

Why Advertise?

Top reasons to advertise in Alaska Bride & Groom

Distribution

Published twice a year, our annual readership exceeds 37,000 (average 2.5 passalong rate on 15,000 copies).

Our four-tiered distribution method puts magazines where brides are sure to be:

1. Newsstands: On sale at Fred Meyer, Carrs/Safeway, Barnes & Noble and more; and through subscriptions.

2. Bridal Shows: Complimentary copies given out to engaged couples, their friends and families via statewide bridal shows.

3. Bridal-Related Retail Advertisers: Retailers distribute Alaska Bride & Groom as gifts to their bridal customers.

4. Direct Mail: Free copies sent to hundreds of couples planning their wedding.

1. A ready-to-buy audience. Our readers are in the market now for wedding related products and services.

2. Lucrative market. Our readers are embarking on the most concentrated shopping spree and decision-making period of their lives. They'll be spending \$15,000 to \$30,000 planning a wedding.

3. Targeted distribution. We minimize any waste in circulation by making sure our magazines reach an audience predisposed to needing the products and services advertised.

4. Extensive visibility. The magazine's 6-month circulation allows your advertising to be visible in the marketplace longer. Plus, your ad will be seen numerous times because our magazine is used as a reference guide.

5. Sales leads. Display advertisers receive hundreds of pre-qualified sales leads (couples planning a wedding!), periodically emailed to them.

6. Free listings. Display advertisers receive free listings in our Resource Directory and Reception Guide (if applicable).

7. Web site exposure. Display advertisers receive ongoing exposure through **AlaskaBride.com**, including free link to their web site.

8. Aggressive promotions. We run TV, radio and social media campaigns designed to increase advertisers' floor traffic.