

the bridal book

thebridalbook.com

July 2006 Edition

Closes: May 8, 2006

January 2007 Edition

Closes: November 6, 2006



Helping brides and grooms take that big step

It's one of the most important days of their lives and they want to do it up right. Because planning a wedding is something they don't do every day, they turn to the experts at The Bridal Book -- the local authority on everything bridal. We've got every detail covered.

If you're in the market for bridal business, The Bridal Book is where you want to be. Advertise your products or services in this ultra upscale, full-color, glossy magazine. You just may end up being the Bride and Groom's best friend.

To advertise:

Call your account executive or

Marianne Ruggeri at (914) 696-8261

mruggeri@thejournalnews.gannett.com

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The Bridal Book Has Everything They Need to Know

- Full-color, glossy photos of the latest bridal fashions, popular honeymoon destinations and reception settings.
- Timelines and checklists to ensure no detail is overlooked.
- Innovative and informative articles offering advice on handling pre-wedding jitters, traveling in style, budgeting, second marriages, etiquette, menu selection, creating a wedding that reflects the couple's individuality, and more.
- Ideas from advertisers throughout Westchester, Rockland, Putnam and Fairfield counties as well as surrounding areas.

Distribution and Visibility That Will Get You Noticed

50,000 copies of The Bridal Book, per year, are distributed via:

- Newsstands, supermarkets, drug stores, bookstores and stationery stores throughout Westchester, Rockland, Putnam and the New York Metropolitan area and Fairfield County in Connecticut.
- All major Bridal shows within New York and Connecticut with 50 or more pre-registered brides.
- Bulk delivery to beauty and tanning salons, health clubs and other businesses with waiting areas where magazines are read.
- Direct mail to newly engaged couples who place an engagement notice in *The Journal News*, *The Patent Trader* or *Review Press*.

Promotion

The Bridal Book is heavily promoted via:

- The Journal News' Web site, LoHud.com and thebridalbook.com.
- Regional newspapers and magazines
- Point-of-purchase displays at area Retailers, Caterers and Bridal Expos.

Additional Opportunities

thebridalbook.com

For maximum impact, we can create a link to your Web site or have your sales message uploaded onto thebridalbook.com as a customized Web page. It's the perfect partner to our print product with over 2,650 visits per month and growing.

TheBridalBook.com, you're guaranteed 24/7 visibility!

SuperStats 2005 monthly average



Mailing Lists

Ensure the success of your next mailing with our current list of brides-to-be from your area. Monthly mailing lists can be supplied via email or hard copy.

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