

Publisher's Statement

6 months ended June 30, 2025, Subject to Audit

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Annual Frequency: 6 times/year

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.

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
92,136	8,046	100,182	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan/Feb	6,960		6,960		84,761	84,761	91,721	9,277		9,277	16,237	84,761	100,998
Mar/Apr	7,095		7,095		85,136	85,136	92,231	6,644		6,644	13,739	85,136	98,875
May/Jun	8,248		8,248		84,208	84,208	92,456	8,217		8,217	16,465	84,208	100,673
Average	7,434		7,434		84,702	84,702	92,136	8,046		8,046	15,480	84,702	100,182

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	7,434		7,434	7.4
Total Paid Subscriptions	7,434		7,434	7.4
Verified Subscriptions				
Individual Use		84,702	84,702	84.5
Total Verified Subscriptions		84,702	84,702	84.5
Total Paid & Verified Subscriptions	7,434	84,702	92,136	92.0
Single Copy Sales				
Single Issue	8,046		8,046	8.0
Total Single Copy Sales	8,046		8,046	8.0
Total Paid & Verified Circulation	15,480	84,702	100,182	100.0

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$18.95	
Average Subscription Price Annualized (2)		\$10.02
Average Subscription Price per Copy		\$1.67

(1) Represents subscriptions for the 6 month period ended June 30, 2025

(2) Based on the following issue per year frequency: 6

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue

Circulation by Regional, Metro & Demographic Editions

Geographic Data

Trend Analysis

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2024	None Claimed	101,207	101,207		
12/31/2022	None Claimed	105,556	105,556		
12/31/2021	None Claimed	111,535	108,142	3,393	3.1

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ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Individual Use			
Individually Requested		84,702	84,702
Total Individual Use Copies		84,702	84,702

RATE BASE

None Claimed

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 688

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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Established: 1985

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President

AAM Member since: 1989