



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 December 31, 2017, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
72,848	36,313	109,161	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul/Aug	67,688	6,181	73,869	30,620	104,489
Sep/Oct	66,455	6,079	72,534	36,820	109,354
Nov/Dec	66,155	5,986	72,141	41,499	113,640
Average	66,766	6,082	72,848	36,313	109,161

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	9,695	8.9
Partnership Deductible Subscriptions	42	0.0
Sponsored Subscriptions	57,029	52.2
Total Paid Subscriptions	66,766	61.2
Verified Subscriptions		
Individual Use	6,082	5.6
Total Verified Subscriptions	6,082	5.6
Total Paid & Verified Subscriptions	72,848	66.7
Single Copy Sales		
Single Issue	23,392	21.4
Partnership Deductible Single Issue	2,924	2.7
Sponsored Single Issue	9,997	9.2
Total Single Copy Sales	36,313	33.3
Total Paid & Verified Circulation	109,161	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2016	None Claimed	115,940	116,706	-766	-0.7
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

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$5.99		
Average Subscription Price Annualized (3)	\$18.95	\$10.80	
Average Subscription Price per Copy		\$1.80	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2017

(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	6,082
Total Individual Use Copies	6,082

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.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 2,262

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

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Established: 1985

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AAM Member since: 1989