

MAGAZINE

Publisher's Statement

6 months ended June 30, 2015

Subject to Audit

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.

Frequency: 6 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions					
Paid	64,191	48.9			
Verified	14,568	11.1			
Total Paid & Verified Subscriptions	78,759	60.0			
Single Copy Sales	52,549	40.0			
Total Paid & Verified Circulation	131,308	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$18.95		
Average Subscription Price Annualized (6 issue frequency)		\$7.86	
Average Subscription Price per Copy		\$1.31	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2014.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	58,681	19,997	78,678	50,398	129,076
Mar./Apr.	66,641	16,936	83,577	57,814	141,391
May/June	67,250	6,772	74,022	49,435	123,457

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	44,636	27.6	46,254	29.4	46,964	31.1	46,934	33.5	50,568	35.2
Verified	5,802	3.6	5,817	3.7	5,844	3.8	6,240	4.5	14,227	9.9
Total Paid & Verified Subscriptions	50,438	31.2	52,071	33.1	52,808	34.9	53,174	38.0	64,795	45.1
Single Copy Sales	111,041	68.8	105,218	66.9	98,323	65.1	86,908	62.0	79,013	54.9
Total Paid & Verified Circulation	161,479	100.0	157,289	100.0	151,131	100.0	140,082	100.0	143,808	100.0
Year Over Year Percent of Change		2.9		-2.6		-3.9		-7.3		2.7
Avg. Annualized Subscription Price	\$11.25		\$11.11		\$10.84		\$11.40		\$8.76	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	15,831	12.1
Partnership:		
Deductible*	17,506	13.3
Sponsored Sales	30,854	23.5
TOTAL PAID SUBSCRIPTIONS	64,191	48.9
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	7,667	5.8
Individual Use (See Par. 6B)	6,901	5.3
TOTAL VERIFIED SUBSCRIPTIONS	14,568	11.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	78,759	60.0
SINGLE COPY SALES		
Single Issue Sales	42,134	32.1
Partnership:		
Deductible	5,417	4.1
Sponsored Sales	4,998	3.8
TOTAL SINGLE COPY SALES	52,549	40.0
TOTAL PAID & VERIFIED CIRCULATION	131,308	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Personal Care Salons	Specialty Locations/Retail	Business/Professional Services	Doctor/Health Care Providers	Public Place Other	Total Public Place Copies
Public Place	2,827	2,602	2,234	4		7,667

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Event Attendees	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	5,970	931		6,901

7. GEOGRAPHIC DATA for the March/April 2015 issue

Total paid & verified circulation of this issue was 7.7% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	848	170	1,018	1,088	2,106
Arizona	1,297	133	1,430	1,786	3,216
Arkansas	484	70	554	401	955
California	7,586	2,223	9,809	4,874	14,683
Colorado	949	498	1,447	1,671	3,118
Connecticut	896	220	1,116	603	1,719
Delaware	258	51	309	167	476
District of Columbia	150	118	268	101	369
Florida	4,548	1,587	6,135	4,359	10,494
Georgia	2,065	875	2,940	3,429	6,369
Idaho	226	43	269	190	459
Illinois	2,708	300	3,008	1,838	4,846
Indiana	1,450	162	1,612	1,377	2,989
Iowa	560	76	636	578	1,214
Kansas	577	73	650	278	928
Kentucky	841	82	923	849	1,772
Louisiana	824	144	968	924	1,892
Maine	267	43	310	197	507
Maryland	1,437	444	1,881	775	2,656
Massachusetts	1,525	987	2,512	2,107	4,619
Michigan	2,244	376	2,620	2,225	4,845
Minnesota	1,017	145	1,162	856	2,018
Mississippi	479	71	550	507	1,057
Missouri	1,125	209	1,334	429	1,763
Montana	168	29	197	110	307
Nebraska	346	53	399	241	640
Nevada	504	62	566	447	1,013
New Hampshire	342	65	407	234	641
New Jersey	2,521	721	3,242	1,514	4,756
New Mexico	273	42	315	247	562
New York	5,270	1,997	7,267	2,826	10,093
North Carolina	2,119	304	2,423	1,910	4,333
North Dakota	239	16	255	109	364
Ohio	2,654	254	2,908	1,886	4,794
Oklahoma	636	73	709	465	1,174
Oregon	800	75	875	158	1,033
Pennsylvania	3,027	755	3,782	1,903	5,685
Rhode Island	260	37	297	163	460
South Carolina	920	122	1,042	789	1,831
South Dakota	143	22	165	123	288
Tennessee	1,293	144	1,437	1,125	2,562
Texas	4,309	1,783	6,092	3,898	9,990

