WORLD BRIDE magazine

2026-2027 MEDIA KIT

DIGITAL - NATIONAL - INTERNATIONAL

SUSTAINABILITY: A HEALTHIER LIFE, FILLED WITH LOVE, FAMILY, AND LEGACY

WBM WELCOME

EMBRACING THE DIVERSITY OF WOMEN AND CULTURES THROUGHOUT THE WORLD, WE PROUDLY INTRODUCE YOU TO WORLD BRIDE MAGAZINE (WBM)!

FOUNDED BY PUBLISHER AND EDITORIAL DIRECTOR MYRDITH LEON-MCCORMACK, WORLD BRIDE MAGAZINE INITIALLY DEBUTED AS A WEB-BASED MAGAZINE IN 2005. THE BIANNUAL PRINT PUBLICATION FOLLOWED BY THE FALL/WINTER OF 2006 EDITION, RAN SUBSEQUENT ISSUES UNTIL 2011. IN 2015, WBM RE-LAUNCHED AS A PRINT PUBLICATION.

SINCE 2021, WE WERE EXCITED TO PRESENT A RENEWED FOCUS ON LOVE AND FAMILY, CONTINUING OUR IN MAKING A GLOBAL DIGITAL AND SOCIAL MEDIA FOOTPRINT.

IN 2026, WBM HAS MADE IT OUR MISSION TO ADDRESS THE GROWING CONCERNS SURROUNDING SUSTAINABILITY, AND PROTECTING OUR ENVIRONMENT.

WBM WILL SHARE WAYS IN WHICH OUR READERS CAN SUCCESSFULLY MAINTAIN THE HEALTH OF OUR PLANET. WE WANT TO BRING AWARENESS AND SUPPORT BUSINESSES THAT HAVE SUSTAINABILITY MISSIONS IN PLACE IN ALL ASPECTS OF THE WEDDING & ENTERTAINMENT INDUSTRY.

Gown by **Dilek Hanif Couture** SS24

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 two committed individuals 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 families and cultures, traditions, 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.

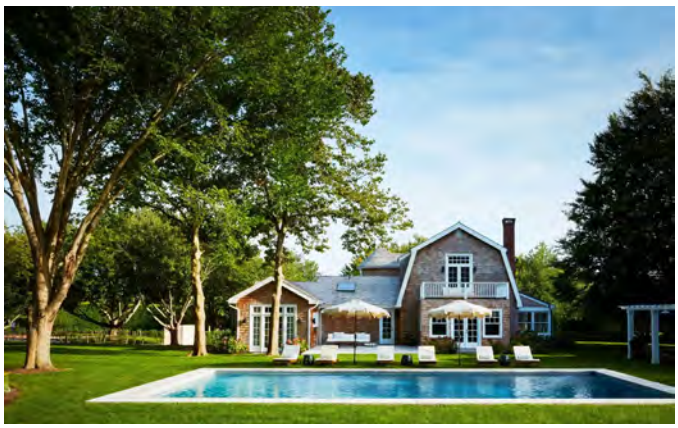
World Bride Magazine allows you to deliver your advertising message to a readership of individuals who possess an incredible growing combination of buying power in a $300 billion dollar industry— weddings!

With a combined total circulation of over 1.8 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.

WBM 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 PALATE FOR LIFE'S PLEASURES BUT THE DISCERNING TASTE AND DISPOSABLE INCOME TO MAKE LUXURY PURCHASES SET BY HER OWN STANDARDS. THE **WBM** WOMAN SEEKS A MATE WHO COMPLEMENTS HER ACCOMPLISHED LIFESTYLE — EDUCATED, CULTURED, TRAVELED, CONFIDENT, AND BOLD.

THE NEW GENERATION OF LOVERS ARE VERY CREATIVE IN THE WAYS THEY WANT TO GET MARRIED. THEY ARE LOOKING TO CREATE EXPERIENCES FOR THEIR FAMILY AND GUESTS. THEY ARE LOOKING TO CREATE THEIR TRADITIONS AND THEIR PATH WHILE BUILDING FAMILY LEGACIES.



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 into 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 1.8 million highly educated and affluent consumers which converts to the buying power of purchasing products and services that relate to their lifestyle
- Our target audiences 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, multiethnic 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 represents a buying power that industries cannot ignore. There are 2.3 million couples marrying each year and 27% of them are multicultural, multiethnic, 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, multicultural, niche bridal community with disposable income.

