

BRIDAL GUIDE

www.bridalguide.com

Highly affordable national and regional exposure to over 4 million readers and thousands of travel agents via: STS Escape to the Southeast special feature in Bridal Guide magazine (minimum 8 pages); brochure distribution at consumer bridal and travel trade shows and bridalguide.com.

70% STS MEMBER DISCOUNT for May Issue

SPACE: March 17, 2010; MATERIAL: March 19, 2010; ON SALE: May 18, 2010

FOUR COLOR RATES (net)

Full page \$9,250

½ page \$5,950

⅓ page \$4,450

¼ page \$2,500

ADDED VALUE!

- Each participating hotel/destination gets a free six-month hot link on bridalguide.com;
- Each participating hotel/destination gets to be showcased three (3) times:
 - National = July/August 2010 STS Guide
 - Regional = Sept/Oct 2010 Southeast region
 - Regional = Nov/Dec 2010 Southeast region;
- Reprints (up to 10,000) distributed at:
 - Nationwide consumer bridal shows
 - Travel trade including World Travel Mart, ITB, ASTA, and “Annual Honeymoon and Romantic Getaways” show attended by 1,000 U.S Travel Agents.
- Free Reader Service listings for all participants;

Each issue of Bridal Guide reaches 2,500 honeymoon-hungry travel agents who belong to the TravelSavers consortium participating advertisers can showcase their romance packages to these agents who look for romantic spots to send their client.

Bridal Guide has the highest pass-along readership of any magazine – 25 readers per copy – expanding your reach from the bride to the fiancé, the bridal party, the mother of the bride, the future in-laws and more.

CIRCULATION 173,177

DEMOGRAPHICS Reach: 4.2 million; Median age: 26; Average age of bride-to-be: 26.7; Median household income: \$53,662; Women, 18-34: 72% Earn \$50,000+: 66%; Median HHI: \$67,653; First marriage: 80%

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