



WORLD BRIDE MAGAZINE

WBM

2013/14 MEDIA KIT

NUPTIALS AROUND THE WORLD
LIVING, CULTURE & BEYOND

NATIONAL - INTERNATIONAL - DIGITAL

WELCOME

TO EMBRACE THE DIVERSITY OF WOMEN AND CULTURES THROUGHOUT THE WORLD, WE PROUDLY INTRODUCE YOU TO A NEW PUBLICATION, THE RE-LAUNCH OF **WORLD BRIDE MAGAZINE (WBM)**! WORLD BRIDE MAGAZINE INITIALLY DEBUTED AS A WEB BASED MAGAZINE IN 2005. THE BI-ANNUAL PRINT PUBLICATION FOLLOWED WITH THE FALL/WINTER 2006 EDITION AND RAN SUBSEQUENT ISSUES UNTIL 2011. THEREFORE, WE ARE EXCITED TO PRESENT THE REFINED REINCARNATION OF A GREAT CONCEPT NOW WITH A GLOBAL REFACE.

The preparation for the nuptial celebration varies in culture. Creativity and the desire for a memorable experience that guides the romance, love and the household foundation of a husband and wife is a unique experience for every couple. A new generation is at hand – fusing various cultures, traditions, values and individual tastes into lifestyles that are dramatically different from our dominant culture. This generation's desire for a printed and digital reference with exposure and understanding of blended cultures, tradition, expert advice, contemporary and alternative resources, is the catalyst for our being.

World Bride Magazine allows you to deliver your advertising message to a readership of individuals who possess an incredible growing combination of buying power in a \$120 billion dollar industry. With a total circulation of 75,000, we distribute the magazines through controlled, bulk and subscriptions. WBM has an average pass along of 5.0 readers per issue engaging over 375,000 readers per quarter directly to the bridal industry. WBM also offers a unique opportunity to participate in an interactive online environment through our website www.worldbridemagazine.com. In 2014, we will introduce the digital companion of the publication through Zinio, which will give your brand access to countless consumers around the globe! Last but not least, **WBM-Homme (The Platinum Issue)** will debut. This oversized annual coffee table edition will be published at the top of the year and will serve as the *Ultimate Gentleman's Guide* for the often overlooked “groom-to-be” in traditional media. Editorial content will detail and cater to every sophisticated male's palette without compromise from grooming, fashion, watches and aesthetics to architecture, auto, bachelor party retreats, health and fitness and guilty pleasures.

Finally, there is a global lifestyle magazine that encourages women to embrace spirituality, externalize inner beauty, search for ways to heighten romance and

most of all, bask in the elegance and luxury of resources found on our pages from around the world. Don't keep us to yourself, share WBM with others and help build a global network of access. There are 6,200 weddings daily which equates to 2.3 million couples marrying every year. We provide the vehicle to reach that untouched and untapped colorful audience. Find out today how you can engage your brand, service and/or product to the World Bride Magazine consumer.

Let the adventure begin...

JOCELYN R. TAYLOR
CO-FOUNDER & PUBLISHER,
WORLD BRIDE MAGAZINE

DEVON SCOTT

MAGAZINE SECTIONS OVERVIEW

- FASHION & STYLE
- ACCESSORIES
- BEAUTY
- THE WEDDING PLANNER
- HAVEN & DÉCOR
- PORT OF CALL
- AMENITIES
- GLOBE TROTTING
- ENTERTAINMENT
- ESTATE PLANNING
- HIDDEN TREASURES
- ART & CULTURE
- SOCIAL GRACES
- POUR HOMME
- HEALTH & WELLNESS
- WEDDING CRASHERS
- JOIE DE VIVRE
- ROUNDTABLE
- HAPPILY EVER AFTER





HAUSACH COUTURE BY SASCHA GAUGEL

MISSION STATEMENT

WORLD BRIDE MAGAZINE (WBM) IS POSITIONED AS THE PREMIER MULTICULTURAL AND MULTIETHNIC GLOBAL LIFESTYLE BRIDAL MAGAZINE FOR THE WOMAN WHO HAS NOT ONLY A PALETTE FOR LIFE'S PLEASURES BUT THE DISCERNING TASTE AND DISPOSABLE INCOME TO MAKE LUXURY PURCHASES SET BY HER OWN STANDARDS. THE WBM WOMAN ISN'T SITTING AROUND WITH A DOWRY WAITING TO BE RESCUED BY HER PRINCE CHARMING. CONVERSELY, SHE SEEKS A MATE WHO COMPLEMENTS HER ACCOMPLISHED LIFESTYLE - EDUCATED, CULTURED, TRAVELED, CONFIDENT AND BOLD.

