	6,240	4.5
<b>Total Paid &amp; Verified Subscriptions</b>	<b>56,444</b>	<b>36.0</b>	<b>50,438</b>	<b>31.2</b>	<b>52,071</b>	<b>33.1</b>	<b>52,808</b>	<b>34.9</b>	<b>53,174</b>	<b>38.0</b>
Single Copy Sales	100,559	64.0	111,041	68.8	105,218	66.9	98,323	65.1	86,908	62.0
<b>Total Paid &amp; Verified Circulation</b>	<b>157,003</b>	<b>100.0</b>	<b>161,479</b>	<b>100.0</b>	<b>157,289</b>	<b>100.0</b>	<b>151,131</b>	<b>100.0</b>	<b>140,082</b>	<b>100.0</b>
Year Over Year Percent of Change		-15.1		2.9		-2.6		-3.9		-7.3
Avg. Annualized Subscription Price	\$11.40		\$11.25		\$11.11		\$10.84		\$11.40	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	19,935	14.6
Partnership:		
Deductible*	651	0.5
Sponsored Sales	24,642	18.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>45,228</b>	<b>33.1</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	3,333	2.4
Individual Use (See Par. 6B)	6,723	5.0
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>10,056</b>	<b>7.4</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>55,284</b>	<b>40.5</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	45,324	33.2
Partnership:		
Deductible	5,549	4.1
Sponsored Sales	30,335	22.2
<b>TOTAL SINGLE COPY SALES</b>	<b>81,208</b>	<b>59.5</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>136,492</b>	<b>100.0</b>

\*Included in Average Price calculation

### 6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Personal Care Salons	Specialty Locations/ Retail	Business/ Professional Services	Public Place Other	Total Public Place Copies
Public Place	1,267	1,113	953		3,333

### 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Event Attendees	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	5,757	966		6,723

## 7. GEOGRAPHIC DATA for the March/April 2014 issue

Total paid & verified circulation of this issue was 6.1% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	765	28	793	1,404	2,197
Arizona	882	33	915	2,066	2,981
Arkansas	398	8	406	729	1,135
California	4,834	2,104	6,938	7,793	14,731
Colorado	612	557	1,169	1,132	2,301
Connecticut	551	38	589	1,212	1,801
Delaware	158	3	161	276	437
District of Columbia	97	59	156	160	316
Florida	2,908	521	3,429	5,637	9,066
Georgia	1,512	705	2,217	4,424	6,641
Idaho	196	5	201	417	618
Illinois	2,038	237	2,275	2,119	4,394
Indiana	1,151	44	1,195	2,128	3,323
Iowa	583	12	595	950	1,545
Kansas	460	9	469	572	1,041
Kentucky	790	17	807	1,217	2,024
Louisiana	637	17	654	1,382	2,036
Maine	230	6	236	503	739
Maryland	798	216	1,014	2,465	3,479
Massachusetts	993	32	1,025	2,812	3,837
Michigan	1,805	49	1,854	2,963	4,817
Minnesota	756	18	774	1,241	2,015
Mississippi	424	10	434	813	1,247
Missouri	999	22	1,021	1,398	2,419
Montana	138	3	141	175	316
Nebraska	320	7	327	616	943
Nevada	345	13	358	881	1,239
New Hampshire	215	5	220	238	458
New Jersey	1,442	210	1,652	2,484	4,136
New Mexico	214	4	218	611	829
New York	3,085	1,304	4,389	5,727	10,116
North Carolina	1,608	40	1,648	3,275	4,923
North Dakota	215	5	220	208	428
Ohio	2,014	42	2,056	2,986	5,042
Oklahoma	567	14	581	915	1,496
Oregon	481	13	494	1,047	1,541
Pennsylvania	2,340	62	2,402	3,411	5,813
Rhode Island	193	4	197	306	503
South Carolina	795	25	820	1,541	2,361
South Dakota	150	6	156	448	604
Tennessee	1,002	26	1,028	1,873	2,901
Texas	3,136	75	3,211	5,510	8,721

  