Courtesy of Salamanda Resort & Spa

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
- Belief that individuality and global awareness are more important than material success
- Highest educational attainment

Gown from Peter Langner

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.

SEX

Female	94%
Male	6%

AGE

Under 21	1%
21-24	8%
25-34	38%
35-45	37%
45+	9%
Median Age	36

Marital Status

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

ETHNICITY

African-American/Bi-Racial	25%
Hispanic (Non-White)	17%
African / Caribbean	13%
Asian	12%
East Indian	12%
Middle Eastern	11%
Caucasian	10%
Education Any College	91%
College Degree	85%
Post Graduate Degree	32%
Employment Status Employment Status	70%
Professional / Managerial / Executive	73%
Entrepreneur	22%
Other	5%

NET WORTH

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

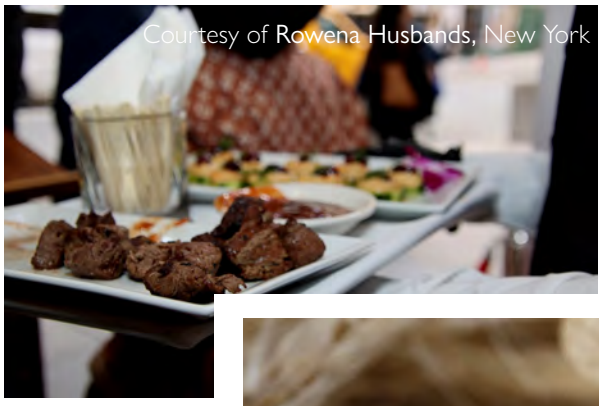
Source: Web Based Reader Survey, Spring 2017

WBM CIRCULATION & DISTRIBUTION

DIGITALLY PUBLISHED FOUR TIMES PER YEAR, INCLUDING A PRINTED HOLIDAY & ENGAGEMENT ISSUE, WORLD BRIDE MAGAZINE HAS A WORLDWIDE REACH OF OVER 1.8 MILLION ASPIRATIONAL WOMEN AND COUPLES, WITH EACH ISSUE THROUGH DIGITAL SUBSCRIPTIONS AND CONTROLLED & BULK (LIMITED EDITION) PRINT. WE ENGAGE OUR READERS ON SEVERAL MEDIA OUTLETS AS WELL AS TELEVISION PLATFORMS SUCH AS BRIC ARTS TV.

WBM IS A RECIPIENT OF THE 'B FREE' AWARDS FROM BRIC ARTS TV, AND THE 'SPIRIT AND BEING' AWARD FOR OUR CONTENT.

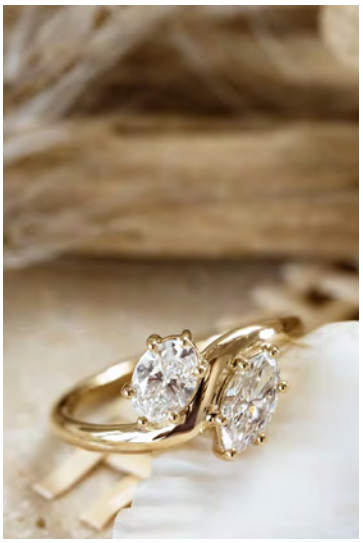
Courtesy of The Wall Street Hotel, New York


Courtesy of Rowena Husbands, New York

75% DIGITAL SUBSCRIPTIONS

17% *CONTROLLED

08% *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 2020, **WBM** is featured as a proud media partner and sponsor for Bridelux. We will prominently share with all social and digital media integration promoting their domestic city and international tour shows throughout the year. **WBM**'s distribution expands throughout North America, South America, the Caribbean, Africa, Asia, Europe, and the Middle East.

