Lansing BRIDE

Voume 10 * Issue 2016

the leading resource for wedding planning in mid-michigan

2016-17 Media Kit

CIRCULATION

Circulation for Lansing and surrounding areas is 7,000 copies. Lansing Bride magazine is printed annually with a proven direct distribution strategy designed to reach an unmatched number of local brides-to-be as they plan their wedding.

BRIDAL SHOWS: We distribute at the majority of local bridal shows throughout the year in Lansing.

BED, BATH & BEYOND: We have exclusive distribution at both Lansing and Okemos markets.

LOCAL BRIDAL SHOPS: Distributed to every bride that visits each store.

ADVERTISERS: Our advertisers provide complimentary copies to brides as a bridal planning tool.

LOCAL CHURCHES: On-site marriage coordinators provide complimentary copies to their brides.

READERS

Today's brides are both sophisticated and practical. They seek useful content and time-saving tools to help select professionals who best fit their personal sense of style and budget. We distribute directly to brides-to-be actively planning their weddings. Although we don't poll our readers directly, by definition, they are representative of the national averages* of today's bride and their weddings.

AGE: Average age of Bride is 29, Groom 31

BUDGET: Average wedding budget is $31,213

ENGAGEMENT LENGTH: Average engagement length is 14 months

WEDDING GUESTS: Average number of wedding guests is 136

*Source 2014 XO Group Inc. Real Weddings Study - National Averages

CONTENT & DESIGN

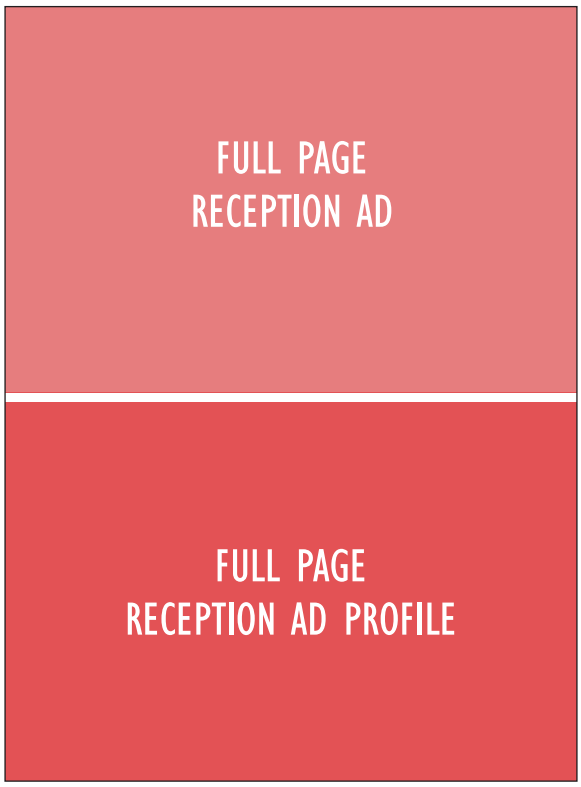
ORGANIZED LAYOUT: Professional options are presented in an order similar to their wedding planning.

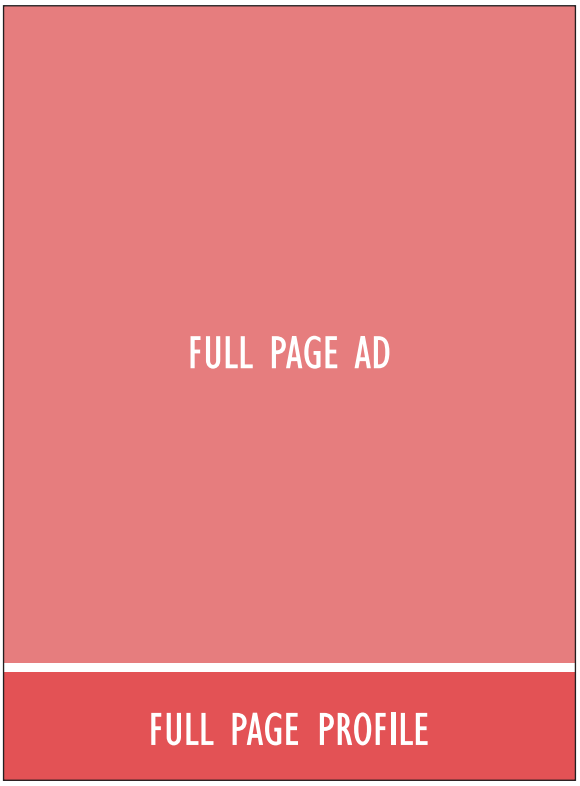
VENDOR PROFILES: A time-saving resource that provides brides with valuable information about each vendor.

