



# WORLD **BRIDE**

magazine

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

2022-2023 MEDIA KIT

DIGITAL - NATIONAL - INTERNATIONAL

# WBM WELCOME

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TO EMBRACE 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 BIENNIAL PRINT PUBLICATION FOLLOWED BY THE FALL/WINTER 2006 EDITION AND RAN SUBSEQUENT ISSUES UNTIL 2011. IN 2015, **WBM** RE-LAUNCHED AS A PRINT PUBLICATION.

IN 2021, WE ARE EXCITED TO PRESENT A RENEWED FOCUS ON LOVE AND FAMILY, CONTINUING WITH OUR **GLOBAL, DIGITAL AND SOCIAL MEDIA** 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 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!



Gown by Ziad Nakad  
Photography by Greg Alexander  
@ Méphistophélès Productions

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](http://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.

**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.

### 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

### 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.



Courtesy of Salamanda Resort & Spa

Courtesy of Wedding District



Gown from Jessica Martin Couture collection

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

# WBM CIRCULATION & DISTRIBUTION

DIGITALLY PUBLISHED 4 (FOUR) TIMES PER YEAR, WORLD BRIDE MAGAZINE (NATIONALLY AND GLOBALLY) REACHES OVER 1.8 MILLION ASPIRATIONAL WOMEN AND COUPLES WITH EACH ISSUE THROUGH DIGITAL SUBSCRIPTIONS AND CONTROLLED & BULK (LIMITED EDITION) PRINT.



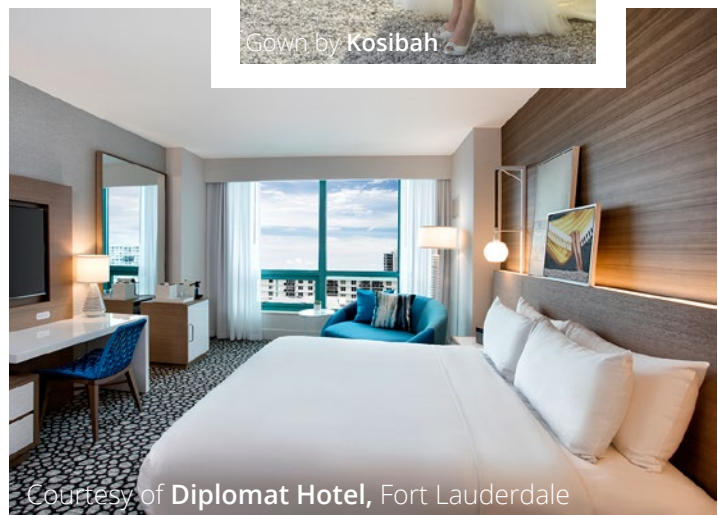
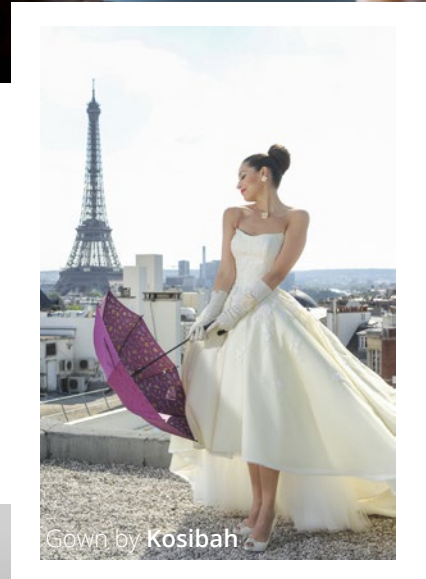
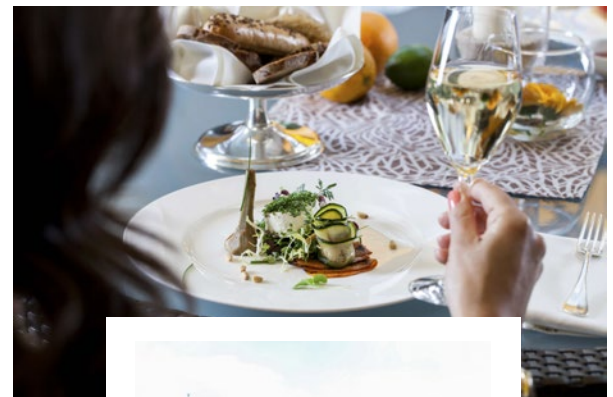
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DIGITAL  
SUBSCRIPTIONS

\* CONTROLLED

\* 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.



