



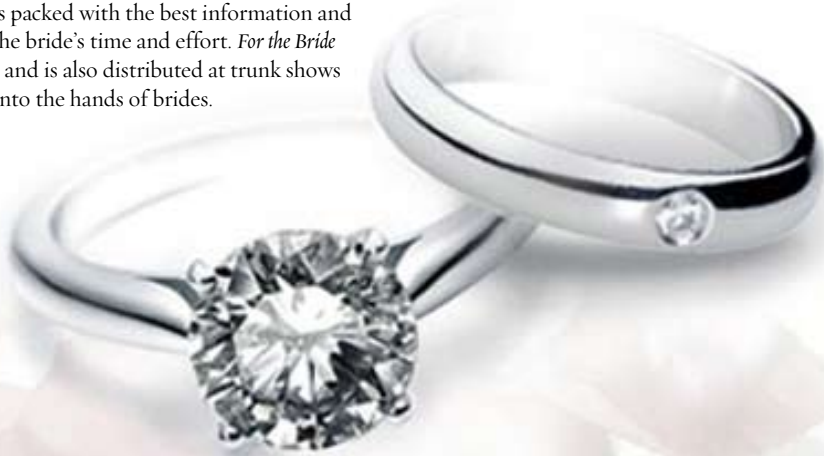
FOR THE
BRIDE

2012 Media Opportunities



FOR THE BRIDE

Created in 1991, *For the Bride* is a must-have magazine for the fashion conscious bride-to-be. It is published two times a year and has a newsstand circulation of 150,000. The magazine takes the newly engaged couple through the planning stages of their wedding in a step-by-step approach. It's packed with the best information and products on maximizing the bride's time and effort. *For the Bride* is available on newsstands and is also distributed at trunk shows and trade events directly into the hands of brides.



Jewelry
Accessories
Fashion
Travel
Beauty





Editorial Calendar

ISSUE	THEME	MATERIALS DUE	ON SALE
Spring 2012	Destination Wedding Guide	10/24/11	12/13/11





Jewelry
Accessories
Fashion
Travel
Advice
Planning
Beauty



Reader Profile

DEMOGRAPHICS:

Currently Engaged: 92.8%

Median Age: 26.8

HHI: \$57,100

Education: 77.9% Attended/Graduated College

Total Employed: 88.4%

Distribution

FOR THE BRIDE IS DISTRIBUTED AT:

Barnes & Noble

CVS Pharmacy

Kroger

Borders

KMart

Foodlion

Wal-mart

RiteAid

Harris Teeter

B. Dalton

Pathmark

H.E. Butt

Target

7-11

Waldenbook

Walgreens

Albertsons

Books-A-Million

Duane Reade

Book World

Piggly Wiggly

Safeway



Mechanical / Specs

Trim Size: 9" x 10 7/8"

Bleed Size: 9 1/4" x 11 1/8"

Always Keep Live Matter At Least .1875 (3/16") From Trim

Always Include At Least .125 (1/8") Bleed on each side

DIGITAL REQUIREMENTS

File Format Preferred: PDF on CD/DVD. Include all fonts, hi-resolution photos, illustrations, etc. Also, need a hard copy of the ad and a print-out of the discs contents. We prefer a contract-type proof (ex: KodaK) for matching; otherwise the printer conforms to industry SWOP standards. Save document in versions of InDesign CS3, QuarkXPress 6.0, Illustrator 8.0, Photoshop 7 or lower. No true-type fonts. Postscript fonts only. Must include both printer and screen fonts. Don't stylize fonts in Quark (ex: if you're using Helvetica-Bold use that font, don't type in Helvetica and select bold in the measurements palette.) If using the Adobe Creative Suite, save Illustrator documents as EPS as well as clicking the EMBED FONTS options, make sure that CMYK is turned off so that profiles are not applied from Illustrator. If sending Hi Res PDFs, make sure they are PDF compatible with Acrobat 4 and 5 or PDF 1.3, 1.4 or PDF X/1a. Don't send in any fonts as an alias.

IMAGES

No RGB, JPEG, LAB, or INDEX color images. CMYK or B/W format only. Don't stylize any images within Quark, do that in either Photoshop or Illustrator then place in Quark. No JPEG compression in EPS images. No Halftone Screen or Transfer Function in EPS images. No Alpha Channels. Minimum resolution for TIFF and EPS images is 300dpi. Images with text art & logos should be a minimum of 600dpi for best results. (Note: Images taken from the internet are 72dpi and are not suitable for print)

SPOT COLORS

Convert all spot colors to CMYK.

FILE NAMES

No duplicate file names.

No illegal non-alphanumeric characters should be included in image names.

MEDIA ACCEPTED AT PRINTER

PDF

When Art Meets *Passion*



DESIGN & PHOTOGRAPHY: SATURN JEWELS



SATURN JEWELS

WWW.SATURNJEWELS.COM

(212) 944-9325



Digital Opportunities

ADVERTISEMENTS:

300 X 250 box-shaped ad
728 X 60 banner ad

EDITORIAL SUPPORT:

Editorial features and mentions
Gallery images

EMAIL BLASTS:

Monthly Newsletter with ad inclusion
Sponsored emails with offers for recipients

SOCIAL MEDIA:

Facebook- [facebook.com/forthebridemag](https://www.facebook.com/forthebridemag)
Twitter- [twitter.com/forthebridemag](https://www.twitter.com/forthebridemag)

SWEEPSTAKES:

Nothing drives readers to a web site faster than a sweepstakes. For The Bride enjoys offering giveaways with our partners to give brides-to-be the opportunity to win prizes while increasing awareness of our advertisers.

The image displays a screenshot of the 'For The Bride' website, illustrating various digital marketing opportunities. At the top, there's a navigation bar with 'Home', 'Fashion', 'Planning & Advice', 'Real Weddings', 'Travel', 'Order an Issue', and 'Contact Us'. Below this is a 'TOP TRENDS' section featuring 'WETS & BOWS BLACK & WHITE GOWNS'. A 'March TIP OF THE MONTH' section offers advice on having an All-American reception. The website also features a 'JORDAN' advertisement for a honeymoon resort with a \$1,500 credit. A 'SATURN JEWELS' advertisement is visible, along with a 'HONEYMOON GETAWAY' promotion for Elbow's Best Pub in Dublin. The bottom of the page includes social media links for Facebook and Twitter.