

A bride with blonde hair styled in an updo, wearing a white strapless wedding dress with a full skirt. She is holding two large white flowers, a rose and a peony, in front of her chest with both hands. She is wearing a gold ring on her left ring finger and a diamond ring on her right ring finger. A diamond bracelet is on her left wrist. The background is a soft, out-of-focus white with some pink petals floating in the air.

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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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

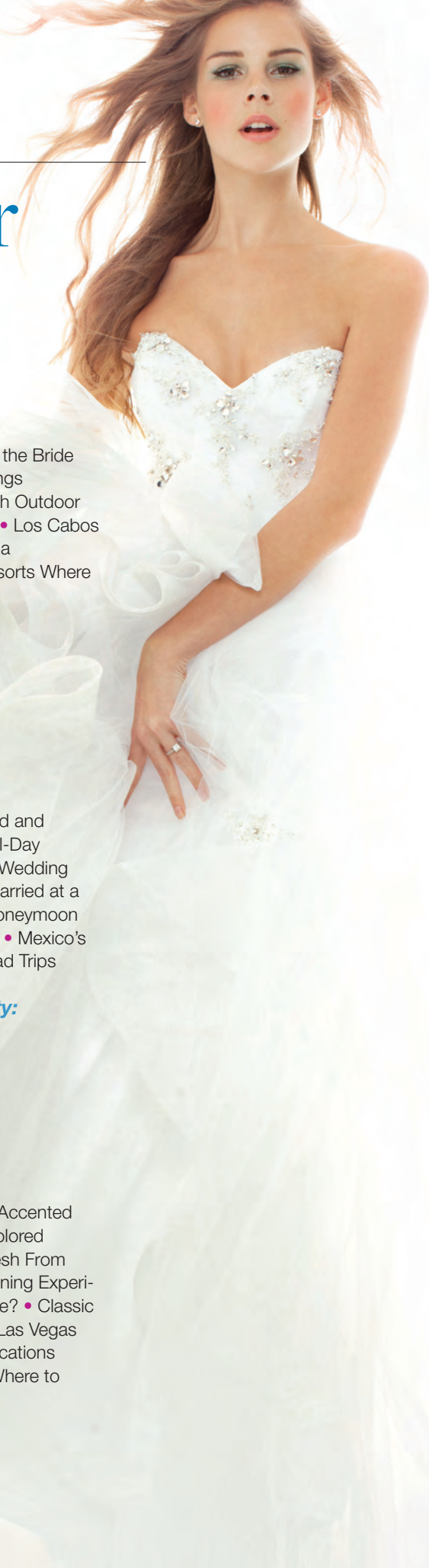
Material Close: 7/19/13

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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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	4,294,000
#1 Engaged Audience	1,127,000
#1 Readers Per Copy	30
Median Age	28
18-34	80%
Men	20%
Women	80%
#1 Median HHI	\$57,821
#1 HHI \$50K+	58%
#1 HHI \$75K+	41%
#1 HHI \$100K+	27%
Engaged/First Marriage	80%
College Educated	61%
Employed Full-Time	73%
#1 Mean time spent reading	73 minutes



With 30 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:

- Engaged Audience
- Readers per copy
- Median HHI
- Average HHI
- HHI \$50K+
- HHI \$75K+
- HHI \$100K+

Source: GfK MRI Fall 2012, Engaged

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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 and Galleries
- Video
- Site Takeovers
- Blogs by BG Editors, Real Brides and Industry Experts
- Banner Advertising and Links
- Online Sweepstakes and Contests
- Category Resource Links
- Online Reader Service Listings
- Custom Surveys

Database Marketing

- E-Newsletter Sponsorships
- Dedicated Email Blasts

Social Media

-  Twitter.com/bridalguidemag
-  Facebook.com/bridalguide
-  Pinterest.com/bridalguide
-  Bridalguidemag.tumblr.com
-  Instagram.com/bridalguide

Mobile

- Mobile Optimized Website
- Tablet Edition

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25 YEARS

Digital

bridalguide.com

Combining easy-to-search, relevant articles along with digital exclusives such as blogs, custom video features, interactive photo galleries and slideshows, celebrity news and more, bridalguide.com is a fun, friendly and focused destination for wedding and honeymoon planning.



