

BRIDAL GUIDE
bridalguide.com

MEDIA
KIT
2020



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 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 how to best plan for the big day.

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 Jordan
Editor-in-Chief

“From the early days of planning right up to the wedding day, readers can depend on us to give them unparalleled advice, ideas, inspiration and 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 and honeymoon 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

Designer Profile

Interviews with Top Fashion Designers

Editor's Tips

Smart Advice from our 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



Ask David



Editor's Tips



Weddings Away

editorial calendar

issue	on sale	space close	material close	editorial features /marketing opportunities
January February Wedding Trends Issue	11/19/19	9/18/19	9/20/19	Gowns With Illusion Details, Low Backs and Tasteful Cut-Outs • Gemstone Engagement Rings • Beauty Tricks for Busy Brides • Products for Glowing Skin • Products and Tips for Long, Healthy Hair • Rooftop Bars • Creative Concierges • Elopement Packages • Maine • South of France • Cabo San Lucas • Itineraries in the USA, Spain, and Scotland Based on the Works of Famous Authors Marketing Opportunities Smoky Mountain Weddings • Hidden Gems • Best of the West
March April Fashion Issue Honeymoon & Destination Wedding Guide Supplement	1/21/20	11/20/19	11/22/19	Light-as-Air Gowns With Sea-Inspired Accessories • Unique Engagement Rings for the Unconventional Bride Products to Ensure Stay-All-Day Hair and Makeup • Concealers and Foundations That Mask Skin Imperfections Your Beauty Countdown Calendar • Properties Showcasing Natural Healing Waters • Guide to All Inclusives Hudson Valley, NY • Safari in Zimbabwe • Zihuatenejo • Caribbean: Best Pools • Food Tours Throughout the Hawaiian Islands Marketing Opportunities Bridal Bests Tabletop Section • Visit Florida • Southeast Charm • Hidden Gems • Best of the West
May June Best-Buys Issue	3/17/20	1/15/20	1/17/20	Shimmering, Beaded Gowns and Celestial-Inspired Jewelry • Best Bridal Accessories Under \$100 • Engagement Rings With Yellow-Gold Bands • Budget-Friendly Makeup Finds • Expert Tips for Hair Mishaps • Hotels Where Popular Drinks Were Created • Tips on How to Handle Money Matters Abroad • Jamaica • Bali • Alaska, Iceland and Scandinavia's Colorful Evening Lights • Mexican Hotels That Boast Ultra-Modern Design, Historic Colonial Charm, and Chic, Seaside Décor • All-Inclusive Destinations in the USA Marketing Opportunities Destination Weddings • Fly Drive USA • Hidden Gems • Best of the West
July August Reception Issue	5/19/20	3/18/20	3/20/20	Ballet-Inspired Gowns • Bold, Statement-Making Engagement Rings • The Latest on Serums • Highlighting Products for a Luminous Effect • Self-Care Treatments to Enhance Your Inner and Outer Beauty • Hotel Gardens From Flowers and Mazes to Fruit Orchards • How to Spa • Hotels That Specialize in Chocolate Tours • Savannah • Madagascar • The Bahamas • Spiritual Journeys: Israel, Temples in Bali, Cathedrals in Western Europe, Mayan Ruins in Mexico Marketing Opportunities South Asian Destination Weddings • Dominican Republic • Smoky Mountain Weddings • Love is Love Weddings • Hidden Gems • Best of the West
September October Style Issue Honeymoon & Destination Wedding Guide Supplement Your Home Special Section	7/21/20	5/20/20	5/22/20	Top Looks from the Latest Bridal Shows • Best Accessories From the Runway • Find The Diamond to Suit Your Style A Roundup of Runway Beauty Trends • The Latest Tableware and Registry Trends • Hotels That Were Once Factories, Breweries and Mills • Find Your Best Honeymoon Destination • Florida • Bermuda • Destinations Rated as the "Happiest" Places to Live • Wellness Retreats in Mexico • Tented Resorts Around the World Marketing Opportunities Bridal Bests Tabletop Section • All-Inclusive Resorts • Jamaica • Southeast Charm • Hidden Gems • Best of the West
November December The Ultimate Planning Issue	9/15/20	7/15/20	7/17/20	Sleek, Sculptural Gowns With Modern, Geometric Accessories • Engagement Rings With Solitaire Settings and Round-Cut Diamonds • Makeup for Your Skin Tone • Guide to the Variety of Lash Extensions • New Luxury Hotels With Casinos • Destination Wedding Tips • Mexico • Nashville • Alaska • Caribbean Destinations Where Popular Movies Were Filmed • Private Island Resorts Around the World Marketing Opportunities Mexico • Aruba • St. Lucia • Hidden Gems • Best of the West

