

media kit 2017

Print | Digital | Mobile | Social



BRIDAL GUIDE
bridalguide.com



editorial mission

ideas, ideas, ideas!

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 25 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!



Planning Notebook

Expert Advice on a Range of Planning Topics



Budget Guru

Smart Money-Saving Tips



Body File

How to Look and Feel Your Best



Designer Profile

Interviews with Top Fashion Designers



All That Glitters

Fine Jewelry Tips and Trends



Ask David

Celebrity Wedding Planner, David Tutera, Shares His Best Advice



Bridal Insider

Wedding News, Trends, and Products



Weddings Away

Where and How to Get Married in Worldwide Destinations



Travel Insider

A Q&A with Travel Experts on Their Favorite Destinations



Travel Snapshots

A Pictorial Overview of Top Honeymoon Hot Spots



Resort Roundup

News on Resorts Around the World



Star Resort

A Spotlight on Celebrities' Favorite Destinations



Editor's Tips

Smart Advice from Bridal Guide's Travel Editor



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!

editorial calendar

issue	on sale	space close	material close	editorial features / marketing opportunities
<p>January February</p> <p>Wedding Trends Issue</p>	11/15/16	9/14/16	9/16/16	<p>Romantic Lace Gowns With an Ethereal Feel • Perfect Undergarments for Today's Sexiest Gowns • Full Circle Wedding Bands • Makeup Tips for Flawless Photos • Destinations Featured on Reality TV Shows • Booking Basics New England • Berlin • Chile • New Resorts and Activities in the Caribbean • Culinary Highlights in Mexico The Newest Under-the-Radar Honeymoon Destinations</p> <p>Marketing Opportunities <i>Dominican Republic • Hidden Gems • Smoky Mountain Weddings • Best of the West</i></p>
<p>March April</p> <p>Honeymoon & Destination Wedding Guide Supplement</p>	1/17/17	11/16/16	11/18/16	<p>Bridal and Bridesmaid Dresses • Destination-Friendly Gowns • Princess-Cut Engagement Rings • 10 Quick Fixes for the Big Day • Resorts With Luxe Transportation Options • Quiz: What's Your Honeymoon Style? • Hawaii • What's New at Disney World • Tahiti's Small Cruises • Chocolate Tours/Festivals in the Caribbean • Ultra-Romantic Hideaways in Mexico • Lesser Known Honeymoon-Perfect Cities: Valencia, Spain; Bruges, Belgium; Porto, Portugal, Faroe Islands</p> <p>Marketing Opportunities <i>Bridal Bests Tabletop Section • Florida • Romance in America • Southeast Charm New York Weddings • Hidden Gems • Best of the West</i></p>
<p>May June</p> <p>Reception Issue</p>	3/21/17	1/18/17	1/20/17	<p>Best New Gown Trends • 25 Top Runway Accessories • Rose Gold Rings • Top 10 Stay-All-Day Beauty Products Most Popular Engagement Ring Styles • Best Big-Day Nail Colors • Resorts That Offer a Variety of Taste Testings Wine Tips • Where to Wed at Our National Parks • Mallorca • Thailand • Top 10 All-Inclusive Caribbean Resorts Best Beaches in Mexico • What's New at Classic Honeymoon Destinations</p> <p>Marketing Opportunities <i>Fashion Market Issue • Destination Weddings & Honeymoons USA • Hidden Gems Best of the West • New York Weddings • Romance in the Caribbean</i></p>
<p>July August</p> <p>Real Weddings Issue</p>	5/16/17	3/15/17	3/17/17	<p>Gowns Inspired by Music Trends • Something Blue Fashion and Beauty Products • 25 Hottest Runway Hairstyles Rings With Colored Stone Accents • Summer Bridal Beauty Tips • Spas That Boast Wine-Infused Treatments • Jet Set Beauty • Romantic Castles • Safaris in Uganda/Rwanda • Amsterdam • Cruise Options in the Caribbean • Mexico for Every Milestone From Engagement to Anniversary and Beyond • Wallet-Friendly Options in the South Pacific</p> <p>Marketing Opportunities <i>South Asian Destination Weddings • Hidden Gems • Best of the West New York Weddings</i></p>
<p>September October</p> <p>Honeymoon & Destination Wedding Guide Supplement</p> <p>Your Home Special Section</p>	7/18/17	5/17/17	5/19/17	<p>Latest Gown Trends • Best New Accessories • Retro-Inspired Rings • Best Eye Makeup Trends/Colors • Latest Tableware Trends • Outdoor Tubs With Scenic Views • What to Expect From a Concierge • Riviera Nayarit • Fogo Island off the Coast of Newfoundland • Maldives • Adventure Honeymoons in the Caribbean • Cabo's New Resorts, Spas and Restaurants • Best Road Trips Around the World</p> <p>Marketing Opportunities <i>Bridal Bests Tabletop Section • Destination Weddings • All Inclusives • Hidden Gems Best of the West • New York Weddings • Southeast Charm</i></p>
<p>November December</p> <p>Budget Issue</p>	9/19/17	7/19/17	7/21/17	<p>Gowns and Accessories With Floral Accents • 50 Top Tips for Hair, Skin, Makeup • Best Buys under \$100: Shoes, Jewelry, Hair Accessories, Bags and Makeup • Ring Setting Options • Fragrances and Lip Colors • How Famous Hotels Celebrate the Holiday Season • Jet Lag Tips • Best Farm-to-Table Experiences • Paris • The Bahamas Maui • Mexico's Craft Beer and Wine Scene • Cities Around the World Famous for Different Music Genres: Nashville/Country, Vienna/Classical/Opera, Jamaica/Reggae, Glasgow/Pop/Rock</p> <p>Marketing Opportunities <i>Fashion Market Issue • Mexico • Fly & Drive USA • Hidden Gems • Best of the West New York Weddings</i></p>