PRINT

TOTAL CIRCULATION: **1.8 MM**

GLOBAL READERSHIP: **4.2 MM**

INSTAGRAM

AVG ACCTS REACHED: **2.2 MM**

DEPARTMENT OVERVIEW

FASHION / ACCESSORIES
BEAUTY
THE WEDDING PLANNER
HAVEN & DÉCOR
PORT OF CALL
AMENITIES
GLOBETROTTING
ENTERTAINMENT
ESTATE PLANNING
HIDDEN TREASURES
ART & CULTURE
SOCIAL GRACES
GROOM
HEALTH & WELLNESS
WEDDING CRASHERS
JOIE DE VIVRE
ROUNDTABLE
HAPPILY EVER AFTER

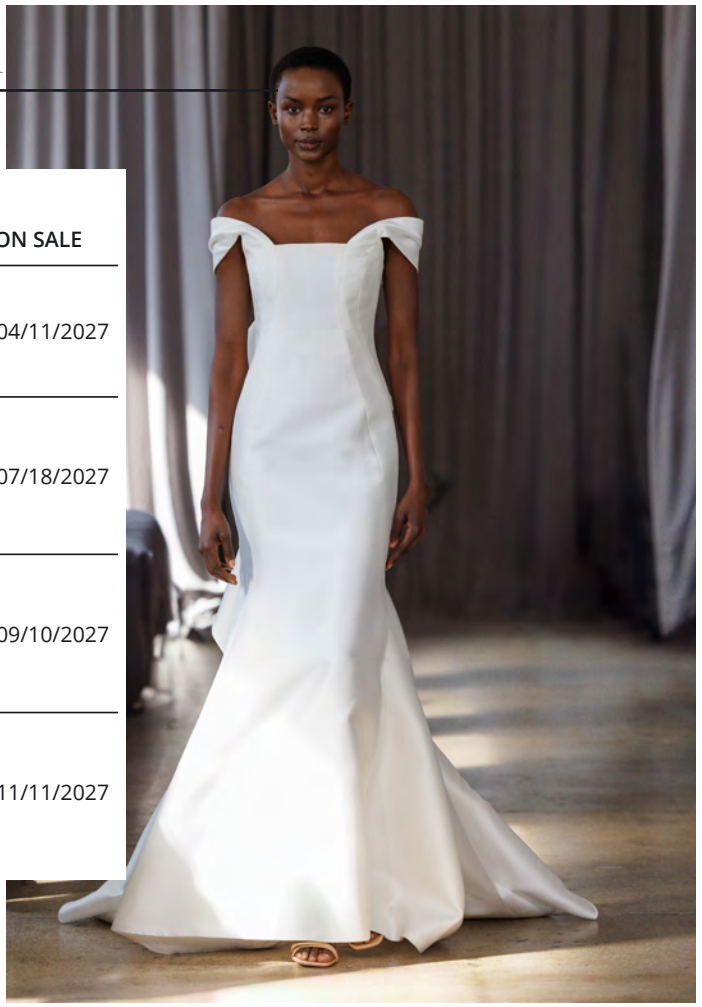
TV

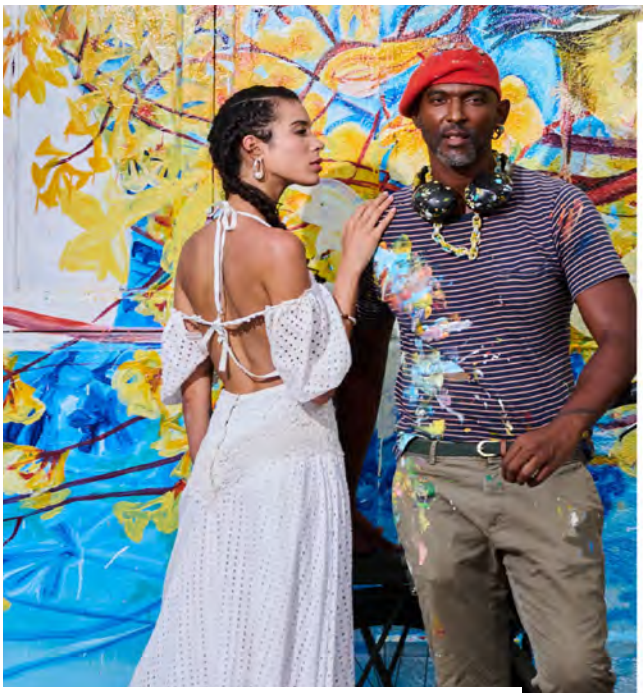
BRIC ARTS TV CABLE NETWORK VIDEO VIEWS **9,449,773** (**23** COUNTRIES)

