

Publisher's Statement

6 months ended June 30, 2023, Subject to Audit

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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.

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
94,070	10,318	104,388	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation	
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales				
Jan/Feb	10,347		10,347		84,226	84,226	94,573	12,230		12,230	22,577		84,226	106,803
Mar/Apr	9,996		9,996		84,198	84,198	94,194	9,875		9,875	19,871		84,198	104,069
May/Jun	9,245		9,245		84,197	84,197	93,442	8,850		8,850	18,095		84,197	102,292
Average	9,863		9,863		84,207	84,207	94,070	10,318		10,318	20,181		84,207	104,388

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	9,863		9,863	9.4
Total Paid Subscriptions	9,863		9,863	9.4
Verified Subscriptions				
Individual Use		84,207	84,207	80.7
Total Verified Subscriptions		84,207	84,207	80.7
Total Paid & Verified Subscriptions	9,863	84,207	94,070	90.1
Single Copy Sales				
Single Issue	10,318		10,318	9.9
Total Single Copy Sales	10,318		10,318	9.9
Total Paid & Verified Circulation	20,181	84,207	104,388	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2022	None Claimed	105,556	105,556		
12/31/2021	None Claimed	111,535	108,142	3,393	3.1
12/31/2020	None Claimed	112,248	112,248		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$5.99	
Subscription	\$18.95	
Average Subscription Price Annualized (2)		\$10.14
Average Subscription Price per Copy		\$1.69

(1) Represents subscriptions for the 6 month period ended June 30, 2023

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

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Individual Use			
Individually Requested		84,207	84,207
Total Individual Use Copies		84,207	84,207

RATE BASE

None Claimed

NOTES

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

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 667

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.

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Established: 1985

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President

AAM Member since: 1989