NUPTIALS AROUND THE WORLD...
LIVING CULTURE AND BEYOND

Model wearing Yumi Katsura at Designer Loft wedding gown - WBM Fall 2017 photo shoot, World's Fair Park Queens, New York
TO EMBRACE THE DIVERSITY OF WOMEN AND CULTURES THROUGHOUT THE WORLD, WE PROUDLY INTRODUCE YOU TO WORLD BRIDE MAGAZINE (WBM)!


IN 2018, WE ARE EXCITED TO PRESENT THE REFINED REINCARNATION OF A GREAT CONCEPT - NOW WITH A GLOBAL, DIGITAL AND SOCIAL MEDIA REFACE AND FOOTPRINT.

The preparation for the nuptial celebration varies in different cultures. 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 WBM’s inspiration. We keep our readers up-to-date on editorial and special events while providing valuable information on preferred vendors and market trends across all lifestyle disciplines.

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 $300 billion dollar industry – weddings!

With a combined total circulation of over 1.4 million, we also distribute the magazine through controlled platforms, such as digital downloads, blogs, social media, YouTube and Public Access Cable Networks extending our media partner’s brand access to countless consumers around the globe. WBM also offers a unique opportunity to participate in an interactive online environment through our website www.worldbridemagazine.com. Additional digital engagement is extended through digital platforms Issuu, Magzter and Amazon.
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 offers her 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 publication boasts a readership of more than 1.4 million highly educated and affluent consumers which converts to the buying power of purchasing products and services that relate to their lifestyle
- Our target audience are women and couples between the ages of 25-45, representing a fusion of cultures, religions, races and ethnicities
- Our digital platform assures extended shelf life, giving your brand constant exposure to a targeted marketplace
- The WBM reader’s median HHI is $150K; individuals $75K
- WBM represents 32% of today’s market and buying power of multicultural, multi-ethnic couples. By the midcentury mark, this market’s buying power will increase to 54% and will be dominated by these colorful readers
DEMOGRAPHICS

World Bride Magazine provides editorial content featuring diverse models and feature articles to an underserved multicultural and multi-racial growing market. This diaspora is often referred to as the minority, opposed to being the majority or general market. Today, 32% 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% 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% of them are multicultural, multi-ethnic and multiracial couples.

PSYCHOGRAPHICS

There are certainly a large volume of bridal magazines that reach more people. However, we focus on the often overlooked, affluent multi-cultural, 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.

Source: Web Based Reader Survey, Spring 2017
PUBLISHED 5X A YEAR, WORLD BRIDE MAGAZINE, NATIONALLY AND GLOBALLY, REACHES OVER A TOTAL OF 1.4 MILLION ASPIRATIONAL WOMEN AND COUPLES WITH EACH ISSUE THROUGH DIGITAL SUBSCRIPTIONS, CONTROLLED AND BULK.

*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. 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. In 2018, WBM is featured as a proud media partner and sponsor for the Great Bridal Expo. We will prominently share with all social and digital media integration promoting their (26) twenty-six domestic city and (2) two international tour shows throughout the year. WBM’s distribution expands throughout the U.S., Hawaii, South America, Australia, Caribbean, Africa, Asia, Europe and the Middle East.

75% 16% 08%
DIGITAL SUBSCRIPTIONS *CONTROLLED *BULK

TOTAL CIRCULATION: 1.4 MM
GLOBAL READERSHIP: 4.2 MM

DEPARTMENT OVERVIEW

FASHION / ACCESSORIES
BEAUTY (CFT)
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

Source: Web Based Reader Survey, Spring 2017
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ADVERTISING SPECS

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AD PREPARATION SPECS

- Macintosh formatted CD-ROM or DVD
- Adobe InDesign CS5 (or lower) or PD-Fx1a files
- Scans 300 dpi (minimum)
- Interior Pages, C2, C3 and C4 printed at 175 line screen
- 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.

SUBMIT ALL MATERIALS TO CONTACT:
advertise@worldbridemagazine.com

SHIPTO:
10 Downing Street, Brooklyn, NY 11238
TOLL FREE PHONE
(855)WBM-LUXE (855-926-5893)
Compressed files ONLY; no folders. Please name file with advertiser’s name.
ETHNICITY

The U.S. population’s racial distribution 2013:
- 68% Non-Hispanic Whites
- 15% Hispanic
- 12% African-American
- 5% Asian-American

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:
- 46% Non-Hispanic Whites
- 30% Hispanic
- 15% African-American
- 9% Asian-American

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.

QUICK FACTS

- 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 MARRAIGE:

- $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% 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

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 on 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

**WBM ADVERTISING RATES**

**PRINT RATES**

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**COVERS**

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**ONLINE RATES**

**HOME PAGE**

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**ARTICLES IN INTEREST SECTION PAGES**

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**WBM EXCLUSIVE DIRECTORY LISTINGS**

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*Business Listing with Image includes: One image (300x150 px), Listing Header (up to 40 characters), Location (City & State/Country) Text & Address (up to 500 characters), Website Link & Phone Number*
This annual men’s issue is published once a year and serves as the *Grooms Ultimate Guide* to celebrate the often overlooked “groom-to-be” in traditional media.

