

Alaska BRIDE & Groom

The Complete Wedding Guide
2021-2022 Media Kit





Overview

A LASKA BRIDE & GROOM IS THE STATE'S NO. 1 BRIDAL MAGAZINE. Nowhere is there a more comprehensive guide for helping brides, grooms and their families plan the wedding of their dreams in Alaska. Now in our 19th year, we know the local wedding market intimately and are dedicated to delivering inspiring content, talented vendors and advice our readers need to navigate this incredible time in their life.

What You'll Find Inside

Real Weddings

Local weddings that show off the style and trends of Alaskan weddings.

Wish List

A guide to new and useful products for brides and their weddings.

What's In

All of the year's top wedding trends as identified by local wedding experts.

Reception Guide

A look at the state's top reception sites. Designed to help brides find a venue that suits their wedding style, guest list and budget.

Resource Directory

Everything and everyone an Alaskan bride needs to know – DJs, caterers, photographers, party suppliers and more – all in a convenient listing format.

Get your message in front of Alaska's most receptive and powerful consumer group!

Why Advertise?

Top reasons to advertise in Alaska Bride & Groom

Distribution

Published annually, our readership of 25,000 based on 2.5 pass along rate of 10,000 copies. (average 2.5 passalong rate on 15,000 copies).

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

Newsstands:

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

Bridal Shows:

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

Bridal-Related Retail Advertisers:

Retailers distribute Alaska Bride & Groom as gifts to their bridal customers.

Direct Mail:

Free copies sent to hundreds of couples planning their wedding.

Digital Online Magazine

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 annual 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.

The Complete Alaska Wedding Guide

2021 Editorial Calendar

- **What's hot in 2021:** Alaska's guide to all things current in weddings & receptions
- **Keep calm & get married:** Best planning tips from the wedding pros
- **Scrumptious ideas:** The latest in catering from local pros
- **It's all about hue:** Wedding color schemes to inspire
- **Dazzling décor:** Create a reception site that wows
- **Creative confections:** Sweet treats your guests will love
- **Picture this:** A no-regrets guide to wedding photos

Ad deadline: Oct. 19 | On newsstands: Dec. 9

2022 Editorial Calendar

- **What's hot in 2022:** The latest ideas for fashion, flowers, décor & more
- **Aisle style:** The season's top show-stopping gowns
- **How to find a reception site that's just right for you**
- **Get gorgeous:** Expert beauty tips for a flawless big day look
- **Budget alert:** Avoid these money mistakes
- **Entertaining guests:** Thoughtful touches for a memorable stay
- **The Honeymooners:** Insider tips for an A-list trip

Ad deadline: Sept. 1 | On newsstands: Sept. 24

*Editorial content subject to change.

ALSO IN EVERY ISSUE... over a dozen **Real Weddings**, a comprehensive **Resource Directory**, **Reception Guide**, and so much more

Kind Words

"It is the most informative magazine in Alaska for brides like me who have no idea what we need or want."

- JV, Fairbanks

"Advertising in **Alaska Bride & Groom** is the best business decision we have ever made. We've tracked our advertising dollars and 50% of our calls are from customers who saw our ad in your publication or reached us through your website. Alaska Bride & Groom will continue to be our first choice for advertising!"

- R&R Productions DJ Entertainment & Event Photography, Wasilla

"A wonderful magazine! I planned my entire wedding using **Alaska Bride & Groom!**"

- RB, Anchorage

"I absolutely love **Alaska Bride & Groom**. Having all the resources in one place is a nice way to know what is available in Alaska."

- EP, Eagle River

"I found EVERYTHING for my wedding through **Alaska Bride & Groom!**"

- TG, Anchorage

"Your magazine was a true asset to me. I loved looking at the dress styles, hairstyles, and photography. I loved looking at the Real Weddings to see who was married and who they used as vendors. I used the Resource Directory and Reception Guide to contact my vendors and figure out who was the best for me. Thank you for that!"

- JK, Palmer

"My fiancé and I think that the magazine is a godsend and would recommend it to anyone planning a wedding in Alaska. Thank you for making our lives much easier in this process."

- KC, Wasilla

"After I advertised in **Alaska Bride & Groom**, my business increased over 400%. **Alaska Bride & Groom** proved to be an extremely effective way to reach my target market."

- Celestial Designs, Wasilla

"I get quite a few weddings from being in your magazine. Keep up the good work!"

- Masters Catering, Anchorage

Reader Profile

Alaska Bride & Groom magazine reaches an impressive market.
Here are a few figures (based on a recent reader survey):



99%

are planning to take a
honeymoon



88%

have not yet decided
on their honeymoon
destination

Average age
of bride: 27

Average age
of groom: 29

Average engagement period:
between 14-17 months

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During the 6 months prior to and following a wedding, the average couple will purchase more products and services than at any other time in their lives, making them highly receptive to marketing initiatives.

What they will do to prepare for
their wedding day?