the bridal guide reader

Total Audience 3,464,000

Engaged Audience 717,000

Readers Per Copy 26

Median Age 29

18-34 72%

Women, 18-34 61%

Male/Female 17% / 83%

Median HHI \$53,355

HHI \$50K+ 54%

HHI \$75K+ 34%

HHI \$100K+ 28%

Engaged/First Marriage 82%

College Educated 55%

Employed Full-Time 54%

Reader Involvement = Loyal and Engaged Readers

Mean Time Spent Reading 74 minutes

One of My Favorites 34%



Source: GfK MRI Doublebase 2016, Engaged

BRIDAL GUIDE

2017 media kit

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



Site Metrics, across platforms

- Average Page Views per Month: 28 million
- Average Unique Visitors per Month: 2.5 million

Opt-In Database Marketing

- Promotional Email Database: 60,000
- Weekly E-Newsletter Subscribers: 25,000

Social Media Reach

Overall: 723,500+

- Facebook: 376,000+
- Twitter: 72,000+
- Pinterest: 160,000+
- Instagram: 108,000+
- Snapchat: 7,500+

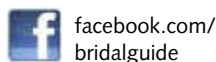
Mobile/Tablet

- Responsive Website for Smartphones and iPad/Tablet
- **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
- Searchable Photo 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



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.

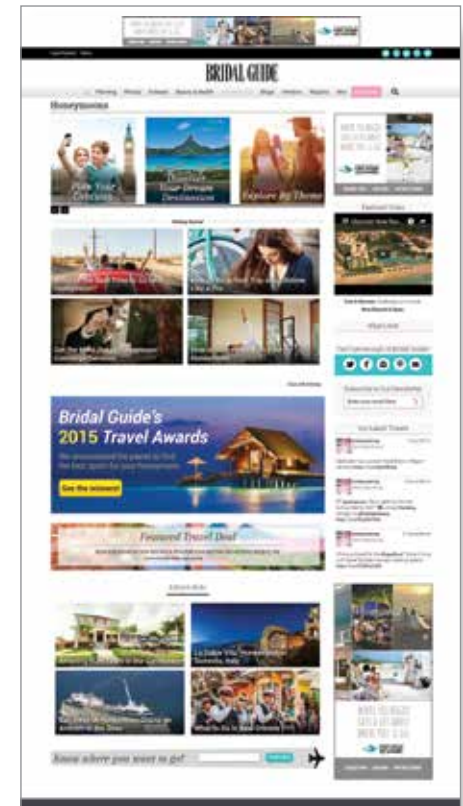
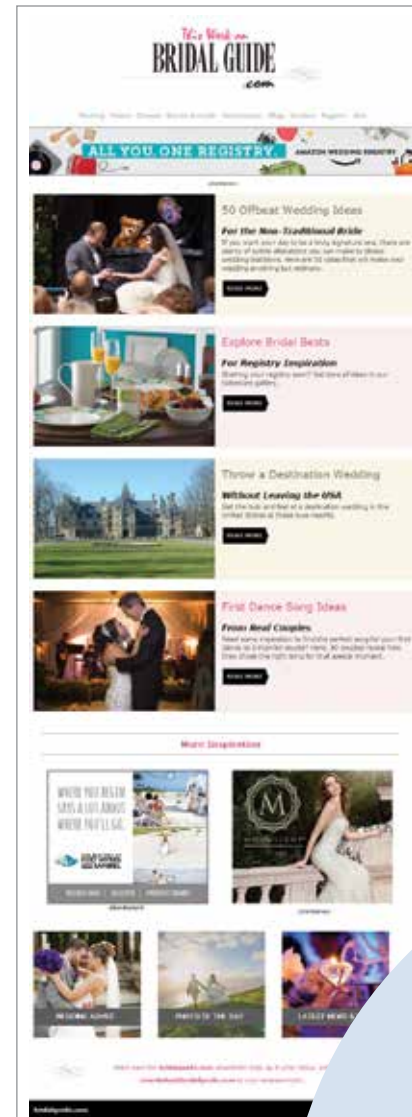
E-Mail Marketing

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 • Phone 212-838-7733 • Toll-Free 800-472-7744 • Fax 212-308-7165

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 RR Donnelly Printing Ad Portal:

<http://www.rrd-lpc.com/bridalguid>

For **Ad Portal** questions or problems, contact Gail Nazario at Gail.nazario@rrd.com or call 717-293-2174.

Send press proofs to:

Gail Nazario
RR Donnelly
Dept. LPC, 216 Greenfield Road
Lancaster, PA 17601-5885

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