WEDDING CHECKLIST & BUDGET PLANNER: Comprehensive guides provided standard in each issue.

LOCAL PHOTOGRAPHY: All images used in Lansing Bride Magazine proudly feature local wedding photographers.

Ad Sizes


FULL PAGE
RECEPTION AD
FULL PAGE
RECEPTION AD PROFILE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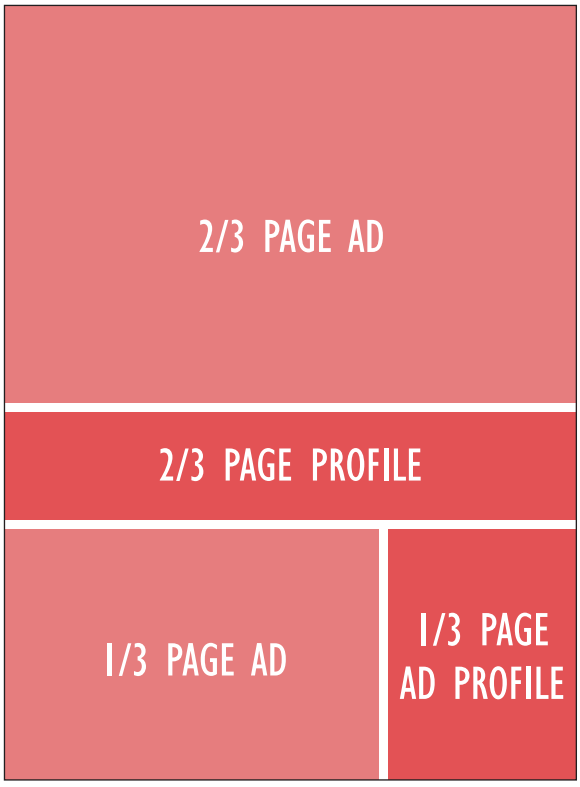
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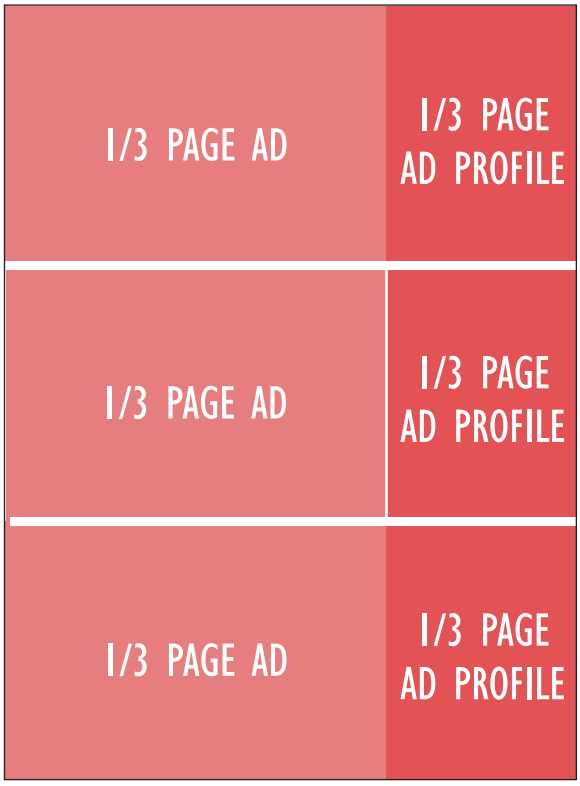
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AD PROFILE

Ad Samples

Standard Full Page

Standard 1/3 Page

Standard 2/3 Page

Standard 1/3 Page

Standard 1/3 Page

Standard 1/3 Page

Website

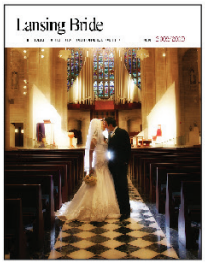
Digital e-magazine available on LansingBride.com

Social media includes facebook, twitter, pinterest and instagram.

Magazines

Celebrating 10 Years!