World Bride Magazine provides informative editorial content that seeks to motivate a "thinking outside of the box" approach that prepares a woman not just for the wedding day and the honeymoon... but for the *voyage beyond*. Whether this is the bride-to-be's first, second or third trip down the aisle, each issue also provides diverse essential pearls of wisdom that offer advice from financial planning starting with the engagement and wedding dossier to blended families, living arrangements, personal spirituality, health and wellness.

The betrothed or any woman seeking enlightenment on luxury brands and services to complement her quality of life – now has a new source. WBM offers insight to various cultures and available resources around the world. Our goal is to present a kaleidoscope of beauty and information on various brands, products and services to enhance your exposure to the elegant, luxurious and diverse world that exists in the bridal industry. **Nuptials Around the World... Living, Culture & Beyond.**

SOME FACTS ABOUT WBM AND WHY WE ARE THE CHOICE IN TODAY'S DIVERSE AND MULTICULTURAL WEDDING INDUSTRY:

- This quarterly publication boasts a readership of more than 375,000 highly educated and affluent consumers which converts to the buying power of purchasing products and services that relate to their lifestyle
- Our target audience is women and couples between the ages of 30-45, representing a fusion of cultures, religions, races and ethnicities
- Our three (3) month extended shelf life assures that your brand will have constant exposure to a targeted marketplace
- The WBM reader's median HHI is \$125K; individuals \$75K
- WBM represents 32% of today's market and buying power of multicultural, multiethnic couples. By the midcentury mark, this market's buying power will increase to 54% and will be dominated by these colorful readers

WHO IS WORLD BRIDE MAGAZINE'S READER?

DEMOGRAPHICS

World Bride Magazine provides editorial content featuring diverse models and features articles to an underserved multicultural and multiracial growing market. This diaspora is often referred to as the minority, opposed to being the majority or general market.

Today 32 percent of the market is represented by African-American, Caribbean, African,

Asian, Latin, and Middle Eastern multicultural consumers. It is well documented that by the midcentury mark, the U.S. is projected to have a population of 439 million people, with 54 percent of the population consisting of this multicultural market.

This consumer currently resonates a buying power that industries cannot ignore today or tomorrow. There are 2.3 million couples marrying each year and 27 percent of them are multicultural, multiethnic and multiracial couples.



REEM ACRA BRIDAL

PSYCHOGRAPHICS

With a rate base of 60,000, there are certainly magazines that reach more people. However, we focus on the affluent, niche bridal community with disposable income.

CONNECTORS

- Always look for popular brand names
- Influenced by peers and advertisements
- Early adopters of products
- Keep up with the latest fashions/trends

INFLUENCERS

- Prefer bold/daring brands
- Expert connoisseurs
- Spirituality, health and faith are important
- Believe that individuality and global awareness are more important than material success
- Highest educational attainment

TASTEMAKERS

- Establish and validate trends
- Are found in major metropolitan areas
- Provide urban mainstream access to trends
- Style, image and brand conscious

World Bride Magazine is your means to a growing audience of an ever-changing cultural mix of couples walking down the aisle. We provide this audience with features and content valuably related to their diverse heritages – from the planning and preparation of the wedding to the lifestyle that follows marriage.



SHOE: GLORIA CRINKLED GUNMETAL
RING: HEARTS ON FIRE ATLANTICO PAVE DIAMOND RING BY IN HOUSE DESIGNER ILARIA LANZONI
BOTTLE: CASA DRAGONES TEQUILA

Female	94%
Male	6%

Under 21	1%
21-24	8%
25-34	38%
35-45	37%
45+	9%

Marital Status	
Single	10%
Engaged	72%
Divorced	15%
Married	3%
Children	11%

African-American/Bi-Racial	25%
Hispanic (Non-White)	17%
African/Caribbean	13%
Asian	12%
East Indian	12%
Middle Eastern	11%
Caucasian	10%

Median Age	36
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Education	
Any College	91%
College Degree	85%
Post Graduate Degree	32%

Employment Status	
Employment Status	70%
Professional/Managerial/Executive	73%
Entrepreneur	22%
Other	5%

