

BRIDAL GUIDE
bridalguide.com

MEDIA KIT 2021

editorial mission

brilliant ideas, expert advice!

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 hottest spots for honeymoons and destination weddings. Whether opting for a micro-wedding or a large celebration, our diverse editorial lineup and expert advice will help brides find that special gown, discover unique ideas for their receptions and effectively navigate their most challenging planning issues.

We understand, too, that not every couple can afford a celebrity-style wedding, which is why we not only offer aspirational ideas but also affordable ways to make their wedding fantasies come true.

For more than 30 years, **Bridal Guide** has been an essential resource for brides and grooms. They can plan their dream wedding on a practical budget, have an unforgettable honeymoon and prepare for that exciting road ahead of them: married life.

Mary Clarke
Editor-in-Chief

“From the early days of planning right up to the wedding, readers can depend on us for unparalleled advice, ideas, inspiration and support. No matter where, when or how today's couples choose to marry, **Bridal Guide** gives them the confidence and guidance they need to fully enjoy one of the best days of their lives.”



unique editorial

Only Bridal Guide has these regular columns and features on the wide range of topics—from the wedding itself to lifestyle in general—that occupy the minds of real brides!

All That Glitters
Fine Jewelry Tips and Trends

Ask David*
Celebrity Event Planner,
David Tutera, Shares
His Best Advice

Beauty File
Get Gorgeous Tips
for Hair, Skin,
Makeup and More

Body File*
How to Look and Feel
Your Best

Bridal Insider*
Wedding News, Trends,
and Products

Budget Guru*
Smart Money-Saving Tips

First Look
An Insider Look at
a Hot New Property

*select issues

Party Planner
Creative Reception and
Bridal Shower Details

Planning Notebook*
Expert Advice on a Range
of Planning Topics

Real Destination Weddings
Couples Share Their
Happily Ever After Event
in a Daydream Destination

Resort Roundup
News on Resorts Around the World

Runway Report
The Hottest New Dress Trends

Style File: Brides
Gowns, Accessories and
Chic Details for a
Themed Celebration

Weddings Away
Where and How to Get Married
in Worldwide Destinations



Bridal Insider



First Look



Party Planner



Beauty File



All That Glitters



Style File



Real Destination Weddings



Runway Report



Ask David



Planning Notebook



Weddings Away

editorial calendar

issue	on sale	space close	material close	editorial features
January February Wedding Trends Issue	11/17/20	9/16/20	9/22/20	Lace Gowns with Unique Details • Engagement Rings and Wedding Bands in Twist Styles • How to Get Beautiful Lashes • Resort Roundup: National Parks • Weddings Away: Massachusetts • Real Destination Wedding: Baltimore • Real Destination Wedding: Colorado
March April Fashion Issue	1/19/21	11/18/20	11/24/20	Chic, Modern Gowns and Accessories • Two-Stone Engagement Rings • 10 Must-Bring Products for the Big Day • Resort Roundup: American Beaches • Weddings Away: Rhode Island • Real Destination Wedding: Brooklyn, New York • Real Destination Honeymoon: Indonesia
May June Reception Issue	3/16/21	1/13/21	1/19/21	Boho-Style Dresses • Garden-Inspired Rings and Wedding Bands • Eco-Friendly Beauty Products Resort Roundup: Cottage Properties • Weddings Away: Hawaii • Real Destination Wedding: Florence Real Destination Wedding: Maryland
July August Money Issue	5/18/21	3/17/21	3/23/21	Elegant Looks for the Modern Bride • Oval, Pear and Cushion-Cut Diamond Rings • Semi-Permanent Makeup Options • Resort Roundup: Great Lakes • Weddings Away: Mexico • Real Destination Wedding: The Bahamas • Real Destination Wedding: Napa Valley
September October Travel Issue	7/20/21	5/19/21	5/25/21	Top Trends for Brides and Grooms • Multi-Stone Diamond Rings and Bands • Round-Up of Runway Beauty Trends • Resort Roundup: Hotels That Brew, Distill and Cask Their Own Libations • Weddings Away: Utah • Real Destination Weddings
November December Style Issue	9/21/21	7/14/21	7/20/21	Lavish, Romantic Gowns and Accessories • Statement-Making Wedding Bands • Tips and Products for At-Home Manicures • Resort Roundup: Resorts Offering Wellness Programs • Weddings Away: Las Vegas Real Destination Weddings

