



BRIDAL GUIDE

Annual Frequency: 6 times/year

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.

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Circulation	Rate Base	Variance to Rate Base
72,011	47,843	119,854	500	120,354	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print						
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Paid, Verified & Analyzed Nonpaid Circulation
Jan/Feb	66,440	5,258	71,698	45,089	116,787		116,787
Mar/Apr	64,882	6,162	71,044	53,686	124,730		124,730
May/Jun	67,291	6,001	73,292	44,754	118,046	1,500	119,546
Average	66,204	5,807	72,011	47,843	119,854	500	120,354

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	14,463	12.0
Partnership Deductible Subscriptions	15,863	13.2
Sponsored Subscriptions	35,878	29.8
Total Paid Subscriptions	66,204	55.0
Verified Subscriptions		
Individual Use	5,807	4.8
Total Verified Subscriptions	5,807	4.8
Total Paid & Verified Subscriptions	72,011	59.8
Single Copy Sales		
Single Issue	32,319	26.9
Partnership Deductible Single Issue	5,526	4.6
Sponsored Single Issue	9,998	8.3
Total Single Copy Sales	47,843	39.8
Total Paid & Verified Circulation	119,854	99.6
Analyzed Nonpaid		
Nonpaid Bulk	500	0.4
Total Analyzed Nonpaid	500	0.4
Total Circulation	120,354	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	None Claimed	122,117	125,013	-2,896	-2.3
12/31/2014	None Claimed	142,012	143,807	-1,795	-1.2
12/31/2013	None Claimed	140,082	140,082		

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$5.99		
Average Subscription Price Annualized (3)	\$18.95	\$11.58	
Average Subscription Price per Copy		\$1.93	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

(3) Based on the following issue per year frequency: 6

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print
Individual Use	
Individually Requested	5,807
Total Individual Use	5,807

RATE BASE

None Claimed.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Sponsored Single Copy: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Partnership Subscriptions: Deductible: Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.

Nonpaid Bulk: Copies available for pickup at designated locations.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 3,069

Method of Circulation for Analyzed Nonpaid: Nonpaid Bulk copies are distributed to David Tutera Bridal Shows at various locations.

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
 Consultant/Circulation Director
 P: 212.838.7733 • URL: www.bridalguide.com
 Established: 1985

BARRY ROSENBLOOM
 President
 AAM Member since: 1989