the bridal guide reader

Total Audience

3,364,000

Engaged Audience

645,000

Readers Per Copy

36

Median Age

31

Age 18-34

67%

Women, 18-34

62%

Male/Female

12% / 88%

Median HHI

\$64,952

HHI \$50K+

64%

HHI \$75K+

40%

HHI \$100K+

27%

Median HH Net Worth

\$169,088

Fashion

Dress shopping begins 5 months after engagement

Average # of stores 4

Grooms who will wear formalwear 66%

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 99%

Average length of honeymoon 7 nights

Have not yet booked a honeymoon 98%

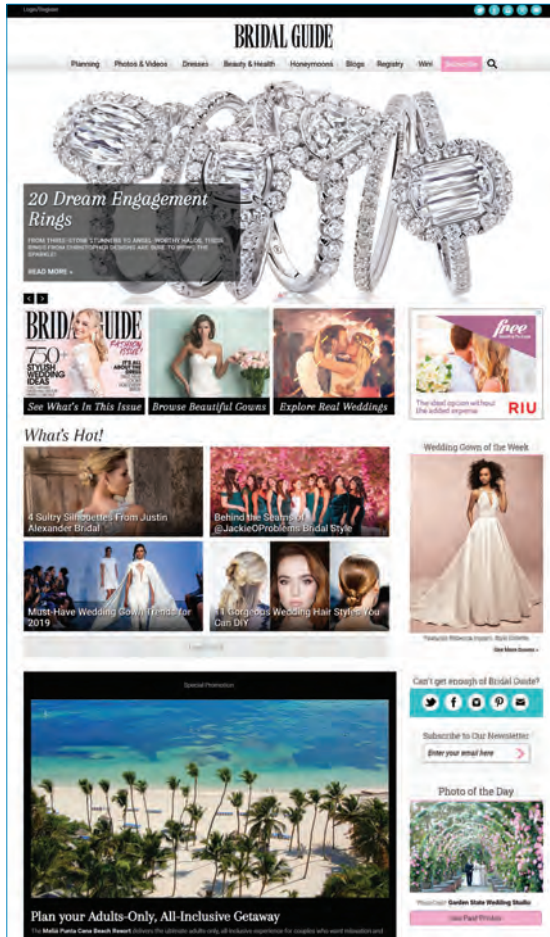
Source: GfK MRI Doublebase 2019; Bridal Guide Surveys 2018/2019

BRIDAL GUIDE

2020 media kit

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: 2.1 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
- 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: 1.2 million+

- Facebook: 634,000+
- Instagram: 284,000+
- Pinterest: active followers 254,000+ average monthly viewers: 9.8 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



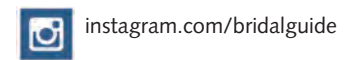
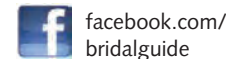
Opt-In Database Marketing

- Promotional Email List: 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

Connect @



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 can 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.

