

digital media/bridalguide.com

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 digital edition, our mobile-responsive website, and an active social media community for the ultimate 360-degree planning experience.



AUDIENCE

Average Unique Visitors per Month: 2.6 million

Social Media Reach

Overall: 826,600+

- Facebook: 415,000+
- Twitter: 76,000+
- Pinterest: 172,000+
- Instagram: 156,000+
- Snapchat: 7,500+

Opt-In Database Marketing

- Promotional Email Database: 60,000
- Weekly E-Newsletter Subscribers: 32,000

Digital Magazine

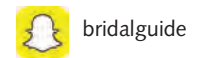
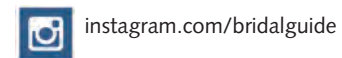
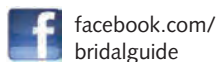
Bridal Guide iPad/iPhone/Tablet Edition
—Download @ bridalguide.com/tablet



Marketing/Sponsorship Opportunities

- Custom Content Features and Slideshows
- Blogs: BG Editors, Real Brides, Industry Experts
- 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, Event Coverage and Live Chats
- Scrapbook Tool and Registry Checklist

Connect @



Advertising

Banners

- Leaderboard: 728x90
- Rectangle: 300x250
- Half-Page: 300x600
- Mobile: 320x50
- Custom Rich Media Units (Pushdown, Expandable, Video)
- Target by Device: Desktop, Mobile and iPad/Tablet
- Geo-targeting Available
- Interstitial Units on Homepage and Channel Landing Pages

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.

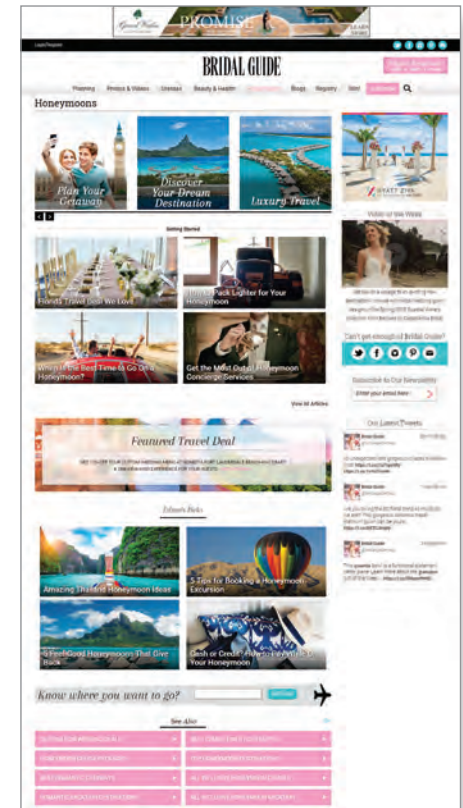
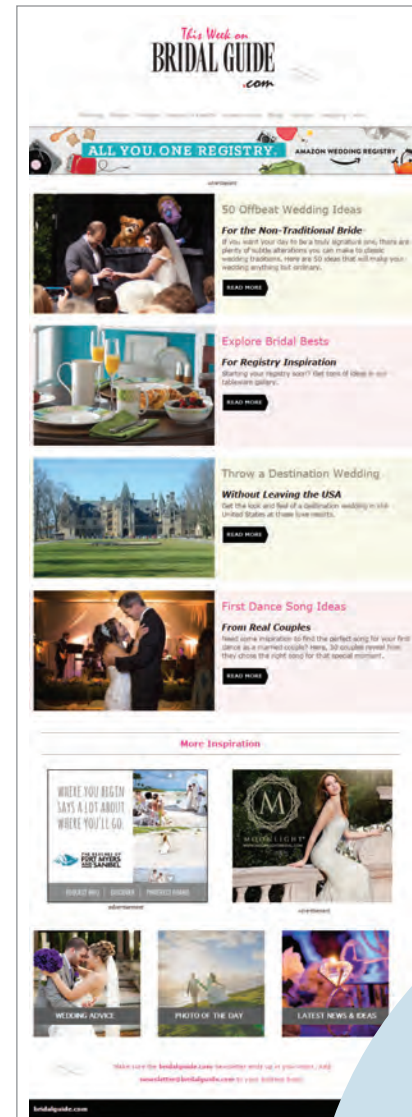
E-Mail Marketing

E-Newsletter

- Leaderboard: 728x90
- Rectangle: 300x250
- Custom Content Placement
- Delivered weekly to 25,000 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.