the bridal guide reader

Circulation

109,899

Engaged

47%

Median Age

30

Male/Female

20% / 80%

Average HHI

\$82,176

Average Length of Engagement

15 Months

First Marriage

77%

Fashion

Dress shopping begins 5 months after engagement

Average # of stores 4

Grooms who will wear formalwear 70%

Registry

Will register for wedding gifts 83%

Average # stores 3

Travel

Planning a destination wedding 54%

Average number of guests 57

Average guest stay 3 nights

Planning a honeymoon 97%

Average length of honeymoon 7 nights

Have not yet booked a honeymoon 98%



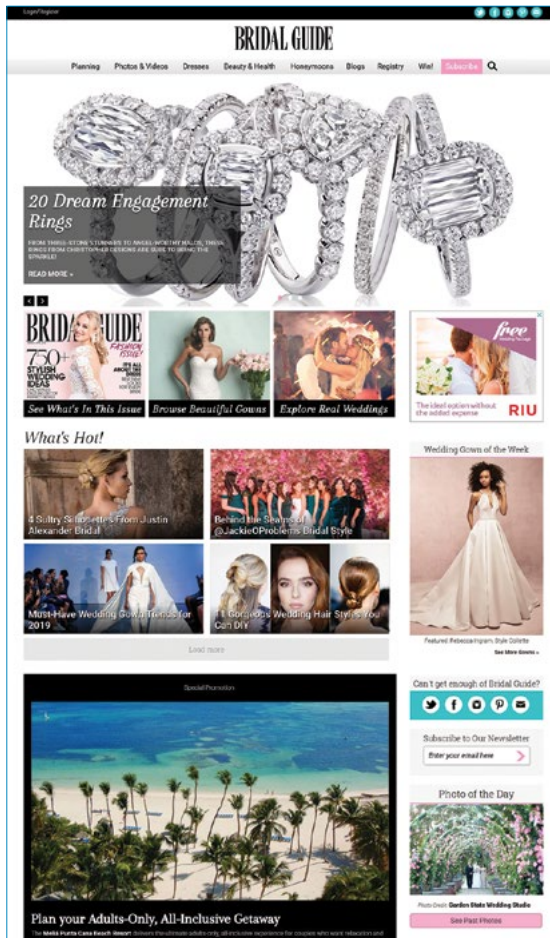
Source: AAM Statement 12/30/20; Bridal Guide Surveys 2020

BRIDAL GUIDE

2021 media kit

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, plus an active social media community for the ultimate 360-degree planning experience.



BridalGuide.com

Audience: 1.9 million

Marketing Opportunities

- Dedicated Custom Content Features and Slideshows
- Sponsored Galleries: Gowns, Real Weddings, Registry
- Destination Wedding and Honeymoon Co-Op Programs
- Gown of the Week
- Wedding Travel Spotlight We Love
- Native Ad Units w/Video
- Trunk Show and Bridal Event Listings
- Photo of the Day
- Reader Surveys
- Contests and Sweepstakes
- Lead Generation

Social Media Reach Overall: 1.3 million+

- Facebook: 615,000+
- Instagram: 304,000+
- Pinterest: active followers 300,000+
- average monthly viewers: 10 million+
- Twitter: 78,000+

Social Media Marketing Opportunities—Get Connected!

- Dedicated Posts through Bridal Guide's channels on Facebook, Instagram, Pinterest and Twitter
- Boosted Facebook and Instagram Campaigns: Reach Consumers Beyond Bridal Guide's Network Using Behavioral Targeting
- Instagram Takeovers: Exclusive Promotion Opportunity via Bridal Guide Posts, Stories and Live Video Segments
- Sponsored Pinterest Boards with Scheduled Repins



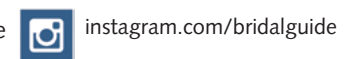
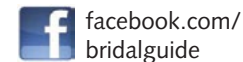
Opt-In Database Marketing

- Promotional Email List: 50,000
- Weekly E-Newsletter Subscribers: 30,000
- Email Campaigns with Retargeting via Display Ads and Social Media

