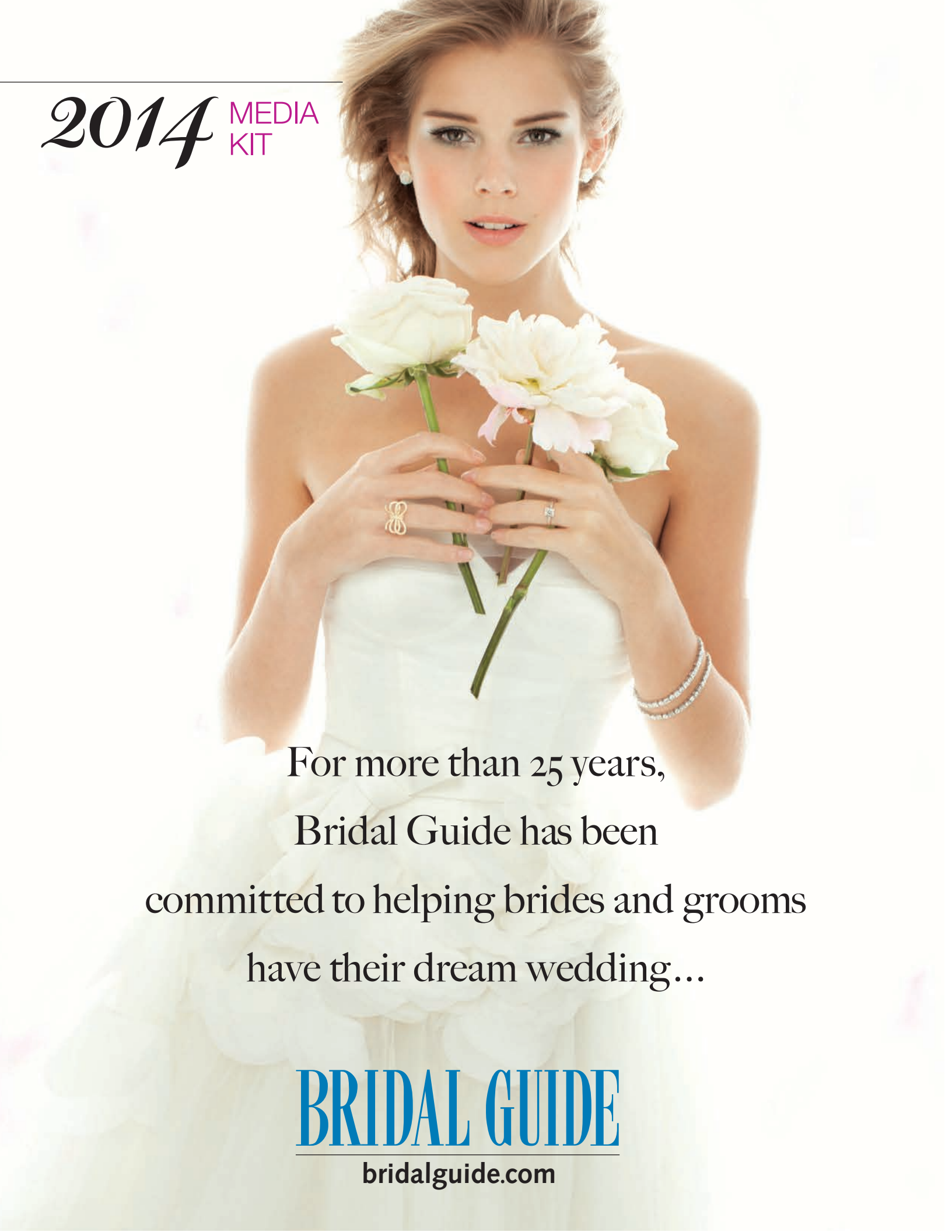


2014 MEDIA  
KIT

A young woman with light brown hair styled in an updo, wearing a white strapless wedding dress, is holding two large white flowers (a rose and a peony) in front of her chest. She is wearing a gold ring on her left hand and a diamond ring on her right hand. The background is a soft, bright white with some faint pink petals scattered around.

