

Publisher's Statement

6 months ended June 30, 2024, 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 |
|-------------------------------------|-------------------|-------------------|--------------|-----------------------|
| 90,358 | 9,868 | 100,226 | 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 | 6,987 | | 6,987 | | 83,343 | 83,343 | 90,330 | 9,684 | | 9,684 | 16,671 | 83,343 | 100,014 |
| Mar/Apr | 7,034 | | 7,034 | | 83,343 | 83,343 | 90,377 | 9,910 | | 9,910 | 16,944 | 83,343 | 100,287 |
| May/Jun | 7,024 | | 7,024 | | 83,342 | 83,342 | 90,366 | 10,010 | | 10,010 | 17,034 | 83,342 | 100,376 |
| Average | 7,015 | | 7,015 | | 83,343 | 83,343 | 90,358 | 9,868 | | 9,868 | 16,883 | 83,343 | 100,226 |

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

| | Print | Digital Issue | Total | % of Circulation |
|--|---------------|---------------|----------------|------------------|
| Paid Subscriptions | | | | |
| Individual Subscriptions | 7,015 | | 7,015 | 7.0 |
| Total Paid Subscriptions | 7,015 | | 7,015 | 7.0 |
| Verified Subscriptions | | | | |
| Individual Use | | 83,343 | 83,343 | 83.2 |
| Total Verified Subscriptions | | 83,343 | 83,343 | 83.2 |
| Total Paid & Verified Subscriptions | 7,015 | 83,343 | 90,358 | 90.2 |
| Single Copy Sales | | | | |
| Single Issue | 9,868 | | 9,868 | 9.8 |
| Total Single Copy Sales | 9,868 | | 9,868 | 9.8 |
| Total Paid & Verified Circulation | 16,883 | 83,343 | 100,226 | 100.0 |

PRICES

| | Suggested Retail Prices | Average Price(1) |
|---|-------------------------|------------------|
| Single Copy | \$5.99 | |
| 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, 2024

(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 |
|--------------------|--------------|--------------|------------------------|------------|--------------------------|
| 12/31/2022 | None Claimed | 105,556 | 105,556 | | |
| 12/31/2021 | None Claimed | 111,535 | 108,142 | 3,393 | 3.1 |
| 12/31/2020 | None Claimed | 112,248 | 112,248 | | |

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ADDITIONAL ANALYSIS OF VERIFIED

| | Print | Digital Issue | Total |
|------------------------------------|-------|---------------|---------------|
| Individual Use | | | |
| Individually Requested | | 83,343 | 83,343 |
| Total Individual Use Copies | | 83,343 | 83,343 |

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: 702

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

BARRY ROSENBLOOM

President

AAM Member since: 1989