



**BG**  
BRIDAL GUIDE

# Media Kit

2026

YOUR WEDDING AUTHORITY SINCE 1999

---



## A Fresh, New & Exciting Restart

Dear Friends,

Welcome to the all-new **BG: Bridal Guide!**

As the new Publisher and Principal, I'm thrilled to share our reimagined vision for the brand. For over 40 years, **Bridal Guide** has been a leading voice in weddings, honeymoons, and all the celebrations in between—for both couples and the industry. Now, we're entering an inspiring new chapter, and I can't wait for you to be part of it.

And we're entering an exciting new era where print magazine sales are on the rise as consumers increasingly question the reliability of AI-generated and algorithm-driven digital content.

Recent reports show that readers are gravitating back to tangible, curated, and trustworthy editorial experiences. With so much misinformation and automated content flooding digital platforms, print magazines are being viewed as authentic, credible, and thoughtfully produced – a refreshing alternative in an era of AI-driven uncertainty.

This shift presents a powerful opportunity for publishers and advertisers alike: print is regaining its prestige as consumers seek deeper connections and verified information. A wedding is a special occasion that deserves vetted ideas, inspiration, and resources from a trusted source.

Welcome to the new, exciting and wonderful **BG: Bridal Guide.**

Warmly,

DANNY SEO  
Publisher & Principal

# By the Numbers

Relaunching in early 2026, the editorial team behind *Naturally*, *Danny Seo* and *Rue* is reimagining **BG: Bridal Guide** for today's modern bride—offering a fresh perspective on what truly matters to contemporary engaged couples. With an increased page count, lush and informative editorial, and an exciting new partnership with national TV shows and retailers, this revitalized *BG: Bridal Guide* introduces the iconic title to a whole new generation.

## MAGAZINE

#1 weddings  
publication in America

100,000  
Circulation

500,000  
Readers per issue.

30  
Median age

81%  
Newly engaged

## BRIDALGUIDE.COM

2.4 million  
Monthly page views

## SOCIAL MEDIA REACH OVERALL:

1.3 million+

  
600,000+

  
320,000+

  
342,000+  
Active followers

10+ million  
Monthly views

## NEWSLETTER

30,000+  
Opt-in subscribers



# A Fresh, Modern, Bold New Look

## Here's what's new:

### The Perfect Registry

Expert and celebrity picks to help couples curate their dream list.

### Exotic Luxury Travel

Inspiring destinations and stunning photography to fuel honeymoon wanderlust.

### Inside the Studio

Profiles on top bridal leaders shaping gowns, jewelry, flowers, cakes, and more—captured in fresh, bold style with first-rate reporting.

### Welcome Home

Partnering with our sister publication, Rue, to bring expert advice on setting up life together.

### Wow Weddings

Be the first to see exclusive A-list ceremonies and behind-the-scenes scoops.