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

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[bridalguide.com](http://bridalguide.com)

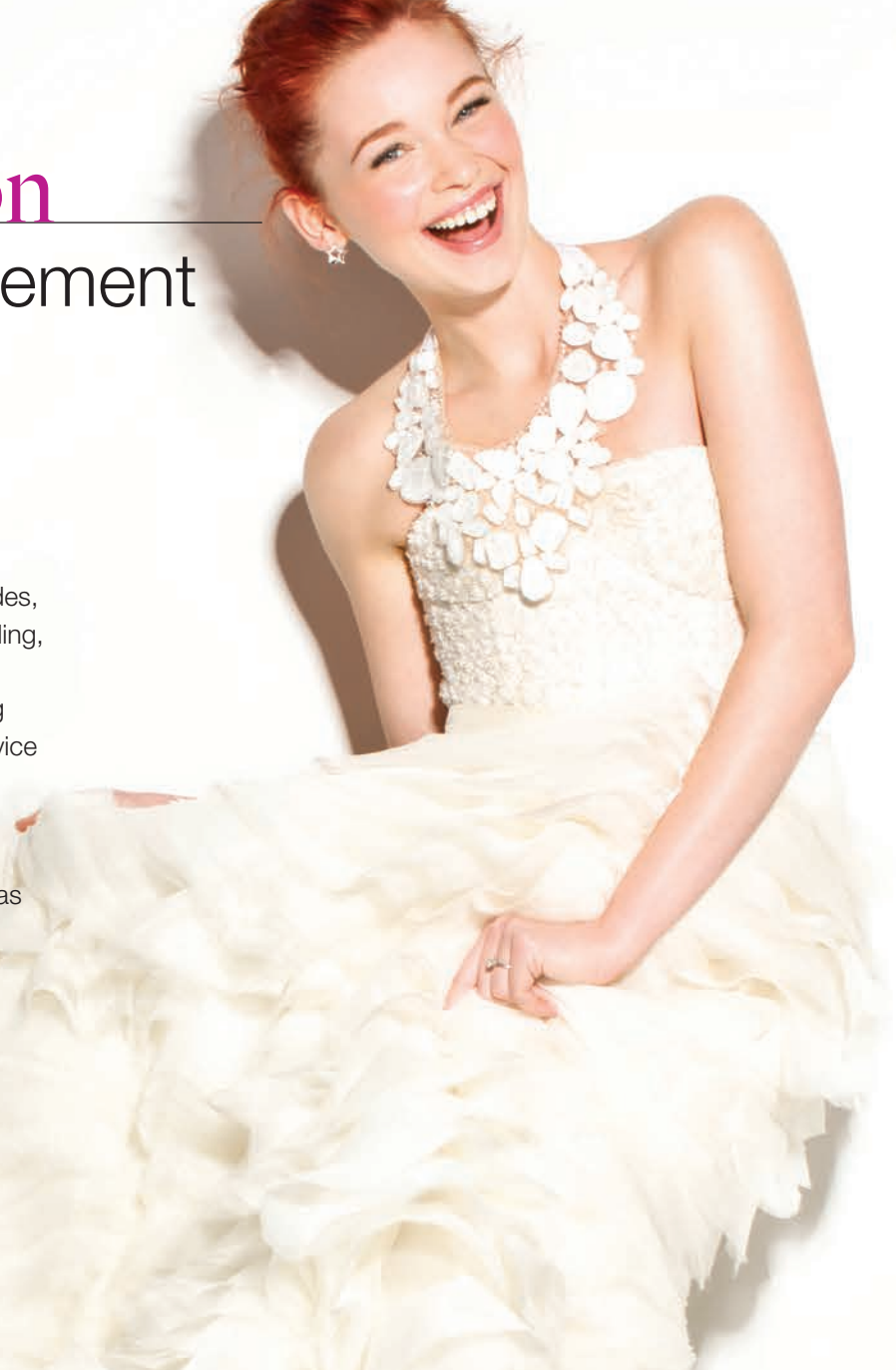
# 2014 Mission Statement

*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 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*



# 2014

## Editorial

# Calendar

### January/February

#### Wedding Trends Issue

Space Close: 9/18/13  
Material Close: 9/20/13  
On Sale: 11/19/13

Chic, Romantic Gowns • Dresses for Destination Weddings • Gowns and Accessories Inspired by Grace Kelly • Floral-Shaped Rings • Best Makeup Colors For Your Skin Tone • Tree House Suites The Latest Honeymoon Travel Trends • Where to Marry in the USVI • Tahiti • Riviera Maya Caribbean: The Best Pools at Resorts Throughout the Islands • Mexico • The Best Little-Known Islands Around the World for Honeymooners

