



the
bride's
look

ALL PHOTOS IN MEDIA KIT BY ROBIN LIN PHOTOGRAPHY

MEDIA KIT 2010

www.thebridesbook.com



web ADVERTISING

BRONZE WEB AD

\$350, 1 photo, 50 words, 1 category, 1 region, video advertising, included in annual print ads.

SILVER WEB AD

\$550, 2 photos, 150 words, 2 categories, 2 regions, video advertising, 10% discount on annual print ads.

GOLD WEB AD

\$925, 3 photos, 300 words, 3 categories, 3 regions, video advertising, 15% discount on annual print ads.

PLATINUM WEB AD

\$1,600, 4 photos, 350 words, 5 categories, 5 regions, video advertising, 20% discount on annual print ads.

- Upgrade to National Exposure for \$300 extra
- 200,000 average hits each month
- Use Google, Yahoo, and Bing for advanced searches
- Web Exposure is the quickest way to reach brides
- Video advertising is a 30-90 second photo slideshow video clip, created by The Bride's Book, of your business posted on our YouTube account and linked back to your web ad (\$50 value)

BOOK OF LISTS

The Bride's Book of Lists is a comprehensive collection of every kind of vendor from 10 major areas:

- Asheville, NC
- Charleston, SC
- Charlotte, NC
- Crystal Coast, NC
- Myrtle Beach, SC
- Outer Banks, NC
- Savannah, GA
- Triad, NC
- Triangle, NC
- Upstate, SC
- Wilmington, NC
- 20,000 or more copies
- Sold with Winter 2011 issue and also separately
- Distributed at all major wedding shows in NC and SC, also with Savannah
- Link on E-zine for 2 years
- 5 Businesses per Region per Category
- 15% discount on web ads
- 10% discount on print ads

\$175 for 1 year

\$250 for 2 years



the bride's book

www.thebridesbook.com

print ADVERTISING

The Bride's Book won a 2006 Apex Award of Excellence in the category of Best New Magazine as well as a Gold Hermes Award for Publication Excellence in 2007.

The Bride's Book enjoys an annual readership of more than 120,000 and is distributed Quarterly in North and South Carolina through all major Grocery Stores, Barnes and Noble, Borders, Waldenbooks and other retail book stores and all major wedding shows as well as digitally thru a variety of outlets plus over 500 local sites.



PACKAGES

RATE CARD

	Premium	4x	3x	2x	1x
FP	+\$550	\$1,600	\$2,000	\$2,400	\$2,800
HP		\$925	\$1,050	\$1,175	\$1,300
QP		\$550	\$650	\$750	\$850

ALL PRINT ADS INCLUDE

- Bronze Web Ad
- Blog Ad and "Preferred Vendors" on Blog
- Access to editorials, expertise, and photo submissions
- Video Advertising
- Inclusion in monthly newsletter
- Monthly bridal leads from website
- Viral Marketing Package including Facebook and Twitter

Quarter Page: 10% discount on all Web Ads

Half Page: 15% discount on all Web Ads

Full Page: 20% discount on all Web Ads

Check out our Packages for easy-to-choose, comprehensive Advertising!

FOR MORE INFORMATION, PLEASE CONTACT:

sales@TheBridesBook.com
866-630-5176

Chance Encounter | \$2,000 for 1 year; \$167 a month or \$1,500 each year for 2 years.

- All-inclusive Bronze Web Ad
- All-inclusive Quarter Page 4x Print Ad
- Inclusion in newsletter as one of 5 recommended vendors.

First Kiss | \$3,500 for 1 year; \$292 a month or \$3,000 each year for 2 years.

- All-inclusive Silver Web Ad
- All-inclusive Half Page 4x Print Ad
- Inclusion in newsletter as one of 5 recommended vendors, 50-word newsletter inclusion in next month's newsletter.

Marry Me | \$6,000 for 1 year; \$500 a month or \$5,800 each year for 2 years.

- All-inclusive Gold Web Ad
- All-inclusive Full Page 4x Print Ad
- Inclusion in newsletter as one of 5 recommended vendors, 100-word secondary feature newsletter inclusion in next month's newsletter.

The Big Day | \$8,500 for 1 year; \$708 a month or \$7,300 each year for 2 years.

- All-inclusive Platinum Web Ad
- All-inclusive Full Page 4x Print Ad in front of the Table of Contents
- Inclusion in newsletter as one of 5 recommended vendors, main feature with photos and text
- Inclusion in the quarterly and yearly The Bride's Book of Lists.

specs

Publication Trim Size

8.375" x 10.875"

Ad Dimensions

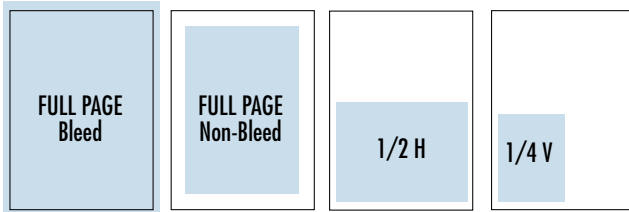
• Full Page:

Bleed - 8.375" x 10.875" **plus** .125" extra on four sides for bleed

Non-Bleed - 7.5" x 10"

• 1/2 Horizontal: 7" x 4.9"

• 1/4 Vertical: 3.3849" x 4.9"



Reproduction Requirements

All ads must be submitted as high-resolution (press quality) PDF format only(material supplied in other forms will incur conversion charges).

The resolution of all images should be a minimum of 300dpi at final reproduction size and should be in CMYK format, not RGB. All fonts must be embedded in the PDF.

All *Bleed* Full Page Ads require .125 bleed on four sides with crop marks (make sure they are placed outside of bleed when creating PDF).

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