

SAY "I DO" TO (201) BRIDE.
CALL YOUR ADVERTISING REPRESENTATIVE TODAY.

PUBLISHING TWICE – IN JANUARY AND JUNE 2012

(201) BRIDE

The number one planning tool for Bergen and north Jersey brides-to-be.
AND THE BEST WAY FOR YOU TO REACH THEM.



(201) BRIDE A Magazine of **North Jersey Media Group**

Publishers of: (201) • (201) Home • (201) Health • (201) Welcome
(201) Dining • The Record ... and more than 50 other leading
community magazines and newspapers in North Jersey.

To reserve space in (201) BRIDE or request further information,
call your (201) account representative or (201) 646-6955.



Bergen's first and only bridal magazine.



Classic design, exquisite photography, superior paper stock.

Our goal at (201) BRIDE is to produce a wedding publication like no other in the region or state. From our opening pages to the back of the magazine, (201) BRIDE offers an environment that is free of clutter and perfect for businesses like yours. You can count on your ad standing out no matter where it's positioned.

And our investment in producing a quality editorial product is second-to-none, too. Here are just a few of the unique features that are planned for 2012:

- Delicious confections that match wedding day fashion
- Tablescapes to fill your taste buds with delight
- Complementing bouquets for a bride and her bridesmaids
- Over-the-water bungalows for aquatic-loving couples
- Event planner inspiration boards
- Tips for changing your name
- Places in Bergen to take engagement photos

Reaching brides-to-be in Bergen, northern New Jersey ... and beyond.

(201) BRIDE - and your advertisement - will be seen by future brides, their husbands-to-be and their families living not only in Bergen County, but in Morris, Essex, Hudson, Passaic, Sussex and Rockland (N.Y.) counties as well.

- More than 5,000 copies of each issue will mail to brides-to-be as they begin making their wedding plans.
- Copies will be sold at newsstands throughout the region; Barnes & Noble, major grocers and independent retailers will carry (201) BRIDE.

- Copies will be distributed from the bridal registries of some of the area's top retailers, including Bloomingdale's, Macy's and Neiman Marcus.
- Copies will be handed out at dozens of high-end bridal shows in New Jersey throughout the year.
- Copies will be distributed at elegant shops, boutiques and other wedding-related businesses in Bergen and elsewhere.
- Finally, (201) BRIDE will be mailed to brides-to-be who register on our interactive website, 201BRIDE.NET.

All told, more than 15,000 copies of each edition of (201) BRIDE will be circulated, or 30,000-plus copies annually!

An affordable way to reach a highly desirable audience.

RATES (STANDARD SIZES)	1X	2X
TWO-PAGE SPREAD	\$4,850	\$4,490
FULL PAGE	\$2,695	\$2,495
2/3 PAGE	\$2,025	\$1,875
1/2 PAGE	\$1,595	\$1,475
1/3 PAGE	\$1,150	\$1,065
1/4 PAGE	\$890	\$825
1/6 PAGE	\$655	\$605
1/12 PAGE	\$385	\$355

PREMIUM POSITIONS

	2X
(MUST BUY BOTH ISSUES)	
INSIDE FRONT COVER	\$2,995
PAGE 1	\$2,995
PAGE 3	\$2,745
OPPOSITE CONTENTS	\$2,745
OPPOSITE MASTHEAD 1	\$2,625
OPPOSITE MASTHEAD 2	\$2,625
OPPOSITE EDITOR'S NOTE	\$2,625
INSIDE BACK COVER	\$2,745
BACK COVER	\$3,115

ALL PAGES ARE FULL COLOR.
Rates are gross and commissionable to recognized agencies only. Trim size: 8.375" x 10.875"

Free value-added benefits stretch your ad dollars.

FULL-PAGE OR LARGER ADVERTISERS RECEIVE:

- A bonus four-color profile, including a photograph and 40 words of descriptive copy highlighting your business, in the pages of (201) BRIDE.
- An enhanced Resource Directory listing on 201BRIDE.NET, including a full-color photograph, 40 words of descriptive copy, contact information and link to your website.
- Six months of bride-to-be leads from our exclusive lead service.

FRACTIONAL ADVERTISERS RECEIVE:

- A standard Resource Directory listing on 201BRIDE.NET, including 40 words of descriptive copy and contact information.
- Six months of bride-to-be leads from our exclusive lead service.

Two big advertising opportunities in 2012.

January (Winter/Spring Edition)

Ad space: November 21, 2011

Camera-Ready Materials: November 28, 2011

Publication Date: January 11, 2012

Newsstand Date: January 20, 2012

June (Summer/Fall Edition)

Ad Space: April 23, 2012

Camera-Ready Materials: April 30, 2012

Publication Date: June 13, 2012

Newsstand Date: June 22, 2012



Online exposure at 201bride.net.

201BRIDE.NET is a destination for brides-to-be from all around Bergen County, northern New Jersey ... and across the country! Web-exclusive editorial features, blogs from future brides, photo essays from recent weddings in the area, a comprehensive Resource Directory ...

(201) BRIDE.NET HAS IT ALL.

A limited number of advertising positions and sponsorships are available. Call your (201) Magazine account representative or (201) 646-6955 for a complete rundown on what's available.

