

media kit
2015

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BRIDAL GUIDE
bridalguide.com



editorial mission

ideas, ideas, ideas!

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 best registry items and hottest honeymoon destinations. Busy brides, pressed for time while trying to plan the perfect wedding, will find what they need in our diverse editorial line-up whether it's looking for that special gown, discovering unique ideas for their receptions or getting expert advice on marriage and relationships.

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 25 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 Forden, Editor-in-Chief



From the early days of planning right up to the wedding day, readers can depend on us to give them unparalleled expert advice, ideas, inspiration and emotional support so they can feel confident about their decisions and enjoy planning the party of a lifetime!

Planning Notebook

Expert Advice on a Range of Planning Topics



Designer Profile

Interviews with Top Fashion Designers



Budget Guru

Smart Money-Saving Tips



All That Glitters

Fine Jewelry Tips and Trends



Body File

How to Look and Feel Your Best



Ask David

Celebrity Wedding Planner, David Tutera, Shares His Best Advice



Bridal Insider

Wedding News, Trends, and Products



Weddings Away

Where and How to Get Married in Worldwide Destinations



Travel Insider

A Q&A with Travel Experts on Their Favorite Destinations



Travel Snapshots

A Pictorial Overview of Top Honeymoon Hot Spots



Resort Roundup

News on Resorts Around the World



Star Resort

A Spotlight on Celebrities' Favorite Destinations



Editor's Tips

Smart Advice from Bridal Guide's Travel Editor



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!

editorial calendar

issue	on sale	space close	material close	editorial features / marketing opportunities
<p>January February</p> <p>Wedding Trends Issue</p>	11/18/14	9/17/14	9/19/14	<p>Dresses Suited to Your Astrological Sign • Engagement Rings With Horizontally Set Stones • Long-Lasting Makeup Products for a Flawless Look • 30 Best Bridal Hairstyles • Resorts With Views of the World's Most Celebrated Sites • How to Utilize "Specialized Concierges" • Riviera Maya Celebrity Chef Curtis Stone's Favorite Spots in Los Angeles • New Zealand • Caribbean Islands Formerly Inhabited by Swashbucklers • "A-List" Celebrities' Favorite Mexican Resorts • Great Places to Stay in the USA</p> <p>Marketing Opportunities <i>Hidden Gems • Best of the West</i></p>
<p>March April</p> <p>Honeymoon & Destination Wedding Guide Supplement</p>	1/20/15	11/19/14	11/21/14	<p>Romantic, Ethereal Gowns • Dresses to Wear for Spring, Summer, Autumn and Winter Weddings • Rings Featuring a Mix of Metals • Skincare Tips and Products • Rainforest Spas • Quiz: What's Your Honeymoon Style? • Historic Mansions in the USA • St. Lucia • Las Vegas • Caribbean Islands Off-the-Beaten Path • Best Pools in Mexico Spirit Tours: From Wine and Whiskey to Tequila, Experience the True Art of Crafting Liquors and Cocktails</p> <p>Marketing Opportunities <i>Bridal Bests Tabletop Section • Jamaica • Florida • Aruba</i> <i>Southeast Charm • Hidden Gems • Best of the West</i></p>
<p>May June</p> <p>Budget Issue</p>	3/24/15	1/21/15	1/23/15	<p>Styles for Every Member of the Bridal Party • Best Bridal Buys Under \$100 • Double-Halo Engagement Rings 20 Quick Fixes for the Big Day • Latest Tableware Trends • Resorts that Offer an Overnight Stay on a Yacht How to Get the Best Spa Experience • Hawaii • New Orleans • Bali • Where to Save and When to Spend in the Caribbean • Local Art from Different Regions in Mexico • Love Trains: Find Romance on the Rails</p> <p>Marketing Opportunities <i>Dominican Republic • Hidden Gems • Best of the West</i></p>
<p>July August</p> <p>Reception Issue</p>	5/19/15	3/18/15	3/20/15	<p>Jazz and Swing to Rock and Pop, Dresses that Reflect Different Genres of Music • Gowns With Movie-Star Flair Dazzling Accessories Inspired by the Red Carpet • Rings With Vintage Style • Top Bridal Hairstyles and Accessories Champagne Bars • Beauty-on-the-Go • How to Streamline Products and Still Look Glam • Bahamas • Vietnam Greece • Best Caribbean Cruise Itineraries • Quiet Hideaways and Intimate Boutique Hotels in Mexico • Hawaii to Nantucket: Top Islands in the USA for the Perfect Getaway</p> <p>Marketing Opportunities <i>Destination Weddings • Indian Weddings</i> <i>Hidden Gems • Best of the West</i></p>
<p>September October</p> <p>Honeymoon & Destination Wedding Guide Supplement</p> <p>Your Home Special Section</p>	7/21/15	5/20/15	5/22/15	<p>Ballet-Inspired Tulle Ballgowns • Dresses Detailed With Crystals, Sequins and Shimmering Metallics • Buying Guide to the 4cs • Hair and Makeup for the Glam, Classic, Retro or Boho Bride • Real Couples' Registries Resorts that Blend Bachelor/Bachelorette Parties • How to Choose Wine Like a Pro • Elopement Packages Hawaii • Portugal • Popular Caribbean Rum Distilleries • Mexican Archeological Adventures: Pre-Colombian Ruins and Nearby Resorts • Castles Around the World</p> <p>Marketing Opportunities <i>Bridal Bests Tabletop Section • Southeast Charm</i> <i>Aruba • Hidden Gems • Best of the West</i></p>
<p>November December</p> <p>The Color Issue</p>	9/22/15	7/22/15	7/24/15	<p>Glamorous Destination Wedding Looks • Flowing, Romantic Dresses • Favorite Bridal Accessories and Beauty Products • Three-Stone Engagement Rings • Tips on How to Look Flawless in Photos • Cottage Properties: Resorts With Individual Accommodations • Tips for Staying Well on the Honeymoon • Texas • Nicaragua Turkey • Caribbean All-Inclusives to Suit Your Personality • Off-the-Beaten Path Mexican Beaches Classic Honeymoon Cities Around the World</p> <p>Marketing Opportunities <i>Mexico • Cruises • Hidden Gems • Best of the West</i></p>

the bridal guide reader

Total Audience	4,034,000
Engaged Audience	1,057,000
Readers Per Copy	29
Median Age	29
18-34	77%
Women, 18-34	66%
Male/Female	13% / 87%
Median HHI	\$56,138
HHI \$50K+	59%
HHI \$75K+	39%
HHI \$100K+	24%
Engaged/First Marriage	75%
College Educated	72%
Employed Full-Time	56%
Reader Involvement = Loyal and Engaged Readers	
Mean Time Spent Reading	68 minutes
One of My Favorites	34%

Source: GfK MRI Doublebase 2014, Engaged

