

# DREAM BRIDE

magazine

a division of

CANADA'S  *Bridal* SHOW  
www.CanadasBridalShow.com



2017  
MEDIA KIT

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# *DREAM BRIDE*

*magazine & website media kit*

## Welcome!

Thank you for taking the time to consider an advertising opportunity with Dream Bride Magazine. With the success of three amazing bridal shows, we can now provide the future brides and grooms with an exclusive and FREE magazine at each bridal show, making our circulation of Dream Bride Magazine just over 25,000 people and thousands more viewing the online editions at [www.dreambride.ca](http://www.dreambride.ca).

Our objective is to provide a diverse listing of renowned companies whom offer all the products and services required for brides to plan their dream wedding. The demographics include engaged couples between the ages of 23-32 years old with a combined income of \$75,000+ annually.

Dream Bride is published annually with informative and entertaining editorials, tips, the latest trends and personal checklists. It is also accompanied by the website with our latest editions available for viewing online at [www.dreambride.ca](http://www.dreambride.ca).

Feel free to contact us with any questions at 905.264.7000 or email us at [info@dreambride.ca](mailto:info@dreambride.ca)

The Dream Bride Team

Thousands of Visitors to our 4 Websites

[www.canadasbridalshow.com](http://www.canadasbridalshow.com)

[www.torontosbridalshow.com](http://www.torontosbridalshow.com)

[www.canadasbridaldirectory.com](http://www.canadasbridaldirectory.com)

[www.dreambride.ca](http://www.dreambride.ca)

# DREAM BRIDE

magazine & website media kit

## ADVERTISING RATES & SIZES

Units	Trim Size	Editorial	Price
1/8 Page Ad *includes live link	3.95" X 2.4"		\$300 plus tax
1/4 Page Ad *includes live link	3.95" X 5"		\$500 plus tax
1/2 Page Ad *includes online banner for 6 months and live link	8.1" X 5"	✓	\$1,000 plus tax
Full Page Ad *includes online banner for 1 year and live link	9" X 12"	✓	\$1,500 plus tax
Double Page Spread Ad *includes online banner for 1 year and live link	18" X 12"	✓	\$2,000 plus tax
Inside Front Cover Ad *includes online banner for 1 year and live link	9" X 12"	✓	\$3,000 plus tax
Inside Back Cover Ad *includes online banner for 1 year and live link	9" X 12"	✓	\$2,500 plus tax
Front Cover Image & Feature Editorial *includes online banner for 1 year and live link	9" X 12"	✓	\$5,000 plus tax
Back Cover Ad *includes online banner for 1 year and live link	9" X 12"	✓	\$4,000 plus tax
*NEW* Bride Deal Section *includes live link	3.95" X 2.4"		\$250 plus tax

\*Live Area is 1/4" in from trim (see above) \*\*Bleeds are an additional 1/8" all the way around \*\*\*All files must be submitted as a PDFX-1 file

## PRODUCTION COSTS

\*All logo's, photography and text must be provided

Create final PDF for 1/8 Page Ad	\$100 plus tax
Create final PDF for 1/4 Page Ad	\$200 plus tax
Create final PDF for 1/2 Page Ad	\$250 plus tax
Create final PDF for Full Page Ad	\$300 plus tax
Create final PDF for Double Page Spread Ad	\$400 plus tax
Create final PDF for Inside Front Cover and Back Cover Ad	\$500 plus tax
Create final PDF for Front Cover Image & Editorial Ad or Back Cover Ad	\$500 plus tax
*NEW* Create final PDF for Bride Deal Section	\$100 plus tax

\*All material must be submitted/complete before September 30th, 2016

\*\*Please submit all final PDFX-1 files to:

URL - ftp.dreambride.ca

Username - magazine

Password - uploads\$2014

GET MORE EXPOSURE

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## AD SPECS & INSTRUCTIONS

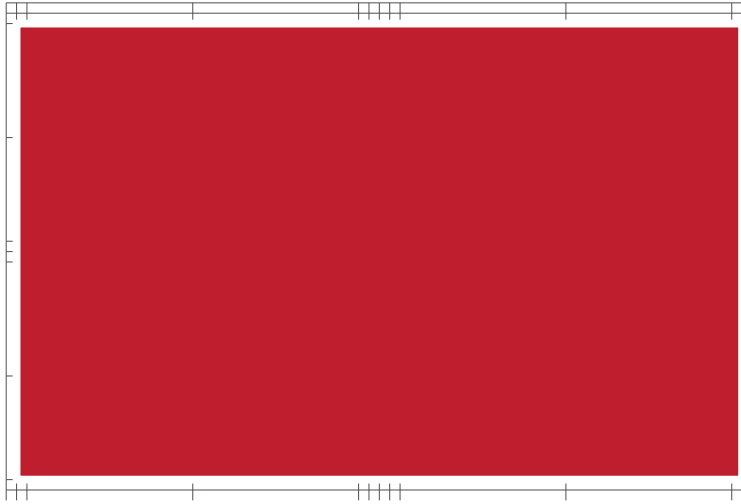
### FRONT BACK COVER / IFC / IBC

FINAL AD SIZE & TRIM: 9" X 12"  
LIVE AREA: 8.5" X 11.5"  
BLEED: 9.25" X 12.25"



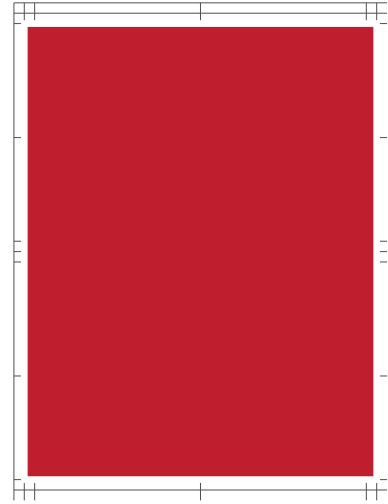
### DPS - DOUBLE PAGE SPREAD

FINAL AD SIZE & TRIM: 18" X 12"  
LIVE AREA: 17" X 11"  
BLEED: 18.5" X 12.5"



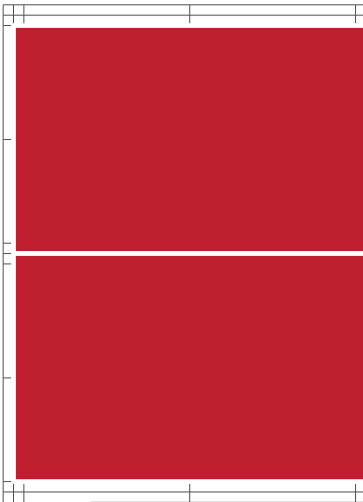
### FULL PAGE AD

FINAL AD SIZE & TRIM: 9" X 12"  
LIVE AREA: 8.1" X 11.1"  
BLEED: 9.25" X 12.25"



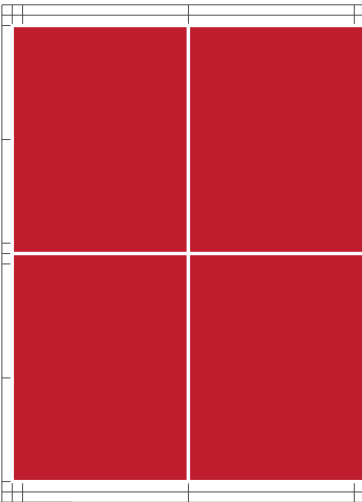
### HALF PAGE AD

FINAL AD SIZE & TRIM: 8.1" X 5"  
LIVE AREA: 7.6" X 4.5"  
BLEED: 8.6" X 5.5"



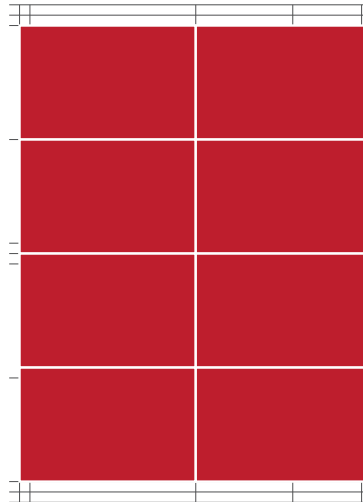
### QUARTER PAGE AD

FINAL AD SIZE & TRIM: 3.95" X 5"  
LIVE AREA: 3.45" X 4.5"  
BLEED: 4.45" X 5.5"



