



every bride's source for inspiration.

*not your average
wedding magazine.*

2011 MEDIA KIT.

every bride's source for inspiration.

YWD*mission.*

Your Wedding Day magazine (YWD) is a coffee-table lifestyle wedding magazine covering the modern trends within the wedding industry. *Your Wedding Day's* audience is affluent and sophisticated—the savvy modern bride and the high-end wedding professional who expects high fashion and unrivaled wedding planning. By showcasing destination hot spots, top-designer bridal fashion, luxury and beauty products, accessories, and new ideas and concepts for planning the perfect wedding, YWD offers direct access to the targeted audience of the style-savvy modern bride of today.

A truly fine-tuned wedding publication, YWD is in such demand that our national newsstand sell-through rate averages 75%. YWD ensures that each volume of our coffee-table lifestyle wedding publication is read from cover to cover and shared among brides, becoming a collector edition saved and savored, giving our discerning advertisers the best source to reach their desired target audience in a style-worthy of their brand.



YWD *at a glance.*

our company.

LaunchedDecember 2002
Rate Base.....40,000 annually
Readers per copy6.5
Readership.....260,000 per issue
Cost.....\$9.99 per issue, \$24.99 year subscription (*includes s/h*)

READER DEMOGRAPHICS

Average HHI\$300,000
Average Age31

EDITOR-IN-CHIEFThea Lignos-Hargrove
PUBLISHERElio Zarmati, DMZ Publishing Co.
EDITORIAL DIRECTOR.....Cathryn VanBreene
CFO.....John Hargrove

WEBSITE: www.yourweddingday.com

CORPORATE OFFICE: YWD Magazine
83 S. Palm St., Suite C1
Ventura, CA, 93001
805.640.9242, info@ywdmag.com:

YWD *power.*

the power behind the brand: the purchasing power.

YWD readers are affluent, accomplished and successful individuals. They are typically more established in their careers often getting married later in life so they can afford a *lifestyle*, of which *the wedding* is the catalyst that sets the stage for their future. YWD readers' interests include a luxury lifestyle that encompasses upscale appliances, home decor, travel and leisure, exotic honeymoon locations, jewelry, beauty, upscale fashion, retail and luxury goods, sophisticated culinary palette, luxury transportation, arts and culture. Our readers define their style with the beginning of their wedding.

affluent indicators.

| | |
|--|-----------|
| Average HHI | 300,000 |
| Average Net Worth..... | 1 million |
| Average Home Value..... | 750,000 |
| Own their own car..... | 60% |
| Stock Holders..... | 75% |
| Celebrity Readers..... | 35% |
| <i>YWD is the coffee-table style wedding book that affluent brides read first.</i> | |
| <i>YWD readers:</i> | |
| Dine-out regularly | 80% |
| Beauty, Health, Fitness | 75% |
| Fashion..... | 75% |
| Travel | 60% |
| Arts & Culture | 55% |
| Average in Home | 4 months |
| Readers per copy | 6.5 |



source: YWD subscriber study January 2008

YWD *audience.*

get the facts about our affluent bride.

YWD is targeted towards the affluent, stylish and sophisticated bridal market. Our readers have discerning taste and interest in a luxury lifestyle all starting with their wedding day. YWD brides' attitudes towards fashion, decor and luxury retail-goods define them as women of style and elegance. YWD is the only bridal publication that directly connects you with the bridal market in an atmosphere that supports a luxury brand.