2005/06 - 2015/16



Coming Soon!

2017 Magazines

Ann Arbor BRIDE & Traverse City BRIDE

Lansing BRIDE 2016-17

ADVERTISING INSERTION ORDER

Advertiser _____ Contact Name _____

Address _____ Phone _____

City _____ Email _____

State _____ Zip _____ Website _____

☑	POSITION	RATE	TRIM SIZE	BLEED	AD DESIGN	☑	SUBTOTAL
❑	1/3 Page Ad	$ 395	5" x 2.875"	n/a	$ 95	❑	$
❑	2/3 Page Ad	$ 695	7.675" x 6"	n/a	$125	❑	$
❑	Full Page Ad	$ 995	7.675" x 8"	n/a	$145	❑	$
❑	2 Page Spread	$1,990	17.5" x 11.125"	.125"	$450	❑	$
❑	Inside Front Cover	$1,600	8.75" x 11.125"	.125"	$225	❑	$
❑	Page 1 (Opposite IFC)	$1,600	8.75" x 11.125"	.125"	$225	❑	$
❑	Inside Back Cover	$1,400	8.75" x 11.125"	.125"	$225	❑	$
❑	Back Cover	$1,995	8.75" x 11.125"	.125"	$225	❑	$
❑	Special Insert	call	8.75" x 11.125"	.125"	$225	❑	$
❑	Gate Fold Cover (2 Page Spread)	call	17.5" x 11.125"	.125"	$450	❑	$

TOTAL COST $

AD SUBMISSION REQUIREMENTS

Resolution - 300 ppi or greater • **Color Process - CMYK (RGB not accepted)** • **File Formats - JPEG, EPS, AI or PDF**

Advertisers will be supplied with a correctly sized template if they wish to create their own artwork. Our design team is also available to create premium advertisements for the above specified ad design fees.

ADVERTISING CLOSING DATES

Advertising Close Date - April 22, 2016

Material Submission Deadline - April 29, 2016

VENDOR PROFILE

Vendor profile questionnaire to be submitted online; ad sales rep to provide link to online form. Profile information due on material close date.

Notes:

PAYMENT OPTIONS

Credit Card: Complete, sign and email or fax back.

Check: Payment due with signed insertion order.

CREDIT CARD INFORMATION

account holder name

address

city state zip

credit card # expiration date cvv

signature

date

Lansing Bride Representative Date

Advertiser Date

NOTE: Advertising space is limited and placed on a first come, first served basis. Space is confirmed once payment has been received. All reservations must be submitted no later than April 22, 2016. Advertising materials must be received no later than April 29, 2016. The sender is fully and solely responsible for the design suitability of all delivered artwork. By signing this agreement, the Client acknowledges full understanding of 1) due dates for electronic files. 2) terms of payment and agees to adhere and cooperate with such guidelines. Advertising space reservation in Lansing Bride Magazine is binding. Cancellation or failure to comply with this agreement will not dismiss requirement of payment. Should any amount be turned over to an outside party for collection, the above stated Client to which the charges are billed agrees to be responsible for paying full amount due, legal fees and court fees.

Lansing Bride Magazine • 610 Elmwood Road • Lansing, MI 48917 • phone (517) 886-0601 • info@lansingbride.com • www.lansingbride.com

CONSIDERATIONS

Statistically, 98% of couples will use the internet to help plan their wedding this year.

A recent analysis by marketing research firm Marketing Evolution, showed more than a 40 percent lift in web traffic occurred after consumers were exposed to magazine advertisements compared to those who were not. Because of the way brides look for their wedding professionals, we have added an E-Reader to this Special 10 Year Edition of Lansing Bride Magazine. Couples can browse through pages electronically via their computer, laptop, phone, or Kindle and will have access to your business with just a touch or swipe!

We keep it simple: Our goal is to provide brides with online access to local vendors in their respective markets. We do not try to compete with popular bridal sites that provide tips, trends and personal web pages. Our goal is to continue to be the leading LOCAL online resource for brides looking for LOCAL wedding vendors.

All print advertisements come with a complimentary 12-month online listing on LansingBride.com. Also, for those who choose not to purchase a 12-month print advertising in one of our magazines, online-only listings are also available on an annual basis.

LansingBride.com also offers featured vendor and banner advertising upgrades available on an annual basis. Please call for more information about online ad placement.

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