



2023 Media Kit

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 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

Party Planner
Creative Reception and Bridal Shower Details

Planning Notebook
Expert Advice on a Range of Planning Topics

Real Destination Honeymoon*
Couples Share Their Fabulous Honeymoon Stories at Destinations Both Far-Flung and Closer to Home

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

Star Resort
A Spotlight on Celebrities' Favorite Destinations

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

Wedding Album
Real Couples' Real Weddings: Love Stories and All the Delicious Detail

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

*select issues

editorial calendar

issue	on sale	space close	material close	editorial features
January February	11/15/22	9/14/22	9/21/22	Top Trends • Vintage and Vintage-Inspired Rings • The Pros Favorite Big-Day Makeup and Skincare Must-Haves Resort Roundup: Properties with Impressive Car Fleets for Guests • Weddings Away: Charleston Real Destination Wedding: Iceland • Real Destination Wedding: Miami • First Look: Sandals Curaçao Marketing Opportunities: Romantic Travel Getaways
March April	1/17/23	11/16/22	11/23/22	Ruffles and Pleats, Graceful Tiers, Illusion Netting • Crowns and Hair Jewelry • Beauty Trends from the Bridal Runways Honeymoon & Destination Wedding Guide • Resort Roundup: Resorts with Wellness Programs • Weddings Away: Italy Real Destination Wedding: Aruba • Real Destination Wedding: New Orleans • First Look: Hudson Valley, New York Marketing Opportunities: Visit Florida • Romantic Travel Getaways • Smoky Mountain Wedding Association
May June	3/21/23	1/18/23	1/25/23	Destination Dresses with an Ethereal, Beachy Feel • Rings with Colorful Stones • Wedding Makeup with Staying Power Resort Roundup: The Greenest Getaways • Weddings Away: Nashville • Real Destination Wedding: Palm Beach Real Destination Wedding: British Virgin Islands • First Look: Cape Cod Marketing Opportunities: All-Inclusive Resorts • Caribbean Hotels • Romantic Travel Getaways
July August	5/16/23	3/25/23	3/22/23	Dresses with Floral Details and Patterns • The Best in Wedding Bands • Wedding-Ready Makeup and Sun-Care Resort Roundup: Animal Encounters: Awesome Nature Programs • Weddings Away: Puerto Rico Real Destination Wedding: Turks & Caicos • Real Destination Wedding: Idaho • First Look: Marrakesh Marketing Opportunities: Dominican Republic • South Asian Weddings • Romantic Travel Getaways
September October	7/18/23	5/17/23	5/24/23	Wildly Romantic Lace Dresses • Rings in Yellow Gold • Pre-Wedding Skincare Tips and Treatments Honeymoon & Destination Wedding Guide • Resort Roundup: Winery Resorts • Weddings Away: French Polynesia Real Destination Wedding: Michigan • Real Destination Wedding: Vancouver • First Look: Orlando Marketing Opportunities: All-Inclusive Resorts • Romantic Travel Getaways
November December	9/19/23	7/19/23	7/26/23	Gowns with Eye-Catching Details and Silhouettes • Engagement Rings • Wedding-Worthy Nails Resort Roundup: Best Places to Watch Sunsets • Weddings Away: Arizona • Real Destination Wedding: Portugal Real Destination Wedding: Maui • First Look: San Francisco Marketing Opportunities: All-Inclusive Resorts • Mexico • Romantic Travel Getaways