Source: Web Based Reader Survey, Spring 2017

WBM EDITORIAL CALENDAR

ISSUE	EDITORIAL	2026 DUE MAT.	2026 ON SALE	2027 DUE MAT.	2027 ON SALE
WINTER FEB - MAR (Digital Only)	The Grooms Issue: Mental Health & Wellness "Tech, Financial Literacy & Legacy Building"	02/09/2026	04/12/2026	02/08/2027	04/11/2027
SPRING/ SUMMER APR - AUG (Digital Only)	The Sustainable Issue: Rebirth & Revamping Finding The Right Vendors & Planning Your Wedding Your Way	04/08/2026	07/19/2026	03/07/2027	07/18/2027
FALL SEPT - NOV (Digital Only)	Celebrating International Artists Through Travel & Culture "Etiquette and Body Positivity"	05/07/2026	09/11/2026	05/06/2027	09/10/2027
HOLIDAY / SPECIAL DEC - FEB (Digital and Annual Print)	Celebrating You: Real Brides Real Beauty "Sustainable Gifts, Resortwear, Fashion & Travel"	08/09/2026	11/12/2026	08/08/2027	11/11/2027





ADVERTISING SPECIFICATIONS

SIZE	TRIM	BLEED	SAFETY
Single Page/ Cover	8.5"w x 11"h	8.75"w x 11.25"h	7.75"w x 10.25"h
Two Page Spread	17"w x 11"h	17.25"w x 11.25"h	16"w x 10.25"h

AD PREPARATION

- Adobe InDesign CS5 (or lower) or PDF x 1a files
- Scans 300 dpi (minimum)
- Interior Pages, C2, C3, and C4 printed at 175 line screen
- **SAFETY:** All live matter must be 1/4" (0.25") from trim on all sides
- **GUTTER SAFETY:** 3/16" on each side (total 3/8")

Compressed files ONLY; No folders. Please name the file with the advertiser's name

SUBMIT ALL MATERIALS TO CONTACT:
advertise@worldbridemagazine.com

SHIP TO:
10 Downing Street, Brooklyn, NY 11238
TOLL-FREE PHONE (855)WBM-LUXE | (855-926-5893)

Compressed files ONLY; no folders. Please name the file with the advertiser's name

WBM WEDDINGS IN NUMBERS

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

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.

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% 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 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 the Maldives
- 35% of brides and grooms have a valid passport

WBM ADVERTISING RATES

ONLINE RATES

HOME PAGE RATE

	Rate Per Month
SLIDE SHOW FEATURE with article page	$3,000
Home Page Square Banner	$2,500
Home Page Skyscraper	$2,250

ARTICLES IN INTEREST SECTION PAGES

Interest Page Square Banner	A $2,050
Interest Page Square Banner	B $1,950
Interest Page Square Banner	C $1,850

WBM EXCLUSIVE DIRECTORY LISTINGS

Business Listing with Image *	$1,650

* Business Listing with Image includes: One image (300xl50 pxl), Listing Header (up to 40 characters), Location (City & State/Country) Text & Address (up to 500 characters), Website Link & Phone Number.

Photography by CLEO SULLIVAN

Courtesy of The Wall Street Hotel, New York

SPONSORED RATES BY CATEGORY

ART & CULTURE	$700 and up
BEAUTY & HEALTH	$400 and up
FASHION & ACCESSORIES	$500 and up
FOOD & BEVERAGE	$350 and up
FINANCIAL	$700 and up
HOME & REAL ESTATE	$950 and up
LIFESTYLE	$700 and up
REAL WEDDING SUBMISSIONS	$2,500 and up
TRAVEL (HOTELS & HOUSING)	$950 and up
TRANSPORTATION	$700 and up
INSERT LINK TO ARTICLE	$700 and up

* Per post 30 days to annual rates. Payments must be made in full prior to any materials going live. Art work must be provided by client.

Photography by FRANKLIN THOMPSON

SOCIAL MEDIA

SOCIAL MEDIA POSTINGS (Facebook, Instagram & Youtube Interviews)

VIDEO INTERVIEWS/FEATURES	$1250 per video
PERMANENT POSTING	$950 per post
INSTAGRAM STORIES	$550 per post

PRINT RATES

Rates are per issue in USD, 1x, 3x and 5x reflect a commitment to rolling advertising for that many printed issues.