### March/April

#### Honeymoon & Destination Wedding Guide Supplement

Space Close: 11/20/13  
Material Close: 11/22/13  
On Sale: 1/21/14

Glamorous Gowns • Beautiful, Flowing Dresses Your Two-Week Beauty Countdown • Rings Featuring Twisted Bands and Settings • A Look at the Latest Nail Art for Brides • Extreme Resort Wedding Packages: Unique Ceremony Ideas A Guide to Choosing Wines • Ireland • Mexico Belize • Caribbean Destinations Favored by Celebrities • Mexico Cruises • "Glam Camping" for Honeymooners

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

### May/June

#### Budget Issue

Space Close: 1/22/14  
Material Close: 1/24/14  
On Sale: 3/25/14

Dreamy Gowns to Suit Your Shape • Sexy, Affordable Dresses • Best Bridal Buys Under \$100 • Vintage-Inspired Rings • Hair and Makeup Trends from the Runway • Latest Tabletop Trends • Celebrity-Owned Resorts • Beauty-on-the-Go • Perfect Products to Carry-On and Look Fabulous • Las Vegas • Tanzania • Galapagos Off the Grid Caribbean Hideaways • Where to Go to Enjoy Mexico's Tequila and Wine Scene Romantic Destinations for Those on a Budget

### July/August

#### Reception Issue

Space Close: 3/19/14  
Material Close: 3/21/14  
On Sale: 5/20/14

The Latest Styles in Lace • The Most Romantic New Gowns • Glittering Gold Accessories Classic Rings for the Modern Bride • Makeup Tips for Flawless Photos • Spa and Fitness Resorts to Help Prep for the Big Day • Get Married at Resorts that Have Partnered with Celebrity Chefs • St. Lucia California • Where to Go for Short Jaunts or Longer Stays in the Caribbean • Where to Find the Best Water Sports, Pools and Other Aquatic Adventures in Mexico • Hawaii: An Island-by-Island Guide to Find the Best Fit for Your Personality

### September/October

#### Honeymoon & Destination Wedding Guide Supplement Your Home Special Section

Space Close: 5/14/14  
Material Close: 5/16/14  
On Sale: 7/15/14

Beautiful Tulle Dresses • The Latest Gown Trends Accessory Ideas for Your "Something Blue" • A Look at Wedding Bands • Hair and Makeup Ideas for the Classic, Retro or Glamorous Bride • Real Couples' Registries • Hotel Gardens • Packing Pointers Private Island Resorts • Hawaii • Patagonia • A Look at Lush Tropical Settings in the Caribbean • Mexico South Pacific Island Guide