the bridal guide reader



Circulation

114,249

Audience

548,393

Engaged

56%

Median Age

31

Male/Female

21% / 79%

Average HHI

\$88,900

Median HHI

\$84,250

Average Length of Engagement

15 Months

First Marriage

70%

Fashion

Dress shopping begins..... 5 months after engagement

Grooms who will wear formalwear..... 70%

Registry

Will register for wedding gifts..... 79%

Average # stores..... 3

Travel

Planning a destination wedding..... 45%

Average number of guests..... 53

Average guest stay..... 3 nights

Planning a honeymoon..... 91%

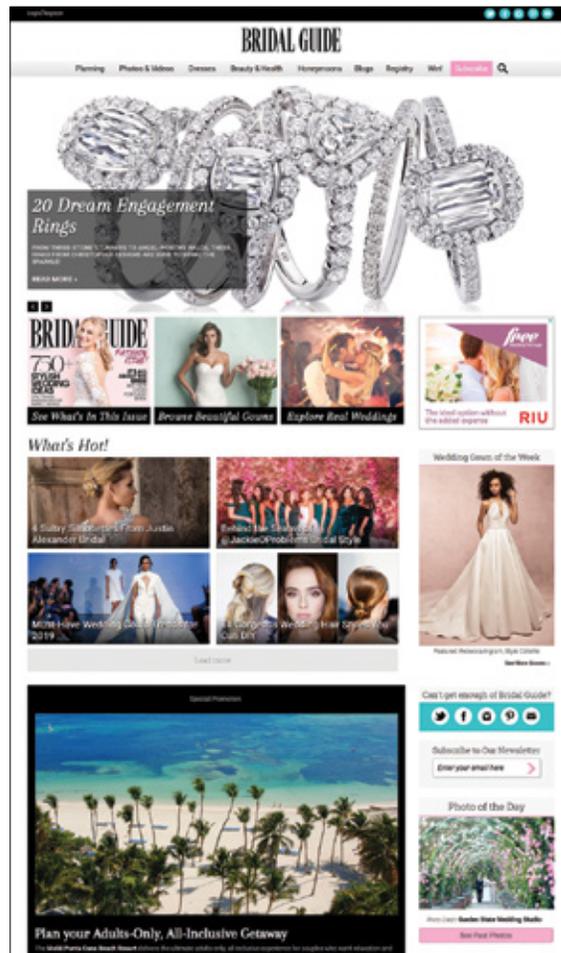
Average length of honeymoon..... 7 nights

Have not yet booked a honeymoon..... 97%

Source: AAM Statements 12/30/21 & 6/30/22; Bridal Guide Surveys 2022

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

Average Monthly Page Views: 2.3 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: 312,000+
- Pinterest: active followers 332,000+ average monthly viewers: 10 million+
- Twitter: 79,000+

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: 60,000
- 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

