

MAGAZINE

Publisher's Statement

6 months ended December 31, 2014

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	55,908	37.0			
Verified	18,397	12.2			
Total Paid & Verified Subscriptions	74,305	49.2			
Single Copy Sales	76,819	50.8			
Total Paid & Verified Circulation	151,124	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)		\$8.76	
Average Subscription Price per Copy		\$1.46	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2014.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.#	53,487	16,486	69,973	68,534	138,507
Sept./Oct.#	57,536	19,405	76,941	82,362	159,303
Nov./Dec.	56,701	19,299	76,000	79,559	155,559

#See Par. 9

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*	16,764	11.1
Partnership:		
Deductible*	13,749	9.1
Sponsored Sales	25,395	16.8
TOTAL PAID SUBSCRIPTIONS	55,908	37.0
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	12,000	7.9
Individual Use (See Par. 6B)	6,397	4.2
TOTAL VERIFIED SUBSCRIPTIONS	18,397	12.2
TOTAL PAID & VERIFIED SUBSCRIPTIONS	74,305	49.2
SINGLE COPY SALES		
Single Issue Sales	41,632	27.5
Partnership:		
Deductible	4,184	2.8
Sponsored Sales	31,003	20.5
TOTAL SINGLE COPY SALES	76,819	50.8
TOTAL PAID & VERIFIED CIRCULATION	151,124	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	4,838	3,854	3,247	61		12,000

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	5,432	965		6,397

7. GEOGRAPHIC DATA for the July/August 2014 issue

Total paid & verified circulation of this issue was 8.3% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	724	164	888	1,219	2,107
Arizona	1,025	145	1,170	980	2,150
Arkansas	382	63	445	418	863
California	6,142	4,100	10,242	6,174	16,416
Colorado	771	631	1,402	1,065	2,467
Connecticut	678	224	902	1,070	1,972
Delaware	200	23	223	185	408
District of Columbia	124	110	234	89	323
Florida	3,470	917	4,387	4,355	8,742
Georgia	1,675	914	2,589	977	3,566
Idaho	192	41	233	330	563
Illinois	2,211	470	2,681	2,039	4,720
Indiana	1,188	177	1,365	1,395	2,760
Iowa	542	75	617	642	1,259
Kansas	486	67	553	489	1,042
Kentucky	730	81	811	955	1,766
Louisiana	663	127	790	1,048	1,838
Maine	208	39	247	458	705
Maryland	1,087	360	1,447	876	2,323
Massachusetts	1,226	378	1,604	1,745	3,349
Michigan	1,806	387	2,193	2,200	4,393
Minnesota	841	144	985	1,124	2,109
Mississippi	421	71	492	538	1,030
Missouri	978	210	1,188	867	2,055
Montana	154	30	184	169	353
Nebraska	333	52	385	447	832
Nevada	433	61	494	881	1,375
New Hampshire	260	41	301	509	810
New Jersey	1,858	723	2,581	2,475	5,056
New Mexico	240	40	280	572	852
New York	3,775	2,422	6,197	5,130	11,327
North Carolina	1,732	294	2,026	3,228	5,254
North Dakota	224	18	242	173	415
Ohio	2,149	252	2,401	2,030	4,431
Oklahoma	551	60	611	661	1,272
Oregon	619	74	693	1,093	1,786
Pennsylvania	2,503	297	2,800	2,839	5,639
Rhode Island	193	25	218	256	474
South Carolina	767	115	882	1,381	2,263
South Dakota	131	19	150	212	362
Tennessee	1,016	134	1,150	2,018	3,168
Texas	3,510	674	4,184	3,680	7,864

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	359	60	419	560	979
Vermont	85	15	100	172	272
Virginia	1,447	676	2,123	1,672	3,795
Washington	1,085	131	1,216	1,666	2,882
West Virginia	276	31	307	462	769
Wisconsin	1,011	153	1,164	1,021	2,185
Wyoming	102	15	117	112	229
TOTAL 48 CONTERMINOUS STATES	52,583	16,330	68,913	64,657	133,570
Alaska	127	29	156	171	327
Hawaii	149	116	265	110	375
TOTAL ALASKA & HAWAII	276	145	421	281	702
U.S. Unclassified					
TOTAL UNITED STATES	52,859	16,475	69,334	64,938	134,272
Poss. & Other Areas	500	9	509	50	559
U.S. & POSS., etc.	53,359	16,484	69,843	64,988	134,831
CANADA					
Alberta	7		7	675	682
British Columbia	3		3	115	118
Manitoba	1		1	148	149
New Brunswick				29	29
Newfoundland/Labrador	2		2	38	40
Northwest Territories				5	5
Nova Scotia	1		1	111	112
Nunavut					
Ontario	13		13	1,288	1,301
Prince Edward Island				15	15
Quebec					
Saskatchewan				151	151
Yukon Territory				3	3
Canadian Unclassified					
TOTAL CANADA	27		27	2,578	2,605
International	7		7	805	812
Other Unclassified					
Military or Civilian Personnel Overseas	94	2	96	163	259
GRAND TOTAL	53,487	16,486	69,973	68,534	138,507

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2014

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	324	2.5	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	13,053	99.0
(b) Seven to eleven months (4 to 5 issues)	21	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (6 issues)	5,904	44.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	130	1.0
(d) Thirteen to twenty-four months.....	6,237	47.3	(d) Subscriptions as part of membership in an organization, See Par. 9.....	None	
(e) Twenty-five months and more	697	5.3	Total Subscriptions Sold in Period	13,183	100.0
Total Subscriptions Sold in Period	13,183	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	10,594	80.4			
(b) Ordered with material reprinted from branded editorial material, See Par. 9.....	2,589	19.6			
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	13,183	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: 3,716 copies per issue.
- (c) Post expiration copies: None.
- (d) Partnership Subscription Sales (Deductible): The average of 13,749 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 \$14.99 to \$20.00 of the sales price was allocated for a two year subscription to this publication.
- (e) Sponsored Subscription Sales: The average of 25,395 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 4,184 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 31,003 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 965 copies were included in Verified Individually Requested that were served to subscribers that ordered the magazine for which payment was not received.
- (j) Single Copy Sales for issues denoted in Par. 3 of this statement were impacted by the Source Interlink closure.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2013; 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)
12-31-13	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		
12-31-09	None Claimed	155,644	157,002	-1,358	-0.9

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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AAM Member since: 1989

04-0140-0	Analyzed Issue Date	07-08/01/14
	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