

## MAGAZINE

### Publisher's Statement

Six months ended June 30, 2013

Subject to Audit

# BRIDAL GUIDE

**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 LLC

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)					
<b>Subscriptions:</b>					
Paid	46,622	32.0			
Verified	5,887	4.0			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>52,509</b>	<b>36.0</b>			
Single Copy Sales	93,278	64.0			
<b>Total Paid &amp; Verified Circulation</b>	<b>145,787</b>	<b>100.0</b>	<b>None Claimed</b>		

## 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)		\$10.88
Average Subscription Price per Copy		\$1.81

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2012.

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	46,936	5,600	52,536	82,902	135,438
Mar./Apr.	45,931	6,142	52,073	113,807	165,880
May/June	46,997	5,920	52,917	83,128	136,045

## 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

## 5. TREND ANALYSIS

	2008	%	2009	%	2010	%	2011	%	2012	%
Subscriptions:										
Paid	48,801	25.9	48,057	30.6	44,636	27.6	46,254	29.4	46,964	31.1
Verified	7,248	3.8	8,387	5.4	5,802	3.6	5,817	3.7	5,844	3.8
<b>Total Paid &amp; Verified Subscriptions</b>	<b>56,049</b>	<b>29.7</b>	<b>56,444</b>	<b>36.0</b>	<b>50,438</b>	<b>31.2</b>	<b>52,071</b>	<b>33.1</b>	<b>52,808</b>	<b>34.9</b>
Single Copy Sales	128,783	68.3	100,559	64.0	111,041	68.8	105,218	66.9	98,323	65.1
<b>Total Paid &amp; Verified Circulation</b>	<b>184,832</b>	<b>98.0</b>	<b>157,003</b>	<b>100.0</b>	<b>161,479</b>	<b>100.0</b>	<b>157,289</b>	<b>100.0</b>	<b>151,131</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.2		-15.1		2.9		-2.6		-3.9
<b>Total Analyzed Non-Paid Circ.</b>	<b>3,730</b>	<b>2.0</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>	
Year Over Year Percent of Change										
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>188,562</b>	<b>100.0</b>	<b>157,003</b>	<b>100.0</b>	<b>161,479</b>	<b>100.0</b>	<b>157,289</b>	<b>100.0</b>	<b>151,131</b>	<b>100.0</b>
Year Over Year Percent of Change		1.8		-16.7		2.9		-2.6		-3.9
Avg. Annualized Subscription Price	\$11.23		\$11.40		\$11.25		\$11.11		\$10.84	

## 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
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	23,385	16.0
Sponsored Sales	23,237	16.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>46,622</b>	<b>32.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Individual Use (See Par. 6B)	5,887	4.0
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>5,887</b>	<b>4.0</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>52,509</b>	<b>36.0</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	56,302	38.6
Partnership:		
Deductible	6,522	4.5
Sponsored Sales	30,454	20.9
<b>TOTAL SINGLE COPY SALES</b>	<b>93,278</b>	<b>64.0</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>145,787</b>	<b>100.0</b>

\*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:

None

## 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:

	Event Attendees	Other	Total Individual Use Copies
Verified Subscription:			
Individual Use	5,887		5,887

## 7. GEOGRAPHIC DATA for the March/April 2013 issue

Total paid & verified circulation of this issue was 13.8% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	668	11	679	1,424	2,103
Arizona	904	2	906	2,953	3,859
Arkansas	376		376	682	1,058
California	5,081	5	5,086	13,617	18,703
Colorado	587	470	1,057	2,420	3,477
Connecticut	524	20	544	1,151	1,695
Delaware	137	47	184	354	538
District of Columbia	110	130	240	1,311	1,551
Florida	2,853	722	3,575	8,135	11,710
Georgia	1,348	522	1,870	5,012	6,882
Idaho	199		199	491	690
Illinois	2,035	172	2,207	4,441	6,648
Indiana	1,097	15	1,112	2,166	3,278
Iowa	559	3	562	1,053	1,615
Kansas	477	1	478	1,002	1,480
Kentucky	713	1	714	1,375	2,089
Louisiana	652	3	655	1,029	1,684
Maine	217	7	224	499	723
Maryland	796	813	1,609	1,557	3,166
Massachusetts	1,010	651	1,661	2,087	3,748
Michigan	1,710	3	1,713	3,110	4,823
Minnesota	737	2	739	1,450	2,189
Mississippi	347		347	816	1,163
Missouri	1,076	1	1,077	2,048	3,125
Montana	121		121	359	480
Nebraska	318		318	621	939
Nevada	328		328	1,070	1,398
New Hampshire	224	30	254	533	787
New Jersey	1,356	159	1,515	3,144	4,659
New Mexico	198		198	389	587
New York	2,903	721	3,624	6,828	10,452
North Carolina	1,363	5	1,368	3,066	4,434
North Dakota	192		192	273	465
Ohio	1,955	4	1,959	3,487	5,446
Oklahoma	572	4	576	895	1,471
Oregon	573		573	1,604	2,177
Pennsylvania	2,323	637	2,960	4,438	7,398
Rhode Island	183	12	195	324	519
South Carolina	752	7	759	1,503	2,262
South Dakota	133	1	134	296	430
Tennessee	936	10	946	1,773	2,719
Texas	2,823	494	3,317	6,352	9,669