YWD BRIDES' STYLE:

| | |
|--------------------------------|----------|
| Bridal gown..... | \$7,500 |
| Hair accessories/veil..... | \$1,000 |
| Shoes..... | \$480.00 |
| Lingerie..... | \$840.00 |
| Groom Suite..... | \$1,950 |
| Bridesmaid dress..... | \$400 |
| Flower girl dress..... | \$275 |
| Mother-of-the-bride dress..... | \$2,800 |
| Engagement ring..... | \$30,000 |
| Wedding bands..... | \$10,000 |
| Accessories..... | \$12,000 |
| Hair & Make-up..... | \$2,000 |
| Beauty Treatments..... | \$1,800 |
| Honeymoon Accommodations.... | \$12,000 |
| Gift Registry..... | \$6,000 |

YWD WEDDING DAY STYLE:

| | |
|--------------------------|----------|
| Catering..... | \$40,000 |
| Cake..... | \$2,000 |
| Invitations..... | \$5,000 |
| Flowers..... | \$25,000 |
| Entertainment..... | \$10,000 |
| Music..... | \$3,000 |
| Photography..... | \$10,000 |
| Videographer..... | \$7,000 |
| Lighting..... | \$8,000 |
| Transportation..... | \$3,000 |
| Rehearsal Dinner..... | \$12,000 |
| Ceremony Site..... | \$3,000 |
| Rentals & Linen..... | \$13,000 |
| Wedding Night Suite..... | \$750.00 |

Source: Median value from nationwide statistics

Data represents a cumulative of marketing partners, brides and median averages

YWD *circulation.*

targeted distribution means less waste.

Major bookstore chains consider a sell-through rate of 25-30% typical and re-order magazines based on this national average. Now consider that over half of these magazines are discarded, therefore waste. By contrast, YWD is proud to have an average sell-through rate of 75% virtually across the board. It is not a mass-distributed magazine wasting half of its circulation, rather a highly-targeted coffee-table style magazine widely read and coveted by affluent brides and wedding professionals alike.

Great content and the highest paper quality are only some of the reasons our readers love *Your Wedding Day*. YWD offers new and fascinating content on the latest trends, current fashion, and unique details that today's bride and groom want to know. Our brides cherish each issue of the magazine. They savor its content, fall in love with the feel of it, share it with their friends and family, and collect each new issue. It is this following, from the wedding professionals to the brides, that inspire us to create the best possible magazine.

circulation & distribution.

Your Wedding Day targets affluent, sophisticated and savvy modern brides. Through our direct access to a targeted distribution, YWD strategically monitors circulation. We keep tabs on where we are seen and have strategic relationships with marketing partners to ensure focused distribution to our target audience.

| | |
|-----------------------------|------------------------------------|
| Total circulation..... | 40,000 annually |
| Frequency..... | Semi-Annual |
| Distribution | Regional, National & International |
| Annual Readership..... | 260,000 |
| VERIFIED CIRCULATION | |
| Sponsored Sales..... | 4,000 |
| Verified Copies | 3,000 |
| AVERAGE PAID COPIES | |
| Single Copy/Newsstands..... | 31,000 |
| Subscription | 2,000 |

YWD *magazines.*

FIND US.

BOOKSTORE CHAINS

Barnes & Noble

Borders

Robertson

BookWorld

Bookstar

SELECT OUTLETS

Boutiques

Bridal Shows

Industry Events

Store Registries

Venues/Locations

Vendors & Professionals

SUPERMARKETS

Rainbow Foods

Ralphs

Bristol Farms

Kroger

Woodman's

Ultra Foods

Mariano's Fresh Market

Copp's

Glen's

D & W

Family Fare

Fruit Port Orchard Market

Felpausch

VG's

Busch's

Giant Eagle

Fry's Food Store

Harding's

NEWSSTAND

News Center

All-American News

Penn Hill News

Garden State News

RETAILERS

Target

K-Mart

Wal-Mart

Sears Essential

every bride's source for inspiration.

YWD & the wedding industry.

every bride's source for inspiration.

what you need to know.