Digital Magazine

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

Connect @



digital media/bridalguide.com

Banner Advertising

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

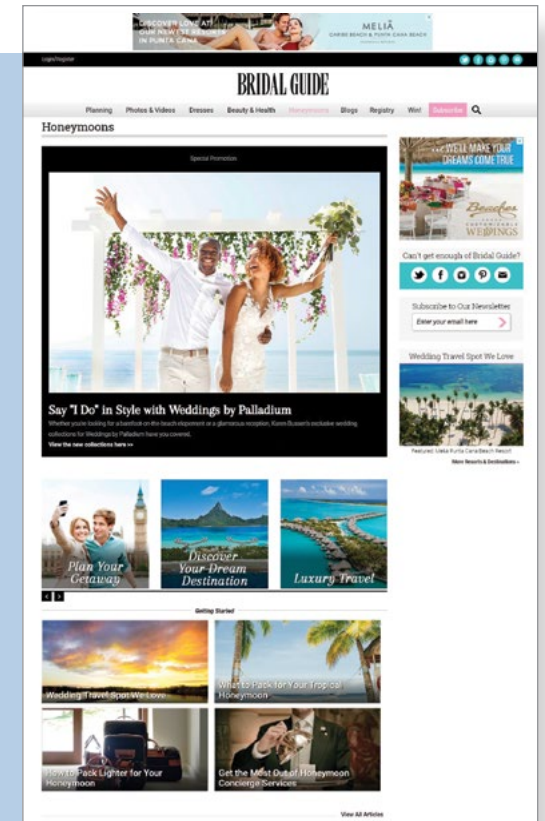
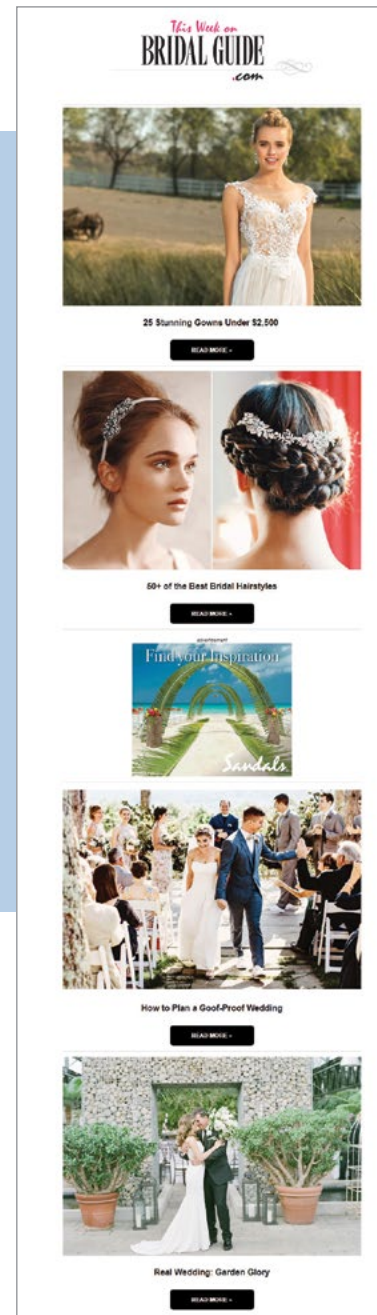
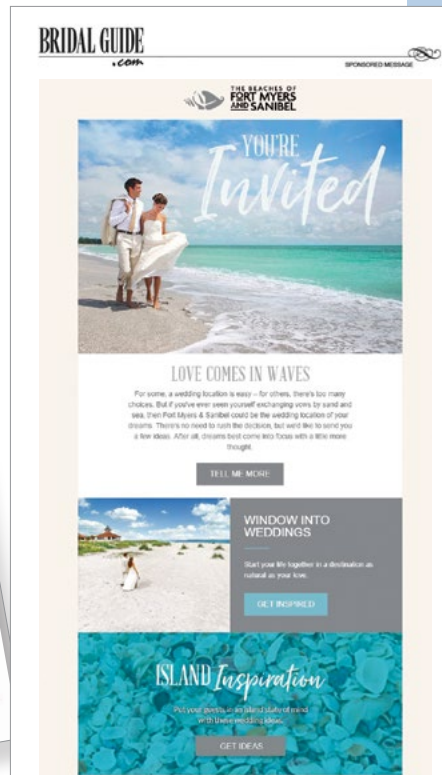
E-Mail Marketing

E-Newsletter

- Rectangle: 300x250
- Custom Content Placement
- Delivered weekly to 30,000 opt-in subscribers
- Exclusive sponsorships available

Custom E-mail Blast

Dedicated 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.

print advertising / digital specifications

212-838-7733 • 1-800-472-7744

Effective January/February 2021

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

Printing: Web offset 4-color process CMYK

Binding: Perfect

Advertising Dimensions

Ad Size	Bleed	Non-Bleed
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 300%.
- Above dimensions for bleed includes 1/8" extra on all sides.
- For type safety, keep all live matter AT LEAST 1/4" inside of magazine 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
- Platform: Macintosh
- Do not enlarge or reduce images by more than 20%. A larger percentage will cause loss of contrast/resolution 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, LAB 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 THE AD MATERIAL

Send all Digital files to the LSC Communications Ad Portal: portal.lsc.com/bg
Maximum file size for uploads is 300 mb. If the file is larger, you will have to split the upload.

For **Ad Portal** questions or problems, contact Sandra Lorraine at sandra.j.lorraine@lsc.com or call 815-844-1389 (7:30 am - 4:30 pm M - F).

Once posted, please send a low res PDF of ad to: Bill Ziff at bziff@bridalguide.com.

A SWOP standard color proof for each page is required for quality control on press. If a color proof is not supplied, printer will pull one for a cost of \$75 per page. Color proofs should be sent overnight to:

LSC Communications
Att: Steve Runyon
3201 Lebanon Road
Danville, KY 40422

IMPORTANT: Multiple pages MUST come with visual or key line reference indicating the order the pages should run. This will ensure that ads run correctly.

If you need additional information, have questions, or encounter problems, contact **Bill Ziff** at bziff@bridalguide.com or call 917-338-5853.