### Food, Wine & Cocktails

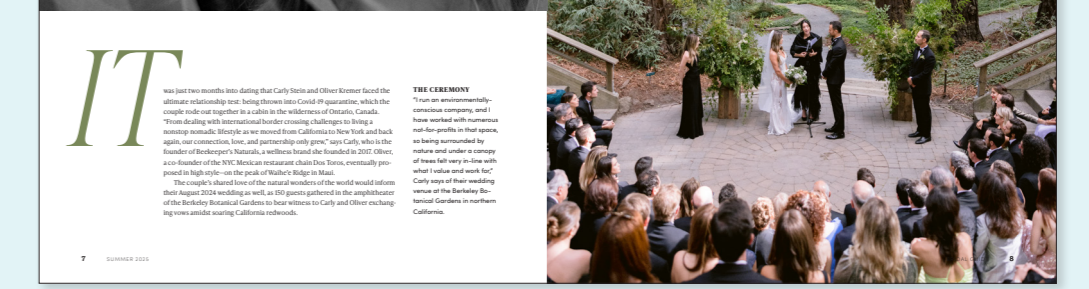
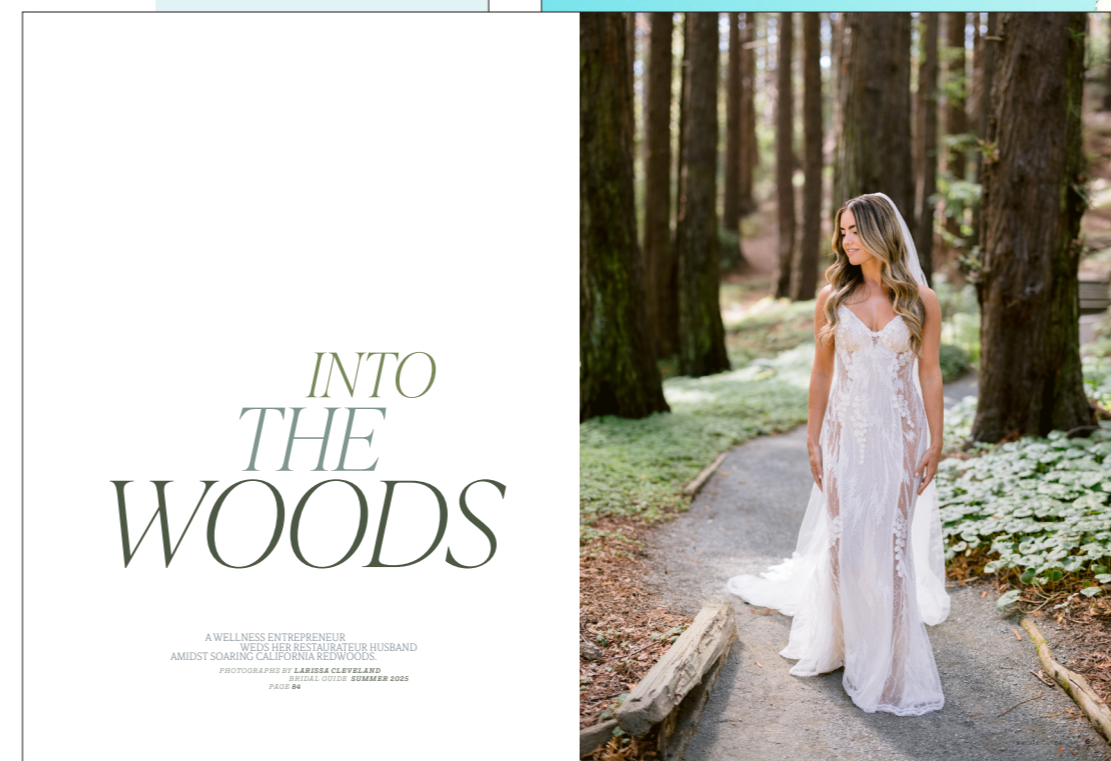
Expanded coverage for couples who love to celebrate through taste.

### Smart Spender

In-depth reporting on why things cost what they do, empowering couples to make confident choices for gifts, décor, travel, and more.

### Well, You

Wellness is here to stay and we'll cover the latest in skin care, cosmetic procedures, fitness and the experts and brands who make it happen.



# The Calendar

ISSUE	ON SALE	SPACE DUE	MATERIALS DUE
Spring 2026 (Relaunch)	1.13.26	11.15.25	12.1.25
Summer 2026	4.14.26	2.15.26	3.1.26
Fall 2026	7.14.26	5.15.26	6.1.26
Winter 2026	10.13.26	8.15.26	9.1.26



# 2026 Advertising Rates

Format	1X	2X	3X	4X
Full Page	\$34,500	\$29,500	\$24,500	\$20,500
Cover 2 Spread	\$43,000	\$38,000	\$33,000	\$29,500
Cover 3	\$37,500	\$32,500	\$28,500	\$26,500
Spread	\$39,500	\$34,500	\$30,500	\$26,500



# Bespoke Digital Programs

Every brand partner is unique, so a one-size-fits-all approach doesn't work. Let us craft a **customized digital program** designed specifically for your goals. Instead of piecemeal options, imagine a **comprehensive campaign** that elevates your products, brand, destination, and services.

## Big Ideas:

### Total BridalGuide.com Takeover

Full ownership of all ad space, lead story placement, and premium sponsor positioning with your logo prominently featured at the top of the site.