Site Statistics

- Unique Visitors: 1.2 million
- Page Views: 3.3 million
- Mobile Audience: 40%

Marketing/Sponsorship on Bridalguide.com

- Wedding Gown Gallery
- Featured Gown Collections and Flipbooks
- Custom Microsites and Slideshows
- Photo of the Day/Tip of the Day
- Bridal Bests Tableware Gallery
- Real Weddings Gallery
- Jewelry Gallery
- Interactive Planning Tools
- Personal Wedding Websites
- Blogs: BG Editors, Real Brides, Industry Experts
- Video Placements
- Travel Deal of the Week
- Featured Resorts and Destinations
- Digital Wedding and Honeymoon Planning Guides
- 24-Hour Site Takeovers
- Custom Reader Surveys
- Lead Generation
- Contests, Sweepstakes and more



Database Marketing

- Opt-in Email Database: 100,000
- Opt-In E-Newsletter Subscribers: 18,000

Social Media

- Overall Social Media Engagement: 67,500+ (Facebook, Twitter, Pinterest, Instagram, Tumblr)
- Live Sponsored Facebook Chats and Twitter Parties
- Pinterest Wedding and Honeymoon Inspiration Boards
- Social Media Driven Contests & Sweepstakes

Mobile Tablet

- Fully-Optimized Mobile Website
- Bridal Guide iPad/Tablet Edition



CONNECT ►



facebook.com/
bridalguide



pinterest.com/bridalguide



twitter.com/bridalguide

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Advertising Opportunities

Banner Ads

- Rectangle 300x250
- Leaderboard 728x90
- Square 125x125
- Mobile and video advertising information, custom sizes and placements available on request.

E-Newsletter

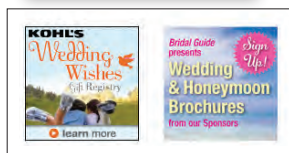
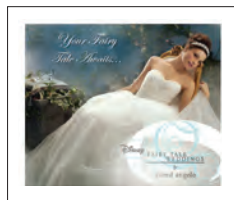
- Top Placement Leaderboard 728x90
- Skyscraper 120x600 or 160x600
- Delivered weekly to 18,000 opt-in subscribers

Custom E-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.
- Bonus distribution to BG's Facebook and Twitter communities.

Site Takeover

- One single advertiser will own 100% share of voice on all display ad units across the 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.



Banner Ads



Video

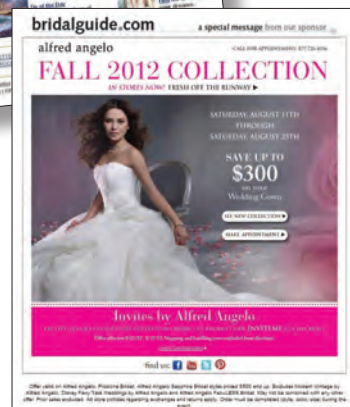


Weekly E-Newsletter



Site Takeover

Custom E-Blast



Contact your sales rep for custom integrated media packages and digital advertising rates.

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BRIDAL GUIDE

228 East 45 Street
New York, NY 10017
Phone: 212-838-7733
Toll-Free 800-472-77440
Fax: 212-308-7165

	1X	3X	6X	12X
GENERAL & TRAVEL				
4-Color				
Page	\$40,920	\$38,850	\$36,830	\$34,785
2/3 Page	\$30,725	\$29,150	\$27,630	\$26,095
1/2 Page	\$25,370	\$24,110	\$22,835	\$21,565
1/3 Page	\$19,660	\$18,705	\$17,710	\$16,710
1/6 Page	\$11,165	\$10,590	\$10,065	\$9,495

Black & White				
Page	\$32,635	\$30,995	\$29,340	\$27,715
2/3 Page	\$24,600	\$23,335	\$22,135	\$20,905
1/2 Page	\$20,215	\$19,195	\$18,185	\$17,175
1/3 Page	\$15,675	\$14,870	\$14,120	\$13,325
1/6 Page	\$8,770	\$8,320	\$7,900	\$7,450

HOTEL & RETAIL				
4-Color				
Page	\$30,415	\$28,895	\$27,355	\$25,845
2/3 Page	\$22,815	\$21,680	\$20,530	\$19,390
1/2 Page	\$18,890	\$17,960	\$17,000	\$16,070
1/3 Page	\$13,560	\$12,900	\$12,215	\$11,520
1/6 Page	\$7,830	\$7,415	\$7,045	\$6,645

