

Publisher's Statement

6 months ended December 31, 2023, Subject to Audit

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Annual Frequency: 6 times/year

Field Served: BRIDAL GUIDE is a magazine for the contemporary bride-to-be. It focuses on current trends in fashion, beauty, home design and honeymoon travel; provides information on wedding planning; and explores social issues that affect the bride and groom.

Published by RFP Corp.

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
91,707	8,368	100,075	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation	
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales				
Jul/Aug	8,559		8,559		80,025	80,025	88,584		7,743		7,743	16,302	80,025	96,327
Sep/Oct	7,986		7,986		85,626	85,626	93,612		8,575		8,575	16,561	85,626	102,187
Nov/Dec	7,298		7,298		85,626	85,626	92,924		8,787		8,787	16,085	85,626	101,711
Average	7,948		7,948		83,759	83,759	91,707		8,368		8,368	16,316	83,759	100,075

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	7,948		7,948	7.9
Total Paid Subscriptions	7,948		7,948	7.9
Verified Subscriptions				
Individual Use		83,759	83,759	83.7
Total Verified Subscriptions		83,759	83,759	83.7
Total Paid & Verified Subscriptions	7,948	83,759	91,707	91.6
Single Copy Sales				
Single Issue	8,368		8,368	8.4
Total Single Copy Sales	8,368		8,368	8.4
Total Paid & Verified Circulation	16,316	83,759	100,075	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2022	None Claimed	105,556	105,556		
12/31/2021	None Claimed	111,535	108,142	3,393	3.1
12/31/2020	None Claimed	112,248	112,248		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$5.99	
Subscription	\$18.99	
Average Subscription Price Annualized (2)		\$10.02
Average Subscription Price per Copy		\$1.67

(1) Represents subscriptions for the 6 month period ended December 31, 2023

(2) Based on the following issue per year frequency: 6

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Individual Use			
Individually Requested		83,759	83,759
Total Individual Use Copies		83,759	83,759

RATE BASE

None Claimed

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 599

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: RFP Corp.

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Established: 1985

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President

AAM Member since: 1989