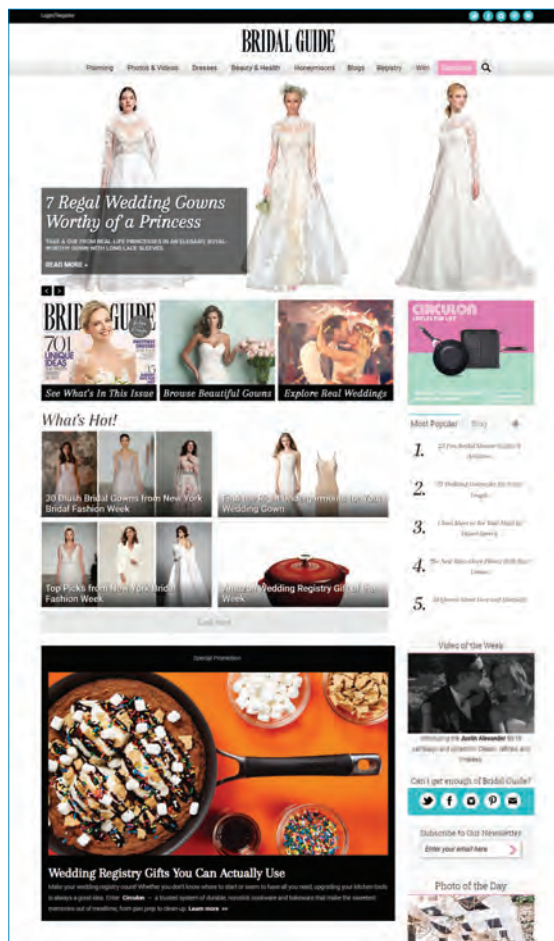


# digital media/bridalguide.com

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: 2.6 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
- Destination/Resort in the Spotlight
- Native Ad Spots w/Video
- Trunk Show and Bridal Event Listings
- Photo of the Day
- Reader Surveys
- Contests and Sweepstakes
- Lead Generation

### Social Media Reach Overall: 1.1 million+

- Facebook: 615,000+
- Instagram: 225,000+
- Pinterest: active followers 200,000+ average viewers per month: 12 million+
- Twitter: 80,000+

### 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/tablet](http://bridalguide.com/tablet)



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instagram.com/bridalguide

BRIDAL GUIDE

2019 media kit

# digital media/bridalguide.com

## Banner Advertising

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

## 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.

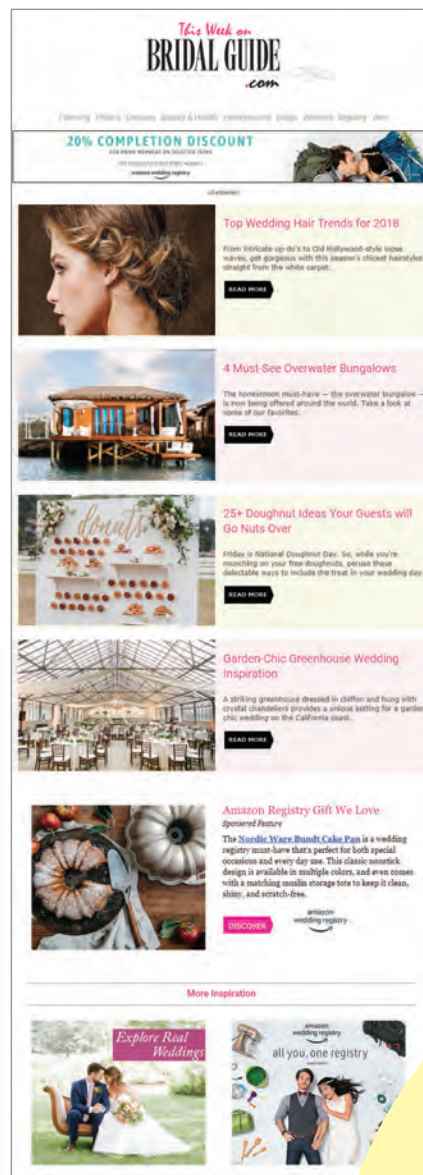
## E-Mail Marketing

### E-Newsletter

- Leaderboard: 728x90
- Rectangle: 300x250
- Custom Content Placement
- Delivered weekly to 30,000 opt-in subscribers
- Exclusive sponsorships available

### Custom Email 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.