



media kit **2018**

Print | Digital | Mobile | Social

BRIDAL GUIDE

bridalguide.com

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 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 30 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*



From the early days of planning right up to the wedding day, readers can depend on us to give them unparalleled expert advice, ideas, inspiration and emotional support so they can feel confident about their decisions and enjoy planning the party of a lifetime!



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

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

Danny Says

Lifestyle Expert, Danny Seo, Offers Tips and Ideas for a Healthy Home

Designer Profile

Interviews with Top Fashion Designers

Editor's Tips

Smart Advice from Bridal Guide's Travel Editor

Party Planner

Creative Reception and Bridal Shower Details

Planning Notebook

Expert Advice on a Range of Planning Topics

Resort Roundup

News on Resorts Around the World

Runway Report

The Hottest New Dress Trends

Star Resort

A Spotlight on Celebrities' Favorite Destinations

Style File: Brides

Gowns, Accessories and Chic Details for a Themed Celebration

Travel Insider

Travel Experts Share News on Their Favorite Destinations

Travel Snapshots

A Pictorial Overview of Top Honeymoon Hot Spots

Weddings Away

Where and How to Get Married in Worldwide Destinations



All That Glitters



Star Resort



Party Planner



Beauty File



Bridal Insider



Style File



Travel Insider



Runway Report



Danny Says



Editor's Tips



Weddings Away

editorial calendar

issue	on sale	space close	material close	editorial features / marketing opportunities
<p>January February</p> <p>Wedding Trends Issue</p>	11/21/17	9/20/17	9/22/17	<p>Gowns for Destination and Warm-Weather Weddings • Pretty Accessories for That “Something Blue” • 25 Top Makeup Products for Brides • Uniquely Shaped, Spiral Engagement Rings • Tips on Pre-Wedding Skincare Resorts/Hotels That Display Local Artwork • From Rummeliers to Smoreologists, the Latest in Concierge Services Florida • Maine • New Year’s Celebrations Around the World • Caribbean Island-Hopping to Suit Your Timeline Gorgeous Room Suites in Mexico • Mountain Resorts</p> <p>Marketing Opportunities <i>Dominican Republic • Smoky Mountain Wedding Association • Best of the West Hidden Gems • Westchester & The Hudson Valley • Northeast Weddings & Honeymoons</i></p>
<p>March April</p> <p>Honeymoon & Destination Wedding Guide Supplement</p>	1/16/18	11/15/17	11/17/17	<p>Soft, Flowing Dresses • Rose Gold Engagement Rings • Makeup You Can Customize • His and Hers Fragrances Resorts With Over-Water Villas • A Guide on How to Spa • Adventurous Ways to Tie the Knot • Zambia • Nashville When to Save or Splurge in Hawaii • USA Wine Country</p> <p>Marketing Opportunities <i>Bridal Bests Tabletop Section • Visit Florida • All-Inclusive Resorts • Southeast Charm Best of the West • Hidden Gems • Westchester & The Hudson Valley • Northeast Weddings & Honeymoons</i></p>
<p>May June</p> <p>Reception Issue</p>	3/20/18	1/17/18	1/19/18	<p>Gowns With Eye-Catching Details • 25 Top Runway Accessories • Wow-Factor Rings With Extra Sparkle Hair and Makeup to Suit Your Wedding Theme • Mystical Offerings From Posh Properties • How to Book an Excursion • Mexico City • Bermuda • Cartagena • Choosing the Best Caribbean Cruise • What’s New on Oahu Romantic Private Island Resorts Around the World • Willamette Valley, Oregon</p> <p>Marketing Opportunities <i>Destination Weddings in USA • Best of the West • Hidden Gems • Westchester & The Hudson Valley • Northeast Weddings & Honeymoons</i></p>
<p>July August</p> <p>Budget Issue</p>	5/15/18	3/14/18	3/16/18	<p>Gowns for the Ultra-Glam Bride • Hottest New Runway Hairstyles • Engagement Ring Shapes • Get a Healthy Glow Without the UV Damage • Quick Fixes for Nail Mishaps • Resorts With Cooking Schools • Guide to All Inclusives • Los Cabos • Vietnam • Romantic, Less-Traveled Caribbean Islands • Best Waterfalls, Beaches, Restaurants and More in Hawaii • Romantic Sites at a Fraction of the Price</p> <p>Marketing Opportunities <i>Southeast Asian Destination Weddings • Smoky Mountain Wedding Association Best of the West • Hidden Gems • Westchester & The Hudson Valley • Northeast Weddings & Honeymoons</i></p>
<p>September October</p> <p>Honeymoon & Destination Wedding Guide Supplement</p> <p>Your Home Special Section</p>	7/17/18	5/16/18	5/18/18	<p>New Dress Trends • Bridal Gowns and Bridesmaids’ Dresses • Wedding Band Options • Bridal Beauty Runway Looks • Latest Tableware Trends • Hotels With Interiors Created by Fashion Designers • What’s Your Best Honeymoon Destination? • Jamaica • Utah • Iceland • Where to Go in the Caribbean for Both Active and Laid-Back Activities • Eco Resorts in Mexico • Roundup of the Most Popular Destinations on Social Media</p> <p>Marketing Opportunities <i>Bridal Bests Tabletop Section • Destination Weddings • Southeast Charm Best of the West • Hidden Gems • Westchester & The Hudson Valley • Northeast Weddings & Honeymoons</i></p>
<p>November December</p> <p>Real Weddings Issue</p>	9/18/18	7/18/18	7/20/18	<p>Effortlessly Elegant Gowns • Best Bridal Buys Under \$100 • Stay-All-Day Beauty Products • Engagement Rings With Gold Bands • At-Home Spa Treatments • Multi-Purpose Products to Streamline Your Beauty Routine Outdoor Tubs in Resorts • Moon-ology: The Latest Trends and Hotspots for Romantic Getaways • New Orleans Azores, Portugal • Maldives • Safari-Like Excursions in the Caribbean • Mexico All Inclusives for Foodies • Islands of the USA</p> <p>Marketing Opportunities <i>Mexico • Fly-Drive USA • Best of the West • Hidden Gems • Westchester & The Hudson Valley • Northeast Weddings & Honeymoons</i></p>