Editorial content will detail and cater to every sophisticated male’s palate without compromise from grooming, fashion, watches and aesthetics to architecture, auto, bachelor party retreats, health, fitness and guilty pleasures.

Growing up, most little boys don’t dream about their wedding day. However, now that it is here, it is great for the savvy gentleman to be more of a partner in the wedding planning, rather than just the groom who shows up at the end of the aisle!

Given that any wedding calls for an investment of time, money and energy from everyone who attends, it’s important to remember that love is leading this celebration.
These events are customized and include various brand integrated on-site activation. Sampling and product placement opportunities are also available with recap photos both in-book, online and on the website.

These series of intimate partnership events are designed to integrate our luxury brand clients as well as potential marketing partners to network, converse and mingle with our audience in a meaningful way and expand consumer awareness to their brand and develop new business relationships.

**WBM** affords luxury purveyors the broadest access to a radically influential and distinctive consumer - women. As the only publication of its kind, **WBM** extends a 360° experience providing marketers with traditional and innovative ways to reach this audience of influencers in a niche industry at home, work and play through our interactive and onsite activation events.

**WBM** celebrates the luxury lifestyle of the professional and influential female consumer at these events extended from our original content, promotions and media partner’s brand extensions which communicate her appeal for the finer things in life.
WBM CUSTOMIZED PARTNERSHIP OPPORTUNITIES

GREAT BRIDAL EXPO

Great Bridal Expo is the nation’s leading direct to the consumer wedding show and resource with nearly 40 years of event production throughout the continental United States and has become the premier national consumer Bridal Show in the US.

World Bride Magazine is a proud 2018 marketing partner for this nationally twice a year (Winter and Fall) sponsored thirteen major US tour which also includes (2) two international tour cities. It reaches tens of thousands of engaged couples along with their families and friends that are actively involved in the wedding planning process - experiencing everything from the engagement, wedding and honeymoon to travel, finances, home décor and much more. When it comes to reaching these couples face- to- face at a live event, a media engagement facilitated by WBM can deliver your brand to this powerful consumer with discretionary spending dollars!

DATE NIGHT

Join WBM Editors For Date Night... all throughout the year! Incorporate your brand to help us create a memorable experience for our readers to prepare for a night out on the town with her betrothed. The special date night can be created with an experience starting with services ranging from a spa treatment, a beauty makeover to a grooming regime or to a couples yoga class. Next, we’ll arrange a car service to escort our couples to start with dinner followed by a activity of choice (i.e., a movie, the theater, an art show, etc.). All media partners have an opportunity to highlight their brand, products and/or services through our guests organically sharing their experience. Each “Date Night” media partner will benefit from live video, tweeting and photos posted to your social media handles throughout the evening.

REAL BRIDES, REAL BEAUTY

WBM - “Real Brides, Real Beauty Contest”. WBM readers can enter on our website a chance to win a grand prize opportunity to be featured as a Super Model in the World Bride Magazine - Fall 2018 issue. This is a once-in-a-lifetime experience for our brides-to-be along with a call to our media partners in the categories of beauty, automotive, hospitality and airlines to partner with WBM to celebrate with your brand prominently featured with this unforgettable and magical experience. WBM is looking for multicultural engaged women representing countries from around the globe (i.e., Africa, Asia, Caribbean, Latin America, Asia Pacific, Middle East, Native American, etc.).

- (7) seven women will be selected to win an opportunity to travel to New York City and spend the day shooting with our Glam Squad and experts for a beauty makeover to include hair, makeup and nails.
- Participate in a full day Top Model photo shoot with a renowned celebrity photographer modeling a designer bridal gown.
- This one day “Fairy Tale” shoot will include airfare, hotel for (1) one night, transportation to/from airport and provided meals.
- Entry for Fall issue closes Tuesday, July 18, 2018. Shoot date Wednesday, August 30, 2018.

WBM TV

WBM TV covers a wide range of topics from New York Fashion Week, New York Bridal Fashion Week, New York Times Travel Show, NY Now Home Show and various NY Giftitng Shows. We also highlight bridal beauty tips with demonstrations and recommendations from our beauty brand partners to engage our readers and viewers when making purchases. WBM TV also shares intimate backstage conversations with designers and beauty experts that will assist each couple as they plan their lives together. Our travel segments are documented to bring our readers firsthand experiences including b-roll from our location shoots as well as “Editor picks” recommendations. WBM TV brings BOTH our pages and our media partner’s brands to life.
NUPTIALS AROUND THE WORLD...
LIVING, CULTURE, AND BEYOND

FOR INFORMATION REGARDING ADVERTISING, MARKETING
PARTNERSHIPS & EVENTS CONTACT:
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On behalf of World Bride Magazine
Jocelyn R. Taylor
Chief Brand Media Strategist
Digital Sales, Branding and Marketing
O 973-223-8925 | F 973-378-2075
jtaylor@jrtmultimedia.com | www.jrtmultimedia.com