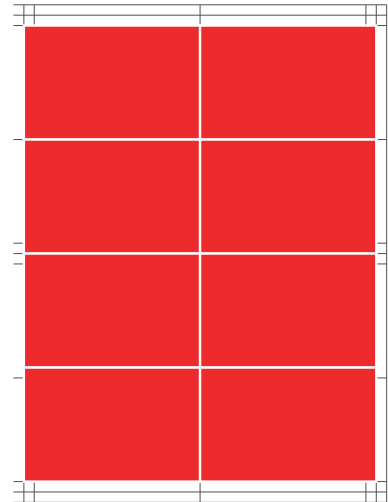
### EIGHT PAGE AD

FINAL AD SIZE & TRIM: 3.95" X 2.4"  
LIVE AREA: 3.45" X 1.9"  
BLEED: 4.45" X 2.9"



### \*NEW\* Bride Deal Section

FINAL AD SIZE & TRIM: 3.95" X 2.4"  
LIVE AREA: 3.45" X 1.9"  
BLEED: 4.45" X 2.9"



Ad formats accepted: **PDF X1**. Jpgs, gifs, powerpoint, excel or word ads will not be accepted.

**All ads must be uploaded or emailed by September 30th, 2016 to our FTP site or sent via email to [info@dreambride.ca](mailto:info@dreambride.ca):**

FTP info: [ftp.dreambride.ca](ftp://ftp.dreambride.ca) / username: magazine / password: uploads\$2014

Please create a folder with your company's name and include all files within that folder.

Ads will be reviewed for clarity and content prior to approval by Dream Bride magazine.

Unapproved ads will need to be replaced or updated as requested.

if you have any questions, please email us at [info@dreambride.ca](mailto:info@dreambride.ca)

# DREAM BRIDE

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FOR OFFICE USE ONLY:

- Ad Received  
 Editorial Received  
 Bride Deal Received

## APPLICATION FOR ADVERTISING IN DREAM BRIDE MAGAZINE & WEBSITE

Please print

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Ext.: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Product or service category (e.g.: Wedding Dresses, Wedding Cakes, Photography, etc) \_\_\_\_\_

### SIZE & RATE (select one or more):

- Front Cover: 9"x12" and Editorial feature inside \$5,000  
 Back Cover: 9"x12" - \$4,000  
 Inside Front Cover: 9"x12" - \$3,000  
 Inside Back Cover: 9"x12" - \$2,500  
 DPS - Double Page Spread - 18"x12" \$2,000  
 Full Page Ad - 9"x12" ~~\$1,500~~ \$1000  
 Half Page Ad - 8.1" X 5" \$1,000  
 1/4 Page Ad - 3.95" X 5" ~~\$500~~ \$350  
 1/8 Page Ad - 3.95" X 2.4" \$300  
 **\*NEW\*** Bride Deal Section 3.95" X 2.4" \$250

### PRODUCTION (optional - select one or more):

\*All logo's, photography and text must be provided

- Front Cover / Back Cover / IFC / IBC (\$500)  
 DPS Ad (\$400)  
 Full Page Ad (\$300)  
 Half Page Ad (\$250)  
 1/4 Page Ad (\$200)  
 1/8 Page Ad (\$100)  
 **\*NEW\*** Bride Deal Section (\$100)

\*All material must be submitted/complete before September 30, 2016\*

RATE	PRODUCTION FEE (IF APPLICABLE):	SUB TOTAL	HST (13%)	TOTAL

Paid by:  Cheque  Visa  MasterCard

\*Please make cheques payable to Dream Bride Magazine

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiry: \_\_\_\_\_

CVV Code: \_\_\_\_\_

Check here if you authorize Dream Bride Magazine to charge your credit card for the balance owing on August 12, 2016

I/We have provided a deposit of \$\_\_\_\_\_ which is 50% of the TOTAL and understand that the owing balance of \$\_\_\_\_\_ is due before August 12, 2016.

#### TERMS AND CONDITIONS:

Advertising space will not be fully confirmed unless this application is accompanied by an up to date cheque in the total amount. One company per ad is strictly enforced (unless prior approval from show management) or an additional fee will be required. No ad sharing permitted. Ad costs include its publication on our printed edition of Dream Bride. Does not include ad design. No monies shall be returned or credited if exhibitor cancels advertising. I/We Understand that this contract shall not become valid until it has been accepted by: Canada's Bridal Show Management. NSF cheque fee is \$25.00. We accept credit cards.

DATE

AUTHORIZED ADVERTISER'S SIGNATURE

PRINT NAME

(I have read the Terms and Conditions)

Return To: Dream Bride Magazine - 136 Winges Rd. Main Floor, Unit 10, Woodbridge, ON L4L 6C4  
 Phone: (905) 264-7000 Fax: (905) 264-7300 www.dreambride.ca E-mail: info@dreambride.ca