Over 2.5 million couples get married each year in the U.S. spending approximately \$85 billion annually. The wedding day is by far one of the most significant days in a couple's life. Much thought, expense, time and preparation is spent for this momentous occasion. YWD media outlet provides direct access to the wedding industry's most powerful consumer audience.

the modern couple.

| | |
|--|-------------|
| Average engagement length | 17 months |
| Weddings that occur each weekend | 44,230 |
| Duration of wedding planning | 7-12 MONTHS |
| Ave number of guests attending | 160 |
| Average number of attendants | 12 |
| Average age of bride | 28 |
| Average age of groom | 30 |
| Average cost of the wedding | \$90,000 |
| Median household income | \$200,000 |
| 95% of couples go on a honeymoon | |
| The average spent | \$ 5,000 |
| (\$12 billion is spent on honeymoon travel annually) | |
| College educated | 93% |
| Own a computer | 92% |

did you know?

During the 17 month time period couples will acquire:

- \$4 billion in furniture
- \$3 billion in house wares
- \$400 million in tableware

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YWD *editorial calendar.*

YWD offers two stunning bi-annual coffee-table lifestyle wedding publications featuring hot topics and trends in the wedding industry.

1 volume one. *THE JANUARY ISSUE.*

TRENDY HIGHLIGHTS

Destination Hot Spots for the Bride
Fashion Runway - Best of Show from Top Designers
Décor Details - Best in Tabletops
Accessories - A New Trend in Wedding Accessories
Rehearsal Dinners - Who, When, What, Where & Why
ON SALE: Dec. 15, 2010

2 volume two. *THE JULY ISSUE.*

TRENDY HIGHLIGHTS

Cakes - Unique & Original
Stationery - Write & Invite with Style
Finding the Perfect Dress
Runway - Best of Show Editor's Picks
Travel - Honeymoon Hot Spots
Boutique Hotels - Hot Spots
Jewelry
ON SALE: Jul. 15, 2011

*IN EVERY
ISSUE*

Event Design - Fabulous Décor Design Concepts
Featured Fashion - Bridal Fashion Highlighted
Things We Love - Wedding Registry Gifts, Bridesmaid Dresses
Get The Look - Beauty, Fashion & Styling Advice
Blog Report - Blogging Top Website with Juicy Info
Their Wedding Day - Real Weddings: Décor, Fashion & Details
In The Spotlight - Highlighting Events, & Locations
Expert Advice - Colin Cowie Corner & Other Industry Pros
Letters from YWD - Inside Information & Trends



YWD *production requirements.*

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AD DIMENSIONS

Full Page
2-Page Spread
Back Cover
Inside Front/Back Cover

NON-BLEED SIZE

8" x 10"
N/A
N/A
N/A

BLEED SIZE

9.25" x 11.125"
18.25" x 11.125"
9.25" x 11.125"
9.25" x 11.125"

DIGITAL FILE REQUIREMENTS.

We accept the following native file formats: Adobe InDesign (preferred), Adobe Photoshop, Adobe Illustrator. You must package or collect all support files including fonts. *True type and .dfonts are not acceptable and will be substituted with the closest equivalent. Do not apply style attributes to fonts. Use only standard Adobe fonts in PC-created documents. Convert all PMS spot colors used in any application to CMYK. *(Please create outlines for all fonts or include fonts, images, and any other attachments needed for output.)

IMAGES.

All images must be submitted (grayscale or CMYK) as native Photoshop psd, EPS or TIFF at 300 dpi. (Images supplied at lower resolution will result in an inferior print quality that will not be the publisher's responsibility.) Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK which may result in an undesirable color shift. We cannot be responsible for files supplied in formats other than CMYK.

PDFS.

PDF X1a files are acceptable only if they meet size, color and resolution requirements as detailed in the Images section above.

PROOFS.

For color-sensitive materials a proof created to SWOP specifications is required. Ink jet and laser prints are acceptable for content only. We will not be responsible for color shifts on press if no approved color proof has been supplied.

FTP SITE INFORMATION.

Contact the YWD art department at 805-640-9242 or production@ywdmag.com.

MAIL.

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DESIGN SERVICES.

YWD Magazine provides graphic design work at the rate of \$75.00/hour Net.