### Social Media Domination

Engaging stories and dedicated posts crafted through our award-winning BG: Bridal Guide editorial lens, reaching 1.3M+ followers.

### Very Focused Email Blasts

Direct access to over 60,000 highly engaged, wedding-obsessed subscribers.

**And that's just the beginning. Let's create something unforgettable.**





# The Reader

Circulation	100,182
Audience	491,894
Engaged	81%
Median Age	30
Average Household Income	\$92,224
Median Household Income	\$87,500
Average Engagement Length	15 months
First Marriage Rate	77%



## Fashion

Dress shopping begins ..... 5 months after engagement  
 Grooms who will wear formalwear ..... 72%



## Registry

Will register for wedding gifts ..... 82%  
 Average # stores ..... 3



## Travel

Planning a destination wedding ..... 37%  
 Average number of guests ..... 55  
 Average guest stay ..... 3 nights  
 Planning a honeymoon ..... 97%  
 Average length of honeymoon ..... 8 nights  
 Have not yet booked a honeymoon ..... 98%

SOURCE: AAM STATEMENT 6/30/24; BRIDAL GUIDE SURVEYS

# 2026 Ad Specs & Requirements

full page bleed	8 ¼ x 11 ⅛"
full page non-bleed	7 x 10"
full page trim size	8 x 10 ⅞"
2 page spread bleed	16 ¼ x 11 ⅛"
2 page spread non-bleed	15 x 10"
2 page spread trim size	16 x 10 ⅞"

Set all bleed at **EXACTLY ⅛"** past **AD TRIM** on **ALL** sides for accurate placement.

For type safety, keep all live matter **AT LEAST ¼"** inside **AD TRIM** on all sides (including gutter for 2-page spread ads).

half vertical non-bleed	3 ⅜ x 10"
half horizontal non-bleed	7 x 4 ¾"
half horizontal bleed	8 ¼ x 5 ⅜"
floating island	4 ⅝ x 7"
third vertical non-bleed	2 ¼ x 10"
third vertical bleed	2 ¾ x 11 ⅛"
third square non-bleed	4 ⅝ x 4 ¾"