Median HHI	\$150,000
Median Total Asset Value (Includes Residence)	\$1,350,000

Source: Web Based Reader Survey, Fall 2012

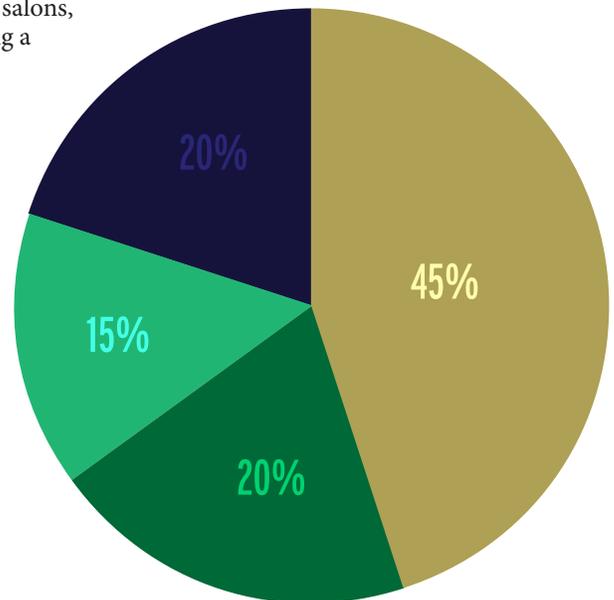
BANGKOK



CIRCULATION & DISTRIBUTION

PUBLISHED 5X A YEAR, **WORLD BRIDE MAGAZINE** NATIONALLY AND GLOBALLY REACHES OVER A TOTAL OF **375,000** ASPIRATIONAL WOMEN AND COUPLES WITH EACH ISSUE THROUGH SUBSCRIPTIONS, BOOKSTORES AND NEWSSTANDS LOCATED IN MORE THAN 29 STATES AND 135 CITIES.

*We also employ targeted bulk distribution in hotels, galleries, bridal salons, bridal expos, spas, health clubs, lounges and social events representing a fusion of cultures, religions, races and ethnicities. Through acquired lists, we additionally identify and distribute to a controlled circulation of individuals with a median \$75K+ household income. WBM is also distributed at weddings and luxury trade shows in conjunction with the Association For Wedding Professionals International (AFWPI) targeting this unique niche consumer. Through special marketing programs, WBM's distribution expands throughout the U.S., Hawaii, South America, Australia, Caribbean, Africa, Asia, Europe and the Middle East.



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SUBSCRIPTIONS	20%
NEWSSTANDS/BOOKSTORES	45%
*CONTROLLED	15%
*BULK	20%

TOTAL CIRCULATION: 75,000 / READERSHIP: 375,000

WEDDINGS IN NUMBERS

ETHNICITY

The U.S. population's racial distribution 2013:

- 15% Hispanic
- 12% African-American
- 5% Asian-American
- 68% Non-Hispanic whites

By 2042, non-Hispanic whites will no longer make up the majority of the population. The U.S. population's racial distribution is projected by 2050 to reach:

- 30% Hispanic
- 15% African-American
- 9% Asian-American
- 46% Non-Hispanic whites

By the midcentury mark, when the United States is projected to have a population of 439 million people, 54 percent of the population will consist of people of color.

"WITHIN THE CONVENTIONAL DEFINITION OF RACE - WHITE, BLACK, ASIAN, MINORITY VERSUS NON-MINORITY, THIS IS A BIG CHANGE."

-David Waddington, chief of the Census Bureau's population projections branch in an interview with The New York Times

QUICK FACT

- 2.3 million couples wed every year in the U.S.
- That breaks down to nearly 6,200 weddings per day
- The average age of a bride in the U.S. is 25.3
- The average age of a groom is 26.9
- The average number of guests invited to a wedding is 178
- One-third of those getting married each year have been married before

The money behind the marriage:

- \$72 billion per year is spent on weddings
- The average wedding budget is \$28,732 (this doesn't include the cost of the honeymoon or wedding rings)
- \$10,016 is the average cost of wedding rings for the bride and groom
- Traditionally, the father of the bride would pay for everything. Today, the bride and groom pay for the wedding themselves about 30 percent of the time. The bride's parents still pay about 17% of the time. Frequently, costs are covered by different sources - the bride and groom and one or both sets of parents
- \$19 billion per year is spent on wedding gift registries
- \$8 billion per year is spent on honeymoons
- The average honeymoon budget is \$3,657
- Over 91% of registered couples receive gifts from an average of 200 guests
- Most wedding guests spend between \$70 and \$100 on a gift