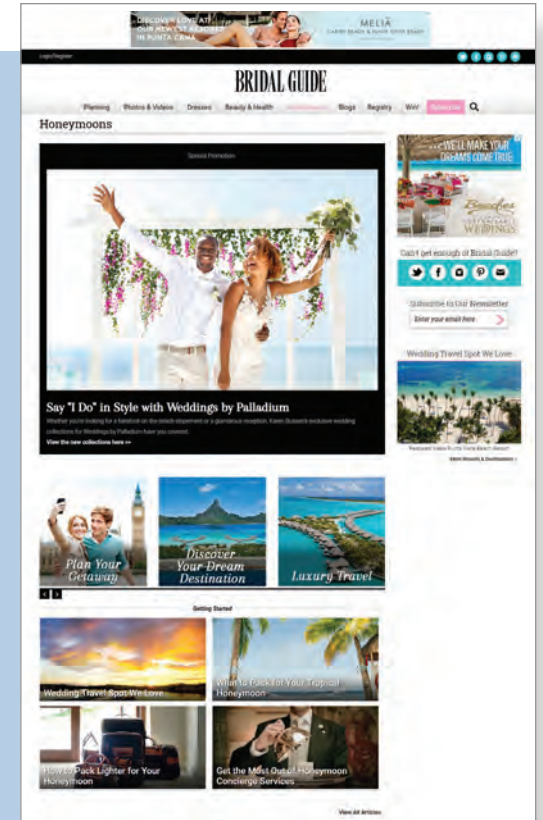
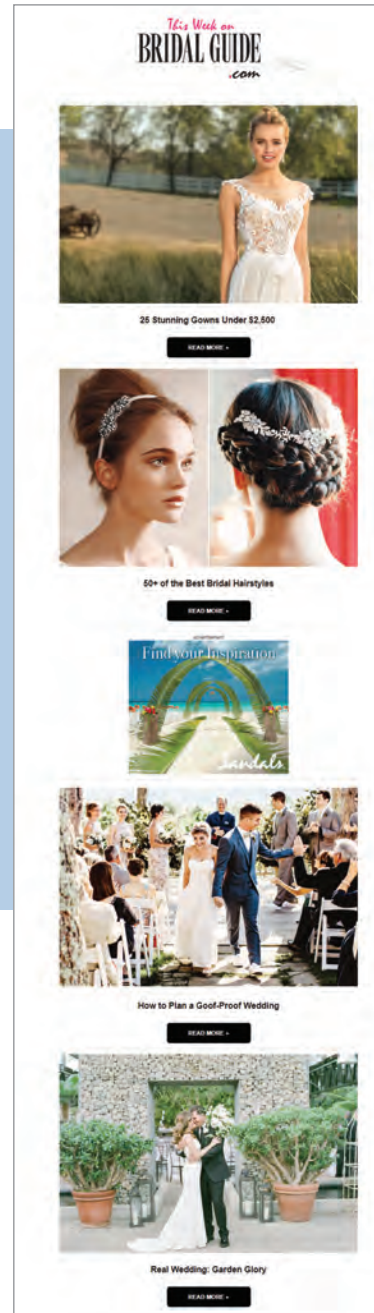
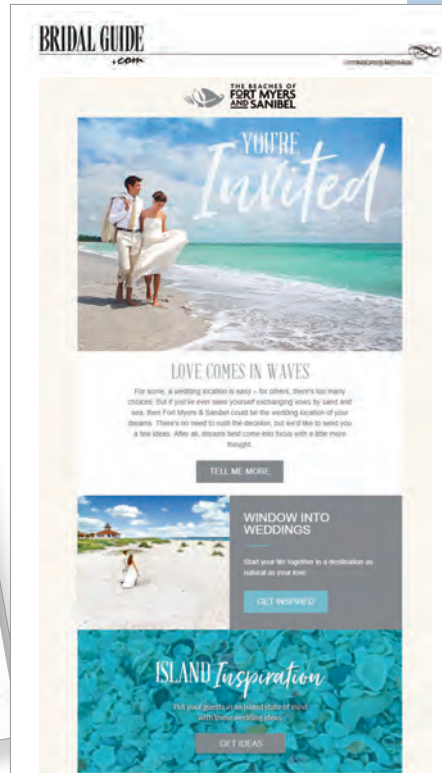
E-Mail Marketing

E-Newsletter

- 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.

print advertising/digital specifications

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

Effective January/February 2020

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 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. 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, 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.

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
Maximum file size for uploads is 300 mb. If the file is larger, you will have to split the upload.

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 Glasgow Division
Att: Ronnie England
120 Donnelley Drive
Glasgow, KY 42141-1060

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.