## DIGITAL MATERIAL

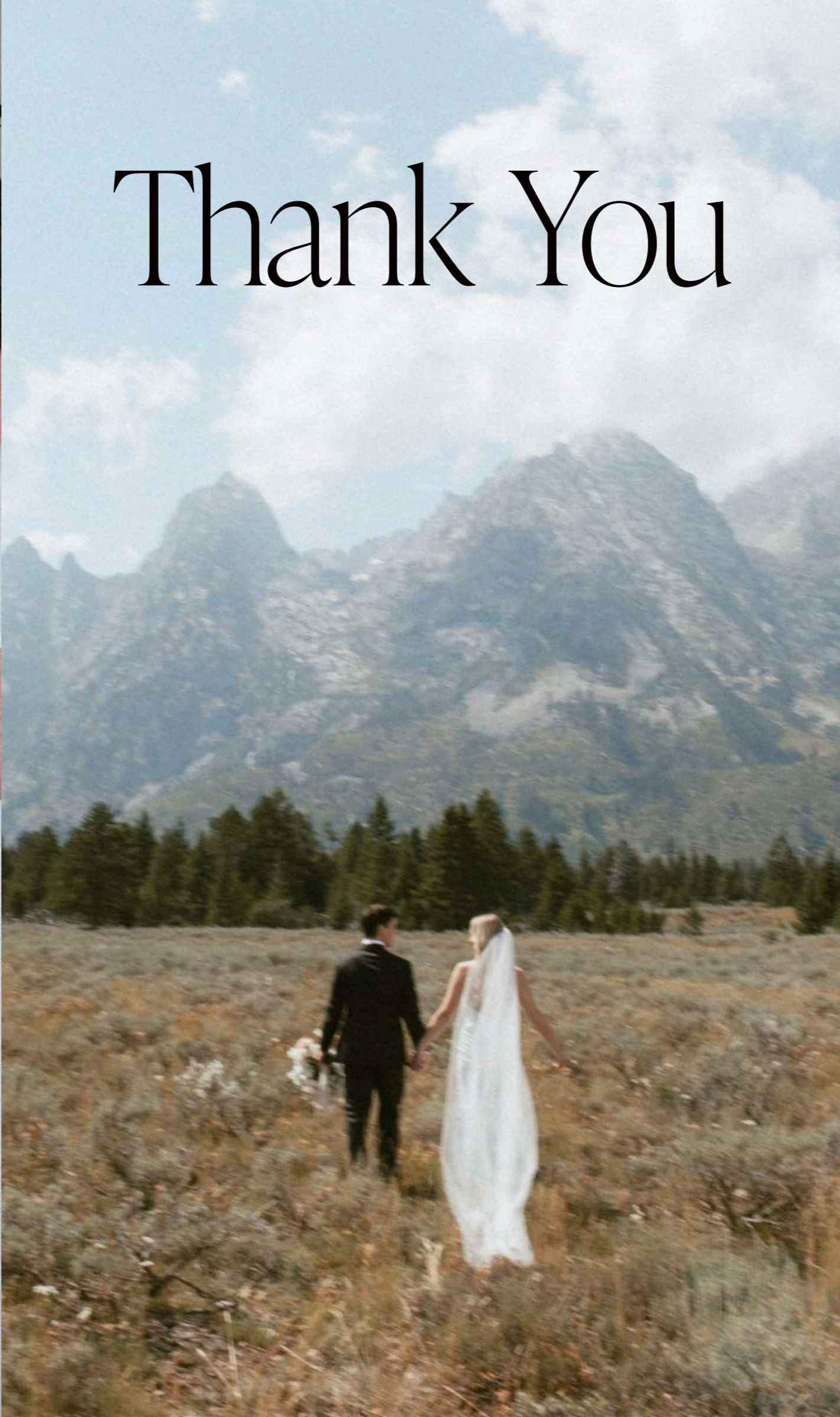
- PDF/X1A is the preferred file format.
- Make ALL document sizes equal to ad trim.
- Images are to be high resolution TIFF or EPS at 300 dpi. CMYK or grayscale only.
- Use only Postscript fonts—no TrueType fonts or font substitutions.
- Total density should not exceed SWOP 300% TAC.
- Ads supplied at less than 266 dpi will compromise quality of images.
- Proof and page file must have crop marks indicating trim.
- All images and fonts must be included when the PDF/X1A file is saved.
- PDFs must include standard trim, bleed and center marks in all separations. Crop marks should be offset from trim by .500. No marks included in the live area.

## CONTRACT & COPY REGULATIONS

- All advertisements, contracts and insertion orders are accepted subject to terms and regulations of this rate card. All advertising is subject to Publisher's approval.
- Positioning of advertisements is at the discretion of the Publisher, except where specific preferred positions are covered and agreed by contract.
- Short rate will apply if advertiser has not earned billed rate at end of contract period. Rebate will be made at end of contract period if advertiser has used sufficient additional insertions to earn lower rate.
- Publisher assumes no liability for errors in key numbers, free information numbers or advertisers index; or for failure to publish advertisement for any reason.
- Advertiser and advertising agency assume liability for all content of advertisements printed, and also assume responsibility for any claims arising there from made against the Publisher.
- Client assumes full responsibility for all payments in the event of agency (acting or otherwise) default.

## PLEASE NOTE:

- Publisher is not responsible for any reproduction errors on printed advertisements that arrive beyond the agreed art due date and that are not supplied with a 4-color proof.
- Publisher is not responsible for any error in reproduction if ad/file is supplied in any other format than required.
- All ads provided in Native Application Files (Mac Platform), Quark XPress, PhotoShop, Illustrator, Microsoft Word, Microsoft Publisher, Power Point or any other word processing program **WILL NOT BE ACCEPTED**. It must be submitted as PDF or TIFF file.
- Do **NOT** send JPEG or GIF files, do not send files in RGB.
- All ads submitted should be suitable to print as is. If files are prepared improperly and mechanical requirements are not met, Publisher will not guarantee the reproduction of the ad and additional production charges for the advertiser may result.
- **ANY SUPPLIED FILM WILL BE COPY DOT SCANNED AT AN ADDITIONAL COST TO THE ADVERTISER. ALL FIFTH/PMS COLORS rates must be negotiated in advance.**



Thank You