Time and place

- June is the most popular month for weddings, then August, followed by September and October
- 80% of weddings are performed in churches or synagogues
- 99% of newlyweds take a honeymoon; the average couple will spend three times more on their honeymoon than a regular vacation
- 40% of honeymooners will travel within the U.S., about 60% will travel to a foreign country
- Honeymoons usually last 7 to 9 days
- The most popular destinations are Las Vegas, Hawaii, the Caribbean and Maldives
- 35% of brides and grooms have a valid passport



ADVERTISING RATES

4C	SIZE	1x	3x	5x
	1p	16,450	14,805	13,983
	1/2p	11,250	10,150	9,563
Covers	2nd	36,190	32,571	30,762
	3rd	20,727	18,654	17,618
	4th	23,030	20,727	19,576
B/W	SIZE	1x	3x	5x
	1p	11,515	10,364	9,788
	1/2p	7,875	7,105	6,694
Covers	2nd	25,333	32,571	30,762
	3rd	20,727	18,654	17,618
	4th	23,030	20,727	19,576

2013/14 WBM ONLINE RATES

HOME PAGE	RATE
SLIDE SHOW FEATURE with article page	1,500 / per month
Home Page Square Banner	1,000 / per month
Home Page Skyscraper	750 / per month
ARTICLES IN INTEREST SECTION PAGES	
Interest Page Square Banner A	550 / per month
Interest Page Square Banner B	450 / per month
Interest Page Square Banner C	450 / per month
WBM EXCLUSIVE DIRECTORY LISTINGS	
Business Listing with Image	150 / per month
Business Listing with Image includes: One image (300x150 pxl), Listing Header (up to 40 characters), Location (City & State/Country) Text & Address (up to 500 characters), Website Link & Phone Number	

Rate Base: 60,000

Total Circulation: 75,000

Pass Along: 5.0

Rates effective with the **Fall - Holiday/Luxury 2013 issue**

All rates are gross, before agency commission

These rates and all advertising transactions are subject to **WBM's Copy & Contract Regulations**



2013 JAGUAR XJ SPORT

MECHANICAL REQUIREMENTS

AD SPECIFICATIONS

SIZE	TRIM	BLEED	SAFETY
Single/Cover	9" x 10 7/8"	9 1/4" x 11 1/8"	8 1/4" x 10 1/8"
1/2 Page (Vertical)	4 3/8" x 10 7/8"	4 5/8" x 11 1/8"	3 5/8" x 10 1/8"
Spread	18" x 10 7/8"	18 1/4" x 11 1/8"	17" x 10 1/8"
*WBM (HOMME)			
Single/Cover	10" x 13"	10 7/16" x 13 3/8"	9 1/2" x 12 1/2"
1/2 Page (Vertical)	4 3/4" x 13"	5" x 13 3/8"	4 1/4" x 12 1/2"
Spread	20" x 13"	20 7/8" x 13 3/8"	19 1/2" x 12 1/2"

AD PREPARATION SPECS

- Macintosh formatted CD-ROM or DVD
- Adobe InDesign CS5 (or lower) or PDFx1a files
- Scans 300 dpi (minimum)
- Interior Pages, C2, C3 and C4 printed at 175 line screen

*WBM (Homme) Mechanical Requirements: PRINTING

- Web offset (SWOP)
- Perfect Binding
- Publication trim size 10" x 13"

SAFETY: All live matter must be 1/4" from trim on all sides
GUTTER SAFETY: 3/16" on each side (total 3/8")

Please note

All submissions must be accompanied by a contract proof for color proofing purposes.

EDITORIAL CALENDAR/CLOSE DATES/ON SALE

EDITORIAL	MONTH(S)	I.O DUE	MAT. DUE	ON SALE
2013				
HOLIDAY/LUXURY	Nov / Dec	10/2/13	10/11/13	11/1/13
2014				
HOMME (Annual Mens ONLY Special Coffee Table)	Jan	12/3/13	12/13/13	12/30/13
PHILANTHROPY/ GREEN	Feb / Mar / Apr	1/2/14	1/10/14	1/27/14
TRAVEL/SUMMER/ CULTURE	May / June / July	3/3/14	3/17/14	4/28/14
FASHION/ ENTERTAINMENT	Aug / Sept / Oct	6/9/14	6/23/14	7/28/14
HOLIDAY/LUXURY	Nov / Dec	9/8/14	9/22/14	10/27/14

FOR INFORMATION REGARDING ADVERTISING, MARKETING PARTNERSHIPS & EVENTS CONTACT:

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 (855-926-5893)

Compressed files ONLY; no folders.

Please name file with advertiser's name.