

2014 Digital

bridalguide.com

Combining easy-to-search, relevant articles along with digital exclusives such as blogs, custom video features, interactive photo galleries and slide-shows, celebrity news and more, bridalguide.com is a fun, friendly and focused destination for wedding and honeymoon planning.



Site Statistics

- Unique Visitors: 1.4 million
- Page Views: 3.4 million
- Mobile Website Audience: 32%

Marketing/Sponsorship on Bridalguide.com

- Wedding Gown Gallery
- Featured Gown Collections and Fashion Flipbooks
- Custom Microsites and Slideshows
- Photo of the Day/Tip of the Day
- Bridal Bests Tableware Gallery
- Real Weddings Gallery
- Jewelry Gallery
- Interactive Planning Tools
- Personal Wedding Websites
- Blogs: BG Editors, Real Brides, Industry Experts
- Video Placements
- Travel Deal of the Week
- Featured Resorts & Destinations
- Digital Wedding and Honeymoon Planning Guides
- 24-Hour Site Takeovers
- Custom Reader Surveys
- Lead Generation
- Contests, Sweepstakes and more



Database Marketing

- Opt-in Email Database 100,000
- Opt-in E-Newsletter subscribers 18,000

Social Media

- Overall Social Media Reach: 110,000+ (Facebook, Twitter, Pinterest, Instagram, Tumblr)
- Live Sponsored Facebook Chats and Twitter Parties
- Pinterest Wedding and Honeymoon Inspiration Boards
- Social Media Driven Contests and Sweepstakes

Mobile/Tablet

- Fully-Optimized Mobile Website
- Bridal Guide iPad/Tablet Edition



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Advertising Opportunities

Banner Ads

- Rectangle 300x250
- Leaderboard 728x90
- Square 125x125
- Mobile and video advertising information, custom sizes and placements available on request.



Banner Ads

E-Newsletter

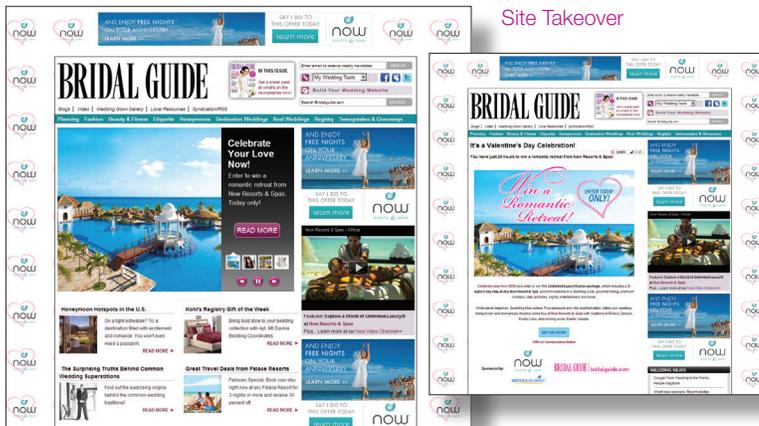
- Top Placement Leaderboard 728x90
- Skyscraper 120x600 or 160x600
- Delivered weekly to 18,000 opt-in subscribers

Custom E-Blast

- Exclusive client message sent to a minimum of 5,000 brides; deployed upon request, subject to availability; target nationally, by state, region or wedding date.
- Bonus distribution to BG's Facebook and Twitter communities.

Site Takeover

- One single advertiser will own 100% share of voice on all display ad units across the site for a period of 24 hours or one week. Opportunities for sweepstakes and in-book tie-in, client-branded wallpaper and other branded creative.



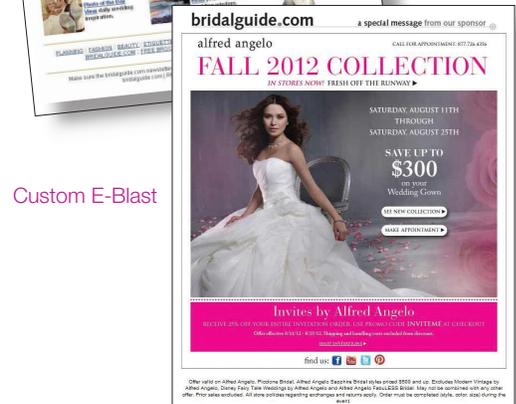
Site Takeover



Video



Weekly E-Newsletter



Custom E-Blast

Contact your sales rep for custom integrated media packages and digital advertising rates.