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

### November/December

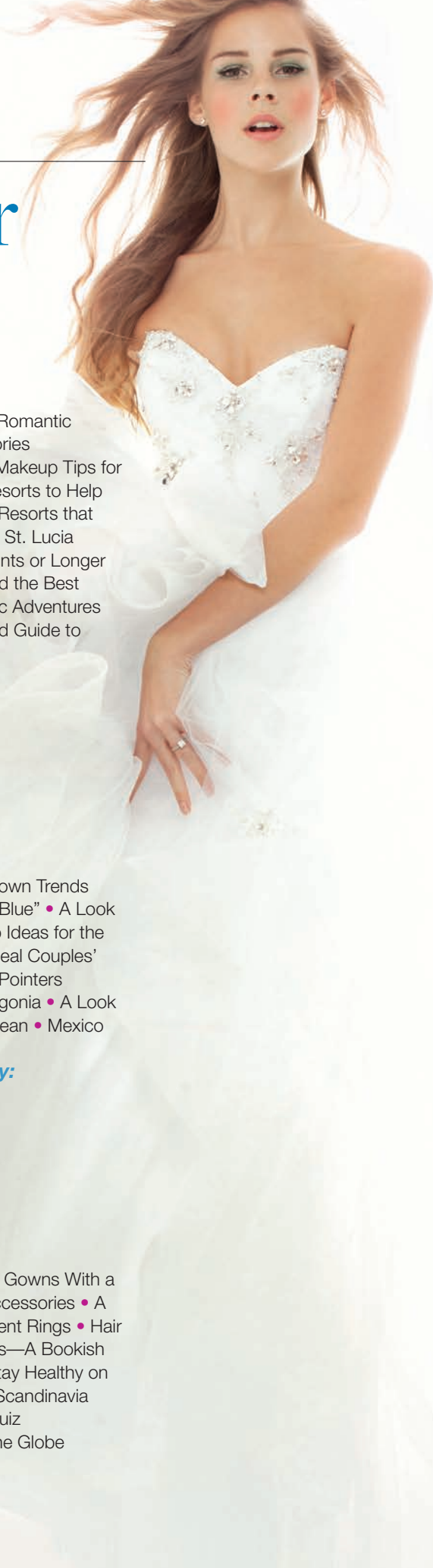
#### Real Weddings Issue

Space Close: 7/16/14  
Material Close: 7/18/14  
On Sale: 9/16/14

Jeweled, Beaded Sparkling Dresses • Gowns With a Sexy Simplicity • Our Favorite New Accessories • A Variety of Diamond Cuts for Engagement Rings • Hair Trends from the Runway • Library Bars—A Bookish Twist to the Cocktail Hour • How to Stay Healthy on the Honeymoon • Hawaii • Mexico • Scandinavia Caribbean: What's Your Island Style Quiz Memorable Movie Locations Across the Globe

# BRIDAL GUIDE

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# 2014

# 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



Body File



Designer Profile



All That Glitters



Travel Snapshots



Resort Roundup

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# 2014 The Bridal Guide Reader

<b>Total Audience</b>	3,929,000
<b>#1 Engaged Audience</b>	1,011,000
<b>#1 Readers Per Copy</b>	27
Median Age	30
18-34	80%
Men	17%
Women	83%
<b>#1 Median HHI</b>	\$57,380
<b>#1 HHI \$50K+</b>	64%
<b>#1 HHI \$75K+</b>	40%
<b>#1 HHI \$100K+</b>	23%
Engaged/First Marriage	77%
College Educated	73%
Employed Full-Time	59%
Mean time spent reading	59 minutes

With 27 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+

**BRIDAL GUIDE**

[bridalguide.com](http://bridalguide.com)

Source: GfK MRI Spring 2013, Engaged

# 2014 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](https://twitter.com/bridalguidemag)
-  [Facebook.com/bridalguidemag](https://facebook.com/bridalguidemag)
-  [Pinterest.com/bridalguidemag](https://pinterest.com/bridalguidemag)
-  [Bridalguidemag.tumblr.com](https://bridalguidemag.tumblr.com)
-  [Instagram.com/bridalguidemag](https://instagram.com/bridalguidemag)

### Mobile/Tablet

- Mobile Optimized Website
- Tablet Edition

**BRIDAL GUIDE** | [bridalguidemag.com](http://bridalguidemag.com)



# 2014 Digital

## bridalguide.com



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

### Site Statistics

- Unique Visitors: 1.4 million
- Page Views: 3.4 million
- Mobile Audience: 40%

### Marketing/Sponsorship on Bridalguide.com

- Wedding Gown Gallery
- Featured Gown Collections and Fashion 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 & 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

### Social Media

- Overall Social Media Reach: 110,000 (Facebook, Twitter, Pinterest, Instagram, Tumblr)
- Live Sponsored Facebook Chats and Twitter Parties
- Pinterest Wedding and Honeymoon Inspiration Boards
- Social Media Driven Contests and Sweepstakes

### Mobile/Tablet

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



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# 2014 Digital

## bridalguide.com

### Advertising Opportunities

#### Banner Ads

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



Banner Ads

#### 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.



Site Takeover



Video



Weekly E-Newsletter



Custom E-Blast

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



# BRIDAL GUIDE

	1X	3X	6X	12X
<b>GENERAL &amp; TRAVEL</b>				
<b>4-Color</b>				
Page	\$42,150	\$40,015	\$37,935	\$35,830
2/3 Page	\$31,645	\$30,025	\$28,460	\$26,880
1/2 Page	\$26,130	\$24,835	\$23,520	\$22,210
1/3 Page	\$20,250	\$19,265	\$18,240	\$17,210
1/6 Page	\$11,500	\$10,910	\$10,365	\$9,780

<b>Black &amp; White</b>				
Page	\$33,615	\$31,925	\$30,220	\$28,545
2/3 Page	\$25,340	\$24,035	\$22,800	\$21,530
1/2 Page	\$20,820	\$19,770	\$18,730	\$17,690
1/3 Page	\$16,145	\$15,315	\$14,545	\$13,725
1/6 Page	\$9,035	\$8,570	\$8,135	\$7,675