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	353	8	361	433	794
Vermont	76	2	78	186	264
Virginia	1,255	286	1,541	2,024	3,565
Washington	802	18	820	1,584	2,404
West Virginia	295	7	302	468	770
Wisconsin	988	28	1,016	1,513	2,529
Wyoming	91	4	95	191	286
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>46,697</b>	<b>6,961</b>	<b>53,658</b>	<b>84,464</b>	<b>138,122</b>
Alaska	121	3	124	159	283
Hawaii	117	5	122	309	431
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>238</b>	<b>8</b>	<b>246</b>	<b>468</b>	<b>714</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>46,935</b>	<b>6,969</b>	<b>53,904</b>	<b>84,932</b>	<b>138,836</b>
Poss. & Other Areas	503	10	513	141	654
<b>U.S. &amp; POSS., etc.</b>	<b>47,438</b>	<b>6,979</b>	<b>54,417</b>	<b>85,073</b>	<b>139,490</b>
<b>CANADA</b>					
Alberta	8		8	656	664
British Columbia	3		3	703	706
Manitoba	1		1	148	149
New Brunswick				60	60
Newfoundland/Labrador	2		2	60	62
Northwest Territories				4	4
Nova Scotia	1		1	158	159
Nunavut					
Ontario	14		14	1,480	1,494
Prince Edward Island				22	22
Quebec				69	69
Saskatchewan				149	149
Yukon Territory				3	3
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>29</b>		<b>29</b>	<b>3,512</b>	<b>3,541</b>
International				1,255	1,255
Other Unclassified					
Military or Civilian					
Personnel Overseas	83	2	85	412	497
<b>GRAND TOTAL</b>	<b>47,550</b>	<b>6,981</b>	<b>54,531</b>	<b>90,252</b>	<b>144,783</b>

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2014

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues) .....	345	1.5	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	22,412	99.9
(b) Seven to eleven months (4 to 5 issues) .....	22	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (6 issues) .....	6,746	30.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	24	0.1
(d) Thirteen to twenty-four months.....	14,704	65.5	(d) Subscriptions as part of membership in an organization, See Par. 9.....	None	
(e) Twenty-five months and more .....	619	2.8	<b>Total Subscriptions Sold in Period .....</b>	<b>22,436</b>	<b>100.0</b>
<b>Total Subscriptions Sold in Period .....</b>	<b>22,436</b>	<b>100.0</b>			
B. USE OF PREMIUMS					
(a) Ordered without premium .....	20,032	89.3			
(b) Ordered with material reprinted from this publication, See Par. 9 .....	2,404	10.7			
(c) Ordered with other premiums .....	None				
<b>Total Subscriptions Sold in Period .....</b>	<b>22,436</b>	<b>100.0</b>			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada \$6.99. Subscriptions: Canada, 1 yr. \$28.95. International, 1 yr. \$53.95.
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: 3,465 copies per issue.
- (c) Post expiration copies: None.
- (d) Partnership Subscription Sales (Deductible): The average of 651 copies per issue, shown in Par. 6 and included in Par. 1, represent copies sold in a partnership relationship wherein this publication was bundled with a purchase from fromyouflowers.com. Purchasers were advised that \$14.99 of the sales price was allocated for a 12 issue subscription to this publication.
- (e) Sponsored Subscription Sales: The average of 24,642 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (f) Partnership Single Copy Sales (Deductible): The average of 5,549 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of an entrance ticket to a bridal show. Purchasers were advised that up to \$1.00 of the sales price was allocated for a copy of this publication.
- (g) Sponsored Single Copy Sales: The average of 30,335 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (h) Use of Premiums: 101 Best Wedding Tips book, with no advertised or stated value, was offered with some subscriptions.
- (i) An average of 966 copies were included in Verified Individually Requested that were served to subscribers that ordered the magazine for which payment was not received.
- (j) Single Copy Sales for issues denoted in Par. 3 of this statement were impacted by the Source Interlink closure.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2013; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-13	None Claimed	140,082	140,082		
12-31-12	None Claimed	151,132	151,132		
12-31-11	None Claimed	158,072	157,291	781	0.5
12-31-10	None Claimed	161,479	161,479		
12-31-09	None Claimed	155,644	157,002	-1,358	-0.9

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: RFP Corp.

BRIDAL GUIDE, published by RFP Corp. • 228 East 45th Street, 11th Floor • New York, NY 10017

CARLA KIEVIT  
Circulation Director

BARRY ROSENBLOOM  
President

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P: 212.838.7733 • F: 212.308.7165 • URL: www.bridalguide.com

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	18.95
	Canadian Subscription Price	45.95
	International Subscription Price	53.95