



BRIDAL GUIDE
bridalguide.com

2022
MEDIA
KIT

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

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

Style File: Brides

Gowns, Accessories and
Chic Details for a
Themed Celebration

Wedding Album

Real Couples' Real Weddings:
Love Stories and All the
Delicious Details

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

BRIDAL GUIDE

2022 media kit

editorial calendar

issue	on sale	space close	material close	editorial features
January February	11/16/21	9/15/21	9/21/21	Stunning Lace Gowns • Yellow-Gold Engagement Rings • Stay All Day Pro Makeup Tips Resort Roundup: Properties With Curated Art Collections • Weddings Away: Mexico • Real Destination Wedding: Miami • Real Destination Wedding: Hilton Head, SC • First Look: Hilton Santa Monica
March April	1/18/22	11/17/21	11/23/21	Gowns With Sparkle, Glitter and Sequins • Engagement Rings That Complement Your Zodiac Sign High-Tech, Effective, Pro-Recommended Pre-Wedding Beauty Treatments • Honeymoon & Destination Wedding Guide • Resort Roundup: Romance Concierges • Weddings Away: California Real Destination Wedding: Maine • Real Destination Honeymoon: Hawaii • First Look: Maldives
May June	3/15/22	1/12/22	1/18/22	Gowns Budding With Floral Motifs, Patterns and Detailing • Bold Rings • Bargain Skincare Products Resort Roundup: Properties That Give Back to Their Communities • Weddings Away: Georgia Real Destination Wedding: Colorado • Real Destination Wedding: New York City • First Look: Ibiza
July August	5/17/22	3/16/22	3/22/22	Statement Gowns With Dramatic Silhouettes and Bold Accents • Rings Reminiscent of Yesteryear Get Radiant Skin Without the UV Damage • Resort Roundup: Private Islands • Weddings Away: Colorado • Real Destination Wedding: California • Real Destination Wedding: Arkansas First Look: Washington DC
September October	7/19/22	5/18/22	5/24/22	Travel-Ready Destination Gowns • Rings Drenched in Diamonds • Round-Up of Runway Beauty Trends • Honeymoon & Destination Wedding Guide • Resort Roundup: Best Places for Stargazing Weddings Away: Oregon • Real Destination Wedding: Hawaii • Real Destination Wedding: Utah First Look: Dublin
November December	9/20/22	7/20/22	7/26/22	Top Looks From the Latest Bridal Shows • Fun and Fresh Colored Gemstones • Expert Tips/Products for Getting Longer, Healthier Hair • Resort Roundup: Marina Hotels • Weddings Away: Michigan Real Destination Wedding: Riviera Maya • Real Destination Wedding: Bahamas • First Look: Madrid

the bridal guide reader

Circulation

102,136

Engaged

47%

Median Age

30

Male/Female

20% / 80%

Average HHI

\$82,176

Average Length of Engagement

15 Months

First Marriage

77%

Fashion

Dress shopping begins

5 months after engagement

Average # of stores

4

Grooms who will wear formalwear

70%

Registry

Will register for wedding gifts

83%

Average # stores

3

Travel

Planning a destination wedding

54%

Average number of guests

57

Average guest stay

3 nights

Planning a honeymoon

97%

Average length of honeymoon

7 nights

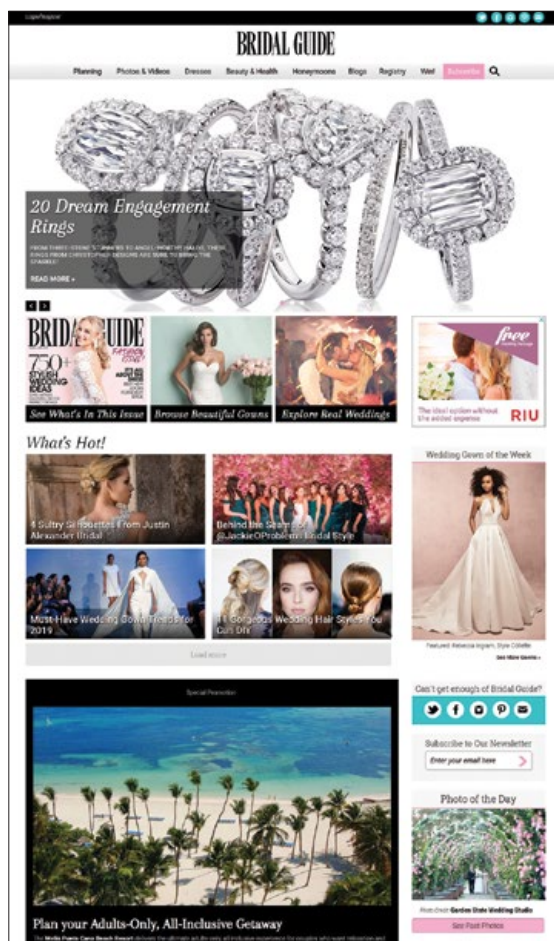
Have not yet booked a honeymoon

98%

Source: AAM Statements 12/30/20 & 6/30/21; Bridal Guide Surveys 2020

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: 316,000+
- Pinterest: active followers 320,000+
average monthly viewers: 10 million+
- Twitter: 78,000+