<b>HOTEL &amp; RETAIL</b>				
<b>4-Color</b>				
Page	\$31,325	\$29,760	\$28,175	\$26,620
2/3 Page	\$23,500	\$22,330	\$21,145	\$19,970
1/2 Page	\$19,455	\$18,500	\$17,510	\$16,550
1/3 Page	\$13,965	\$13,285	\$12,580	\$11,865
1/6 Page	\$8,065	\$7,635	\$7,255	\$6,845

<b>Black &amp; White</b>				
Page	\$24,940	\$23,710	\$22,450	\$21,230
2/3 Page	\$18,735	\$17,785	\$16,860	\$15,920
1/2 Page	\$15,545	\$14,770	\$13,980	\$13,220
1/3 Page	\$11,265	\$10,710	\$10,155	\$9,595
1/6 Page	\$6,995	\$6,655	\$6,310	\$5,950

<b>FASHION &amp; BEAUTY</b>				
<b>4-Color</b>				
Page	\$25,615	\$24,335	\$23,060	\$21,770
2/3 Page	\$19,195	\$18,255	\$17,275	\$16,320
1/2 Page	\$15,950	\$15,145	\$14,355	\$13,545
1/3 Page	\$12,280	\$11,665	\$11,060	\$10,460

<b>Black &amp; White</b>				
Page	\$20,390	\$19,355	\$18,355	\$17,340
2/3 Page	\$15,400	\$14,635	\$13,870	\$13,105
1/2 Page	\$12,835	\$12,170	\$11,520	\$10,895
1/3 Page	\$9,930	\$9,435	\$8,950	\$8,420
1/6 Page	\$6,170	\$5,855	\$5,560	\$5,250

<b>MAIL ORDER</b>				
<b>4-Color</b>				
Page	\$21,600	\$20,510	\$19,450	\$18,365
2/3 Page	\$17,175	\$16,305	\$15,485	\$14,580
1/2 Page	\$14,560	\$13,810	\$13,090	\$12,390
1/3 Page	\$11,835	\$11,255	\$10,655	\$10,075

<b>2-Color</b>				
Page	\$17,645	\$16,765	\$15,885	\$14,985
2/3 Page	\$13,255	\$12,555	\$11,915	\$11,240
1/2 Page	\$10,680	\$10,135	\$9,620	\$9,065
1/3 Page	\$7,960	\$7,540	\$7,155	\$6,750

<b>Black &amp; White</b>				
Page	\$15,495	\$14,720	\$13,945	\$13,165
2/3 Page	\$11,130	\$10,585	\$10,015	\$9,480
1/2 Page	\$8,580	\$8,140	\$7,735	\$7,300
1/3 Page	\$5,830	\$5,525	\$5,260	\$4,945
1/6 Page	\$3,750	\$3,545	\$3,355	\$3,195
1/12 Page	\$2,365	\$2,245	\$2,110	\$2,010

15% Premium for all bleed

	1X	3X	6X	12X
<b>COVERS</b>				
2nd Cover	\$48,280	\$45,850	\$43,455	\$41,020
3rd Cover	\$44,245	\$41,755	\$39,820	\$37,605
4th Cover	\$50,130	\$47,610	\$45,125	\$42,630

<b>MINI MAG</b>				
Cover 2 & 3	\$16,930			
Cover 4	\$23,880			
Center Spread	\$33,970	(4 pages, 80# stock)		
<i>Mini-mag sponsorship packages available: contact your sales representative</i>				

<b>SUPPLIED INSERTS</b> <i>Must be accompanied by a full-page ad</i>	
2 Pages	\$25,660
4 Pages	\$46,190
6 Pages	\$69,275
8 Pages	\$87,235
10 Pages	\$109,030
12 Pages	\$130,860

<b>BUSINESS REPLY CARD</b> <i>Must be accompanied by a full-page ad</i>	\$17,065
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<b>POLYBAG</b> (Supplied free-standing insert) <i>Must be accompanied by a full-page ad</i>	
1-8 Pages	\$128,910
9-16 Pages	\$142,590
17-64 Pages	\$156,045
65-128 Pages	\$169,600
<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](mailto: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](mailto:bziff@bridalguid.com) or call 917-338-5853.

# BRIDAL GUIDE

## Print Advertising Digital Specifications

Effective January/February 2014

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/bridalguid>**  
For **Ad Portal** questions or problems, contact Gail Nazario at [gail.nazario@rrd.com](mailto: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](mailto:bziff@bridalguid.com) or call 917-338-5853.