	SIZE (PAGE)	1x	3x	5x
INLINE	FULL	$16,950	$15,305	$14,485
	HALF	$11,750	$10,650	$10,065
	DOUBLE	$29,400	$26,950	$25,400
COVER	Front	$36,690	$33,070	$31,260
	Rear	$25,833	$21,606	$20,070

The annual men's issue is published once per year and serves as the ultimate guide to celebrating the often-overlooked "groom-to-be" in traditional media. Editorial content will detail and cater to every sophisticated man'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.

WBM CUSTOMIZED PARTNERSHIP OPPORTUNITIES

THROUGHOUT THE YEAR, **WBM** PRODUCES A SERIES OF CURATED EVENTS THROUGH ARTS, ENTERTAINMENT, RETAIL AND EDUCATIONAL EXPERIENCES THAT ENABLE ADVERTISING PARTNERS TO ENGAGE WITH EACH OTHER. CO-HOSTED WITH INDUSTRY EXPERTS, OUR EVENTS PRIORITIZE OUR READER'S NEEDS. WBM AND OTHER MEDIA PARTNERS WILL CONTINUE TO PRESENT QUALITY CONTENT AND NEWS THAT INFORM AND EQUIP OUR READERS

These events are customized and include various brand integrated on-site activations. Sampling and product placement opportunities are also available with recap photos, both in print and online.

These series of intimate partnership events are designed to encourage 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 of 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** cultivates a 360-degree 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 on-site activation events.

WBM celebrates the luxury lifestyle of the professional and influential female consumer at these events, extending the reach of our original content, promotions, and media partner's brand, which communicate an appeal for the finer things in life.

WBM TV

WBM TV covers a wide range of topics such as New York Fashion Week, New York Bridal Fashion Week, New York Times Travel Show, NY Now Home Show, and various NY gifting shows. We also highlight bridal beauty tips with demonstrations and recommendations from our beauty brand partners in order to influence 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 produced to bring our readers firsthand experiences, including b-roll from our location shoots as well as "editor picks.". **WBM TV** brings both our pages and our media partner's brands to life.

REAL **BRIDES/** REAL **BEAUTY**

WBM - "Real Brides, Real Beauty Contest". **WBM** readers can enter on our website for a chance to win a grand prize opportunity to be featured as a supermodel in the World Bride Magazine - Fall 2021/22 Holiday Issue.

This is a once-in-a-lifetime experience for our brides-to-be and an exciting opportunity to partner with **WBM**; celebrating with our brides and ensuring your brand is prominently featured for this unforgettable and magical experience.

WBM is looking for multicultural, engaged women, representing various regions 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, a top model photoshoot with a renowned celebrity photographer, as you model a designer bridal gown.
- This one-day fairy tale photoshoot will include airfare, hotel for 1 (one) night, transportation to/from the airport, and meals.

Celebrating
Real Brides
by **Cleo Sullivan**

Photography by FRANKLIN THOMPSON

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 as they prepare for a night out on the town with their betrothed. The special date night experience can include services ranging from a spa treatment or beauty makeover to a grooming regime, or even a couples yoga class.

Next, we'll arrange a car service to escort our couples to dinner, followed by an 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 in an organic way. Each "Date Night" media partner will benefit from live video, tweeting, and photos tagged to your social media handles throughout the evening.

PRODUCTIONS & EVENTS

worldbridemagazine.com +1 855-926-5893 info@worldbridemagazine.com

WBM Productions & Events

Allow the WBM Production Team the opportunity to curate your next event or product release

As experts in the industry for more than 20 years, we are qualified to produce your next soiree

We partner with experts who can create the most exquisite experiences for you.

Events can include, but are not limited to:

- Weddings & anniversaries
- Product releases in beauty, fashion, and home
- Shopping & traveling experiences

WORLD BRIDE
TRAVELS
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of your dreams today
www.WBMTravels.Inteletravel.com

WORLDBRIDE magazine

SUSTAINABILITY: A HEALTHIER LIFE, FILLED WITH LOVE, FAMILY, AND LEGACY

DIGITAL - NATIONAL - INTERNATIONAL

FOR INFORMATION REGARDING ADVERTISING, MARKETING PARTNERSHIPS & EVENTS CONTACT:
Chanelle A. Everett, CEverett.wbm@gmail.com

Toll-free at **855- WBM- LUXE** (926-5893)
Email us **advertise@worldbridemagazine.com**

World Bride Magazine Chief Brand Media, Digital Sales, Branding and Marketing