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	476	67	543	321	864
Vermont	106	15	121	71	192
Virginia	1,792	718	2,510	1,198	3,708
Washington	1,316	132	1,448	1,550	2,998
West Virginia	350	33	383	343	726
Wisconsin	1,195	151	1,346	1,037	2,383
Wyoming	120	14	134	88	222
TOTAL 48 CONTERMINOUS STATES	65,540	16,784	82,324	54,365	136,689
Alaska	140	28	168	91	259
Hawaii	179	114	293	128	421
TOTAL ALASKA & HAWAII	319	142	461	219	680
U.S. Unclassified					
TOTAL UNITED STATES	65,859	16,926	82,785	54,584	137,369
Poss. & Other Areas	650	10	660	210	870
U.S. & POSS., etc.	66,509	16,936	83,445	54,794	138,239
CANADA					
Alberta	5		5	427	432
British Columbia	2		2	395	397
Manitoba	1		1	89	90
New Brunswick				1	1
Newfoundland/Labrador				1	1
Northwest Territories				3	3
Nova Scotia	1		1	159	160
Nunavut					
Ontario	10		10	949	959
Prince Edward Island					
Quebec	2		2	124	126
Saskatchewan				63	63
Yukon Territory				3	3
Canadian Unclassified					
TOTAL CANADA	21		21	2,214	2,235
International	9		9	766	775
Other Unclassified					
Military or Civilian					
Personnel Overseas	102		102	40	142
GRAND TOTAL	66,641	16,936	83,577	57,814	141,391

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2015

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	345	1.5	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	22,412	99.9
(b) Seven to eleven months (4 to 5 issues)	22	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (6 issues)	6,746	30.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	24	0.1
(d) Thirteen to twenty-four months.....	14,704	65.5	(d) Subscriptions as part of membership in an organization, See Par. 9.....	None	
(e) Twenty-five months and more	619	2.8			
Total Subscriptions Sold in Period	22,436	100.0	Total Subscriptions Sold in Period	22,436	100.0
B. USE OF PREMIUMS					
		%			%
(a) Ordered without premium	20,032	89.3			
(b) Ordered with material reprinted from branded editorial material, See Par. 9.....	2,404	10.7			
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	22,436	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada \$6.99. Subscriptions: Canada, 1 yr. \$28.95. International, 1 yr. \$53.95.
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: 3,811 copies per issue.
- (c) Post expiration copies: None.
- (d) Partnership Subscription Sales (Deductible): The average of 17,506 copies per issue, shown in Par. 6 and included in Par. 1, represent copies sold in a partnership relationship wherein this publication was bundled with a purchase of a product or service. Purchasers were advised that \$10.00 to \$20.00 of the sales price was allocated for a two year subscription to this publication.
- (e) Sponsored Subscription Sales: The average of 30,854 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (f) Partnership Single Copy Sales (Deductible): The average of 5,417 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of an entrance ticket to a bridal show. Purchasers were advised that up to \$1.00 of the sales price was allocated for a copy of this publication.
- (g) Sponsored Single Copy Sales: The average of 4,998 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (h) Use of Premiums: 101 Best Wedding Tips book, with no advertised or stated value, was offered with some subscriptions.
- (i) An average of 931 copies were included in Verified Individually Requested that were served to subscribers that ordered the magazine for which payment was not received.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2014; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-14	None Claimed	142,012	143,807	-1,795	-1.2
12-31-13	None Claimed	140,082	140,082		
12-31-12	None Claimed	151,132	151,132		
12-31-11	None Claimed	158,072	157,291	781	0.5
12-31-10	None Claimed	161,479	161,479		

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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BARRY ROSENBLOOM

President

Established: 1985

AAM Member since: 1989

04-0140-0	Analyzed Issue Date	03-04/01/15
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	18.95
	Canadian Subscription Price	28.95
	International Subscription Price	53.95