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@



facebook.com/bridalguide



twitter.com/bridalguidemag



pinterest.com/bridalguide



instagram.com/bridalguide

BRIDAL GUIDE

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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

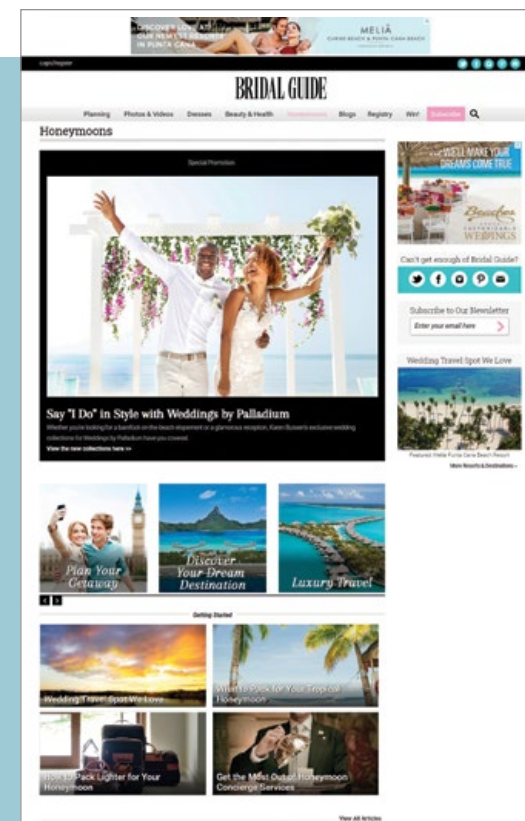
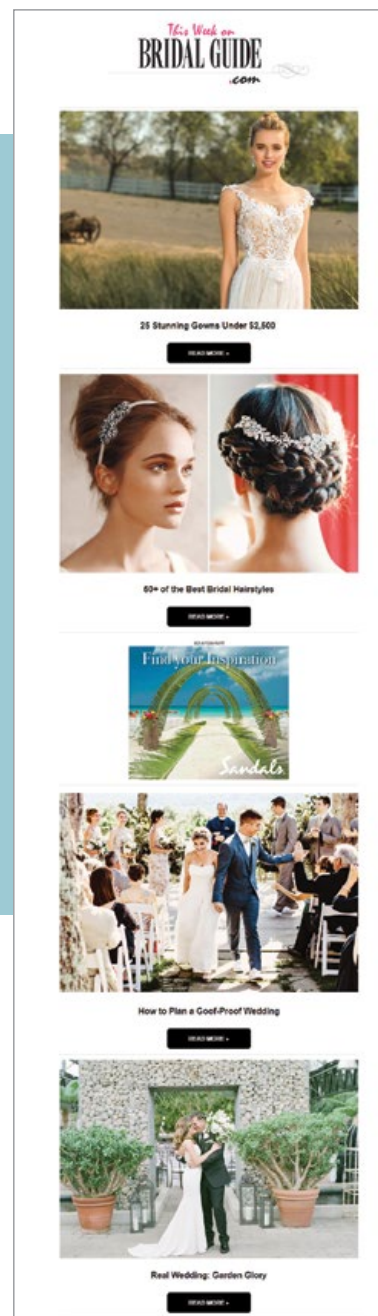
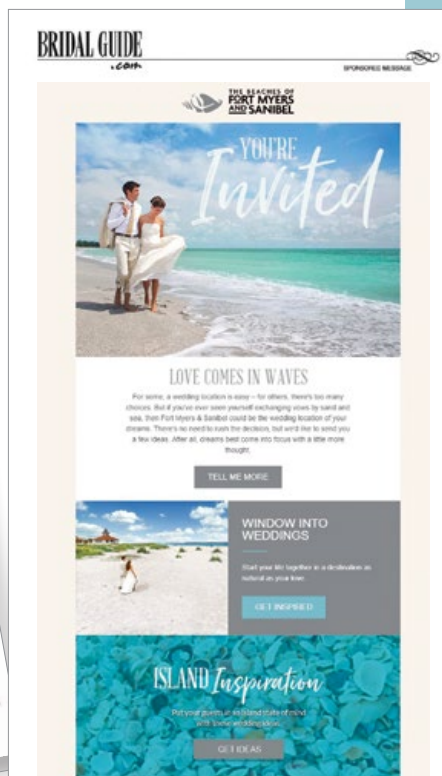
E-Mail Marketing

E-Newsletter

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

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

212-838-7733 • 1-800-472-7744

Effective September/October 2022

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: Andi Costa

101 Fry Drive, Bldg. 4

Mechanicsburg, PA 17055

email: Andrea.costa@frycom

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.