Black & White				
Page	\$24,215	\$23,020	\$21,795	\$20,610
2/3 Page	\$18,190	\$17,265	\$16,370	\$15,455
1/2 Page	\$15,090	\$14,340	\$13,575	\$12,835
1/3 Page	\$10,935	\$10,400	\$9,860	\$9,315
1/6 Page	\$6,790	\$6,460	\$6,125	\$5,775

FASHION & BEAUTY				
4-Color				
Page	\$24,870	\$23,625	\$22,390	\$21,135
2/3 Page	\$18,635	\$17,725	\$16,770	\$15,845
1/2 Page	\$15,485	\$14,705	\$13,935	\$13,150
1/3 Page	\$11,920	\$11,325	\$10,740	\$10,155

Black & White				
Page	\$19,795	\$18,790	\$17,820	\$16,835
2/3 Page	\$14,950	\$14,210	\$13,465	\$12,725
1/2 Page	\$12,460	\$11,815	\$11,185	\$10,580
1/3 Page	\$9,640	\$9,160	\$8,690	\$8,175
1/6 Page	\$5,990	\$5,685	\$5,400	\$5,095

MAIL ORDER				
4-Color				
Page	\$20,970	\$19,915	\$18,885	\$17,830
2/3 Page	\$16,675	\$15,830	\$15,035	\$14,155
1/2 Page	\$14,135	\$13,410	\$12,710	\$12,030
1/3 Page	\$11,490	\$10,925	\$10,345	\$9,780

2-Color				
Page	\$17,130	\$16,275	\$15,420	\$14,550
2/3 Page	\$12,870	\$12,190	\$11,570	\$10,915
1/2 Page	\$10,370	\$9,840	\$9,340	\$8,800
1/3 Page	\$7,730	\$7,320	\$6,945	\$6,555

Black & White				
Page	\$15,045	\$14,290	\$13,540	\$12,780
2/3 Page	\$10,805	\$10,275	\$9,725	\$9,205
1/2 Page	\$8,330	\$7,905	\$7,510	\$7,085
1/3 Page	\$5,660	\$5,365	\$5,105	\$4,800
1/6 Page	\$3,640	\$3,440	\$3,255	\$3,100
1/12 Page	\$2,295	\$2,180	\$2,050	\$1,950

15% Premium for all bleed

	1X	3X	6X	12X
COVERS				
2nd Cover	\$46,875	\$44,515	\$42,190	\$39,825
3rd Cover	\$42,955	\$40,540	\$38,660	\$36,510
4th Cover	\$48,670	\$46,225	\$43,810	\$41,390

MINI MAG	
Cover 2 & 3	\$16,435
Cover 4	\$23,185
Center Spread	\$32,980 (4 pages, 80# stock)
<i>Mini-mag sponsorship packages available: contact your sales representative</i>	

SUPPLIED INSERTS <i>Must be accompanied by a full-page ad</i>				
2 Pages	\$24,915			
4 Pages	\$44,845			
6 Pages	\$67,255			
8 Pages	\$84,695			
10 Pages	\$105,855			
12 Pages	\$127,050			

BUSINESS REPLY CARD <i>Must be accompanied by a full-page ad</i>				
	\$16,570			

POLYBAG (Supplied free-standing insert) <i>Must be accompanied by a full-page ad</i>				
1-8 Pages	\$125,155			
9-16 Pages	\$138,435			
17-64 Pages	\$151,500			
65-128 Pages	\$164,660			
<i>Up to 7-7/8" x 10-1/2". 128+ Pages, 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—certified SWOP format. 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.

ADVERTISING MATERIALS

Send all Digital Files to the RR Donnelley 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 Donnelley
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.

BRIDAL GUIDE

Print Advertising Digital Specifications

Effective January/February 2013

228 East 45th Street, New York, NY 10017 • Phone 212-838-7733

Toll-Free 800-472-7744 • Fax 212-308-7165

Trim of magazine: 7-7/8" x 10-1/2"

Printing: Web offset 4-color process CMYK

Binding: Perfect

Advertising Dimensions

Ad Size	Bleed Ad	Non-Bleed Ad
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%.
- Set all bleed at EXACTLY 1/8" past **AD TRIM** on ALL sides for accurate placement.
- For type safety keep all live matter AT LEAST 1/4" inside **AD 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, Quark
- 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 Ad Material

Send all Digital Files to RR Donnelley Printing Ad Portal:
<http://www.rrd.lpc.com/bridalguide>

For **Ad Portal** questions or problems, contact Gail Nazario at gail.nazario@rrd.com or call 717-293-2174.

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Lancaster, PA 17601-5885

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