the bridal guide reader

Total Audience 3,653,000

Engaged Audience 951,000

Readers Per Copy 31

Median Age 29

18-34 82%

Women, 18-34 71%

Male/Female 18% / 82%

Median HHI \$68,192

HHI \$50K+ 74%

HHI \$75K+ 38%

HHI \$100K+ 23%

Engaged/First Marriage 79%

College Educated 70%

Employed Full-Time 73%

Reader Involvement = Loyal and Engaged Readers

Mean Time Spent Reading 73 minutes

One of My Favorites 27%



Source: GfK MRI Spring 2017, Engaged

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

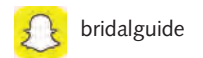
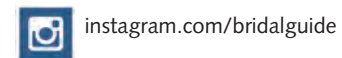
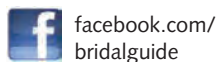
Bridal Guide iPad/iPhone/Tablet Edition
—Download @ bridalguide.com/tablet



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 @



BRIDAL GUIDE

2018 media kit

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.

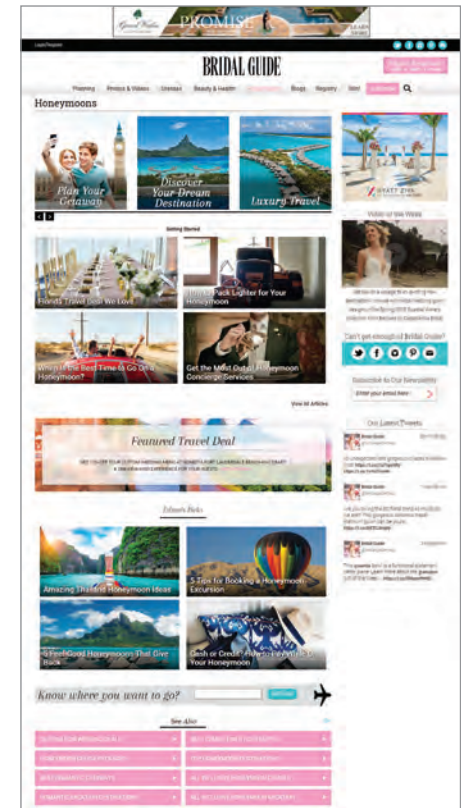
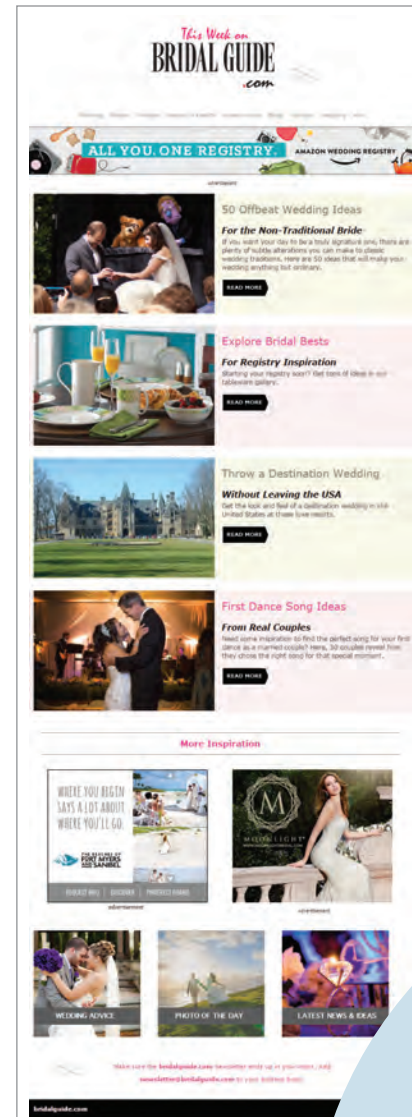
E-Mail Marketing

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.

228 East 45th Street, New York, NY 10017 • 212-838-7733 • 1-800-472-7744

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 320%.
- 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 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 THE AD MATERIAL

Send all Digital files to the LSC Communications Ad Portal:
portal.lsc.com/bg

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
Digital Solution Center
1600 North Main Street
Pontiac, IL 61764

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.