

# Bridal Fantasy™ Magazine Rate Card

## It's All in The Numbers.

- Upon getting engaged, 71% of brides first consult a bridal magazine.
- While engaged, 74% of brides bought wedding magazines.
- Among brides-to-be there is a 48% decrease in non-bridal magazine readership.

(source: Questus National On-line survey 2006, American Wedding Study 2006)

## You Can't Argue With The Bottom Line. The Business of Weddings is A Profitable Business

On average, **Canadian couples will spend anywhere from \$25,000 to \$30,000+ for their wedding alone.** This does not include the honeymoon which, on average, costs approximately \$5,100 for the happy couple. The initial setup of their first home is not included in these statistics

- \$70 billion is spent on weddings annually in Canada
- 77% of couples use the Internet to plan or help plan their weddings
- The average gift costs \$85 and a total of \$18+ billion is spent buying gifts from wedding registries
- 63% of honeymoons are taken in foreign countries
- Honeymoon travel is a \$8-billion-a-year industry
- The average number of guests at a Canadian wedding: 165
- 19% of engagements occur in December

## Targeted Readership

Bridal Fantasy Magazine reaches brides all over Western Canada. Bridal Fantasy Magazine is prominently displayed at retail outlets, book stores, advertisers and given out at numerous bridal tradeshow & events.

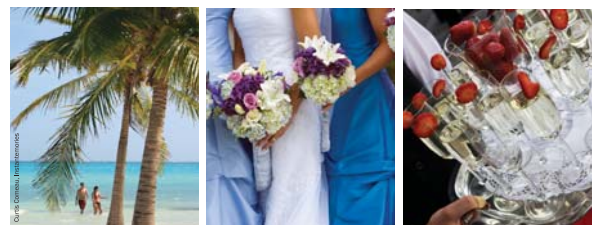
<b>Total Circulation</b> .....	15,000
Retail Outlets.....	3,000
Events.....	7000
Advertiser Locations.....	5000

**With an average of eight readers per copy, total readership of each issue exceeds 100,000 readers**

## This is Where You Make The Connections That Make Things Happen

### Retail Rates

Inside Front Cover.....	\$3000
Inside Back Cover.....	\$3000
Back Cover.....	\$5000
2 Page Spread.....	\$3000
Full Page.....	\$1500
2/3 page.....	\$1050
1/2 Double Truck.....	\$1750
1/2 Page Horizontal.....	\$850
1/2 Page Island.....	\$850
1/3 Square.....	\$550
1/3 Page Vertical.....	\$550



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