58% will visit a hair salon

51% will go to a health club

50% will visit a spa

35% are considering cosmetic skin
and/or dentistry treatments

Nearly 1/2 of our readers (46%) do
not currently own a home. What
will this group be purchasing in
the 1st year of marriage?

Nearly 60% will buy a new home

Nearly 50% will buy furniture

32% will purchase insurance

25% will buy a new car

Ad Specifications

Web Ad Dimensions

Ad Type	Pixel Dimension
Leaderboard	728 x 90
Banner	468 x 60
Rectangle	240 x 400
Square	240 x 240

Print Ad Dimensions

Ad Size	Width	Height
1/6 Page Vertical	2.375"	4.875"
1/6 Page Horizontal	4.9375"	2.3125"
1/3 Page Vertical	2.375"	10"
1/3 Page Horizontal	4.9375"	4.875"
1/2 Page Vertical	4.9375"	7.5"
1/2 Page Horizontal	7.5"	4.875"
2/3 Page	4.9375"	10"
Full Page*	8.375" + .125" bleed	10.875" + .125" bleed
Two Page Spread**	16.75" + .125" bleed	10.875" + .125" bleed

Marketplace Ad Dimensions

1/4	3.625"	2"
1/8	3.625"	4.25"

*Live area 7.5" x 10"

**Live area 16" x 10.5" with 1" center gutter

Accepted Print Ready Files

Adobe Acrobat PDF files are the preferred file format. All images need to be a minimum of 300 dpi in CMYK and all fonts embedded. All line art should be saved at 1,200 dpi. **PDF files should be generated using PRESS settings.** For all other file types, all elements that are contained in the ad must be included with file on media and be of high resolution, no less than 300 dpi. **All photos and graphics must be set to CMYK.** We are not responsible for color accuracy in files that must be converted from RGB to CMYK.

Required Format for Web Materials

.JPG, .PNG, .SWF. All files must be 72dpi. Static files with no animation should be a maximum of 150kb file size.

Accepted Media

CD, E-mail, Thumb drive, Dropbox.

Color Proofs

If color accuracy is important, all four-color ads should include a matchprint or equivalent digital color proof. (If an accurate color proof is not provided, publisher will not be responsible for exact color reproduction.)

Production Charges

We offer creative ad design as a service to our clients. The production fee of \$130 includes two client proofing cycles. Production charges will also apply to re-size an existing ad or fix one that was submitted with flaws.

Important Dates

2021

Ad deadline: Oct. 19

On sale: Dec. 9

2022

Ad deadline: Sept 1

On sale: Sept 24

Ad Rates

Important Dates

2021
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On sale: Sept. 24

PRINT AD RATES

Size	Per Issue Rate/ 1 Issue Commitment	Per Issue Rate/ 2 Issue Commitment
Full Page	CALL FOR AD RATES	
2/3 Page		
1/2 Page (V or H)		
1/3 Page (V or H)		
1/6 Page (V or H)		

• 2 page spread available. Please call for size and price.

Resource Directory

Listing runs in 1 magazine issue & 1 year at web site, with a link to your site

Non Display Advertisers.....CALL FOR RATES

Display Advertisers.....No charge

Reception Guide

Listing runs in 1 magazine issue & 1 year at web site, with a link to your site

Non Display Advertisers.....CALL FOR RATES

Display Advertisers.....No charge

WEB AD RATES

Size	1 mo.	3 mo.	6 mo.	1 year
Leaderboard (sitewide)	CALL FOR AD RATES			
Banner				
Rectangle				
Square				

PREMIUM POSITIONS

Position	Per Issue Rate/ 1 Issue Commitment	Per Issue Rate/ 2 Issue Commitment
Back Cover	CALL FOR AD RATES	
Inside Front		
Inside Back		
Page 1		

- Guaranteed Preferred Position add 15% to gross space rate.
- 15% commission to qualified advertising agencies.

MARKETPLACE AD RATES

Size	Per Issue Rate/ 1 Issue Commitment	Per Issue Rate/ 2 Issue Commitment
1/8	CALL FOR AD RATES	
1/4		

MAGAZINE

WEB

MARKETPLACE

Customize your marketing plan!

Print ads, web ads, e-newsletter ads, social media.



Let us create a discounted bundle for you

Alaska
BRIDE
& Groom

presents the

19th Annual
Fall Wedding
Show

Each year, Alaska Bride & Groom presents the Fall Wedding Show, the longest-running wedding show in Alaska, and the only one that is Alaskan-owned. This event includes an exciting afternoon of fashion shows, entertainment, door prizes and more! Our annual wedding show is a great way to showcase your products and services to engaged couples looking for their wedding vendors.

October 3, 2021
Noon-5pm
Alaska Airlines Center

For more information or to reserve booth space, please contact
(907) 868-9050 • weddingshow@alaskabride.com



Contact Us

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To advertise

Please email us at info@alaskabride.com
or call 907-868-9050

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