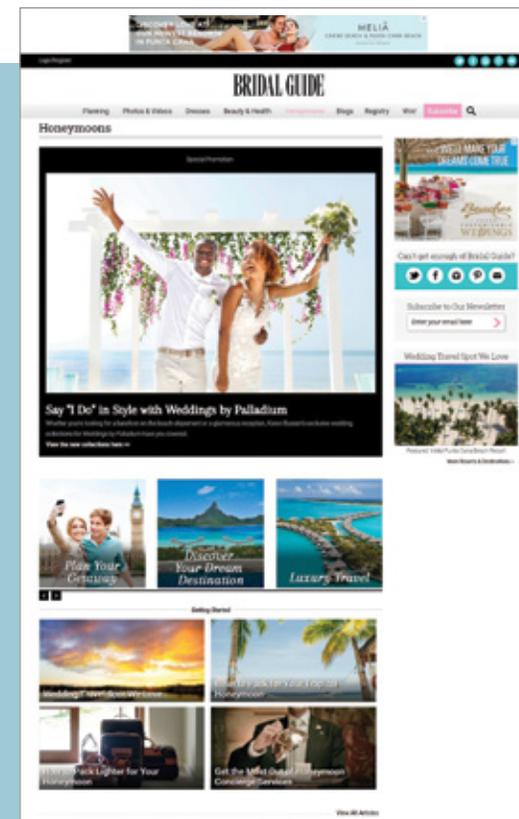
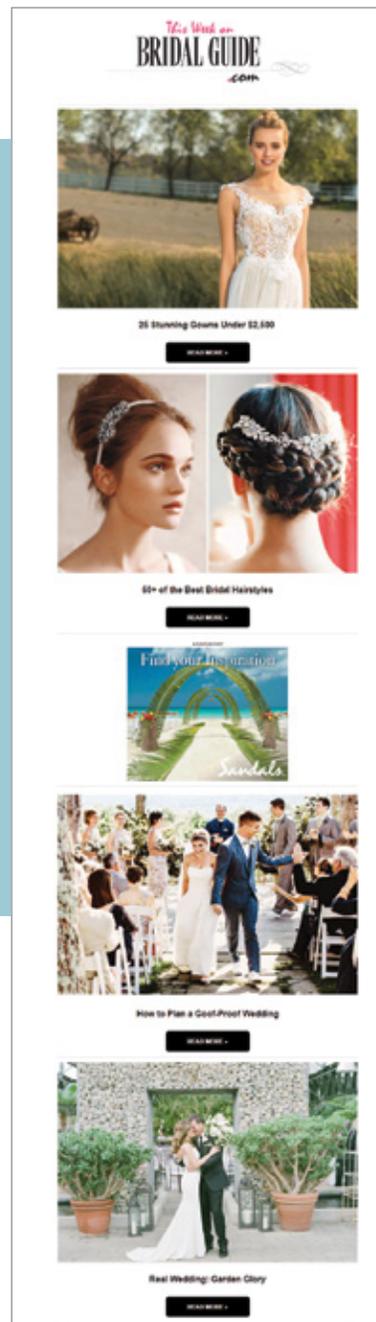
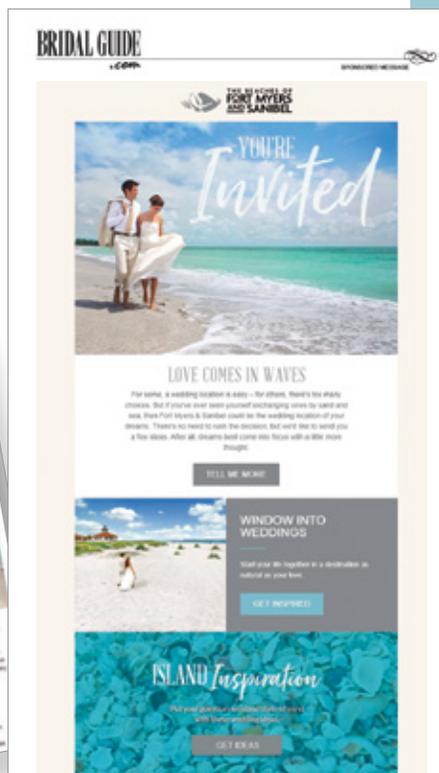
- Rectangle: 300x250
- Custom Content Placement
- Delivered weekly to 30,000 opt-in subscribers
- Exclusive sponsorships available

Travel Newsletter

- Leaderboard: 728x90
- Custom Content Placement
- Delivered monthly to 30,000 opt-in subscribers

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

Effective January/February 2023

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

Bleed: Add 1/8" on all sides. Keep live area 1/4" from trim

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.
- 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.

COLOR PRESS PROOF SPECS

- If sending a color press proof, it must be certified SWOP formatted for 4-color work. Acceptable: Epson, Imation™ Matchprint™; Kodak Approval Digital Color Proofing System; IRIS Pro SWOP. We recommend U.S. Web Coated (SWOP) v2 color compliance. Presses are calibrated to this. Anything outside that color gamut may not be achieved.
- Proof must be pulled from the supplied digital file.
- A color proof can be pulled by the printer for a cost of \$75 per page.

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

Submit digital files for your ad(s) to: BridalGuideAdSubmit@gmail.com

Please include in the subject line:

"Ad for Bridal Guide [Issue] – [advertiser name]"

Example: Ad for Bridal Guide Sept/Oct '22 – Advertiser name

Any directions or questions can be submitted in body of email.

Color Proofs should be sent to:

Fry Communications

Attn: Sue Elliott

101 Fry Drive, Bldg. 4

Mechanicsburg, PA 17055

email: selliott@frycomm.com

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