  

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	356		356	750	1,106
Vermont	79		79	223	302
Virginia	1,278	447	1,725	2,548	4,273
Washington	973	2	975	2,563	3,538
West Virginia	274	2	276	578	854
Wisconsin	1,004	5	1,009	1,631	2,640
Wyoming	86	1	87	194	281
<b>TOTAL 48 CONTER- MINOUS STATES</b>	<b>45,516</b>	<b>6,142</b>	<b>51,658</b>	<b>105,625</b>	<b>157,283</b>
Alaska	79		79	265	344
Hawaii	135		135	545	680
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>214</b>		<b>214</b>	<b>810</b>	<b>1,024</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>45,730</b>	<b>6,142</b>	<b>51,872</b>	<b>106,435</b>	<b>158,307</b>
Poss. & Other Areas	69		69	83	152
<b>U.S. &amp; POSS., etc.</b>	<b>45,799</b>	<b>6,142</b>	<b>51,941</b>	<b>106,518</b>	<b>158,459</b>
<b>CANADA</b>					
Alberta	6		6	1,009	1,015
British Columbia	7		7	675	682
Manitoba	1		1	226	227
New Brunswick				109	109
Newfoundland/Labrador				75	75
Northwest Territories				11	11
Nova Scotia	1		1	195	196
Nunavut					
Ontario	10		10	2,083	2,093
Prince Edward Island	1		1	33	34
Quebec				230	230
Saskatchewan				201	201
Yukon Territory				12	12
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>26</b>		<b>26</b>	<b>4,859</b>	<b>4,885</b>
International	1		1	1,784	1,785
Other Unclassified					
Military or Civilian					
Personnel Overseas	105		105	646	751
<b>GRAND TOTAL</b>	<b>45,931</b>	<b>6,142</b>	<b>52,073</b>	<b>113,807</b>	<b>165,880</b>

## ANALYSIS BY ABCD COUNTY SIZE for the March/April 2013 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	64,038	40.7	102
B	30	50,181	31.9	106
C	15	25,422	16.2	108
D	15	17,642	11.2	75

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

## 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, 2013

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues) .....	637	5.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	12,361	98.3
(b) Seven to eleven months (4 to 5 issues) .....	2	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (6 issues) .....	9,828	78.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	950	7.6	(d) Subscriptions as part of membership in an organization .....	209	1.7
(e) Twenty-five months and more .....	1,153	9.2	Total Subscriptions Sold in Period .....	12,570	100.0
Total Subscriptions Sold in Period .....	12,570	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium .....	9,187	73.1			
(b) Ordered with material reprinted from this publication, See Par. 9 .....	3,383	26.9			
(c) Ordered with other premiums .....	None				
Total Subscriptions Sold in Period .....	12,570	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 non-analyzed non-paid circulation for the 6 month period: 4,031 copies per issue.
- (c) Post expiration copies: None.
- (d) Sponsored Subscription Sales: The average of 23,237 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.
- (e) Partnership Single Copy Sales (Deductible): The average of 6,522 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 at a price up to \$1.00 of the sales price was allocated for a copy of this publication.
- (f) Sponsored Single Copy Sales: The average of 30,454 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.
- (g) Use of Premiums: 101 Best Wedding Tips book, with no advertised or stated value, was offered with some subscriptions.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2012; 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)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
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					
12-31-08	None Claimed	179,883	184,832	-4,949	-2.7	None Claimed	3,730	3,730		
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
12-31-08	None Claimed	183,613	188,562	-4,949	-2.6					

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 LLC

BRIDAL GUIDE, published by RFP LLC • 228 East 45th Street • New York, NY 10017

CARLA KIEVIT

Circulation Director

P: 212.838.7733 • F: 212.308.7165 • URL: www.bridalguide.com

BARRY ROSENBLUM

President

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	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