TOTAL CIRCULATION: **1.8 MM**  
GLOBAL READERSHIP: **4.2 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

# WBM EDITORIAL CALENDAR

ISSUE	EDITORIAL	I.O DUE MAT.	DUE ON SALE
<b>WINTER</b> JAN - MARCH 2021/22	Financial Planning, Engagements "Family Investments & Legacy Building"	12/05/2021/22	02/25/2021
<b>SPRING</b> APRIL - JUNE 2022/23	Fashion / Entertainment, Homme - "Ultimate Groom's Guide"	02/08/2022	04/23/2022
<b>SUMMER</b> JULY - AUGUST 2022/23	Travel / Spa / Wellness "Globe Trotting"	05/09/2022	07/29/2022
<b>FALL</b> SEPT - NOV 2022/23	GLOBAL FASHION & ACCESSORIES "HEALTHY LIVING, FAMILY VALUES"	08/08/2022	9/23/2022
<b>HOLIDAY / SPECIAL</b> DEC - FEB 2022/23	RESORT FASHION/ Green & Sustainable Living "Fuelish Pleasures" Luxury "Gifts / Culture / Cuisine"	10/10/2022	12/23/2022



Gown by **Kosibah** Photography  
by **Hannah Soule Powderly**

## ADVERTISING 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"

## AD PREPARATION

- Adobe InDesign CS5 (or lower) or PDFx1a 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")

**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



**Red Room**  
Photography by **Franklin Thompson**



## 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

## 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



## 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	\$1,500
Home Page Square Banner	\$1,000
Home Page Skyscraper	\$750

### ARTICLES IN INTEREST SECTION PAGES

Interest Page Square Banner	A \$550
Interest Page Square Banner	B \$450
Interest Page Square Banner	C \$350

### WBM EXCLUSIVE DIRECTORY LISTINGS

Business Listing with Image *	\$150
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\* 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.

## SOCIAL MEDIA

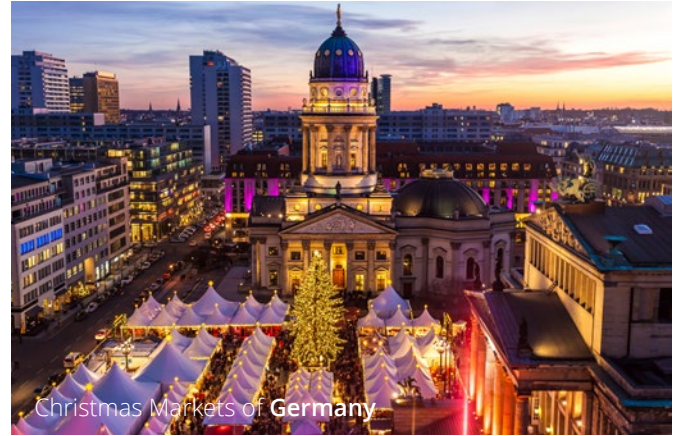
### SOCIAL MEDIA POSTINGS (Facebook, Instagram & Youtube Interviews)

VIDEO INTERVIEWS/FEATURES	\$450 / per video
PERMANENT POSTING	\$225/ per post
INSTAGRAM STORIES	\$125/ 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	\$16,450	\$14,805	\$13,985
	HALF	\$11,250	\$10,150	\$9,565
	DOUBLE	\$28,900	\$26,450	\$24,900
COVER	Front	\$36,190	\$32,570	\$30,760
	Rear	\$25,333	\$21,106	\$19,570







This 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

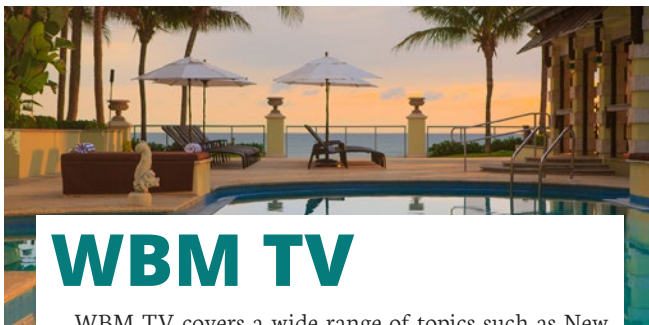
THROUGHOUT THE YEAR, WBM PRODUCES AND PARTNERS WITH EVENT HOSTS THAT BRING THE MAGAZINE AND OUR READERS TOGETHER WITH OUR MEDIA PARTNERS.

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.



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Founded in 2013, Bridelux is a specialist media brand for the global luxury weddings and events industry. Held at the most esteemed hotels in the world we create curated event experiences where attendees are introduced to the industry's top designers, thought-leaders, planners, and vendors while enjoying a chance to network, exchange ideas, and walk away empowered and inspired.

Attendees have enjoyed exhibitions from the top brands in the world including; Dior, The Wedding Gallery, Vera Wang, Reem Acra, Vivienne Westwood, Harrods, Jimmy Choo, Julien MacDonal, Laurent-Perrier, Charlotte Olympia, Agent Provocateur, Christian Louboutin, Bentley, Tiffany & Co., and many more brands and designers.

World Bride Magazine is a proud 2021/22 marketing partner for this international show. 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.



Moree Lee by Madeline Gardner

# BRIDELUX™



## 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.

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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](mailto:advertise@worldbridemagazine.com)

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