

# ATTIRE *Bridal*

## PROFILE

Jonathan James Couture



**Attire Bridal** is a bi-monthly magazine for the bridal retail trade from the publishers of County Wedding Magazines. Attire Bridal has an ABC audited circulation of 3,041\* named individuals in the bridal retail trade and individuals in companies supplying goods or services to the retail bridal trade.

**Attire Bridal** is an invaluable tool for retailers, providing product and market analysis along with all the latest trends set to take the bridal retail world by storm.

**Attire Bridal** provides retailers with detailed information on influential trade shows, financial and legal matters, and reviews on new bridal collections that will help them to make informed and profitable buying decisions.

Created by our in-house design team, **Attire Bridal** contains incisive editorial, themed product features, event previews and much more, presented with aesthetically pleasing style and flair.

**Attire Bridal** has a dynamic on-line presence at [www.attirebridal.com](http://www.attirebridal.com) which acts as a comprehensive source book giving thousands of international buyers immediate access to your business. The website [www.attirebridal.com](http://www.attirebridal.com) includes a supplier directory, allowing readers to contact advertisers in the magazine for more information about their products or services. This service is FREE for current advertisers and it serves as an extra value benefit to those businesses advertising in the magazine. Simple to use and available worldwide 24 hours a day the site currently attracts around 330 visitors every day.

To make sure we are in regular contact with our readers we also send out monthly email newsletters with updates and news about events and the contents of the magazine. Magazine advertisers have the opportunity to place advertisements on these newsletters.



\* Average Net Circulation 3,041  
July 2010 - June 2011

To promote your latest products in the only audited publication for the UK bridal trade contact Clare Perry on +44 (0)1376 535 612 or email [info@attirebridal.com](mailto:info@attirebridal.com).

Attire Bridal, Broseley House, Newlands Drive, Witham, Essex CM8 2UL United Kingdom

Tel: +44 (0)1376 535 612 Fax: +44 (0)1376 535 608

Email: [info@attirebridal.com](mailto:info@attirebridal.com)

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

# ATTIRE

*Bridal*

## ADVERTISING RATES

### ADVERT SIZE

Double Page Spread  
Full Page  
Half Page (Horizontal or Vertical)  
Quarter Page  
On Display

### NUMBER OF ISSUES

1	3	6
£2800	£2600	£2250
£1475	£1350	£1175
£750	£690	£600
£395	£365	£315
£195	£175	£150

### Premium Positions

	1	3	6
Inside Front Cover	£1625	£1500	£1300
Inside Back Cover	£1550	£1425	£1240
Outside Back Cover	£1625	£1500	£1300

### Inserts

Loose inserts (per thousand)	£85
Maximum weight:	20 grams per item
Maximum size:	A4
Bound in inserts / loose inserts (over 20g)	Price available on request

### Newsletter

	1	6	12
Banner (468 x 60 pixels)	£150	£125	£100
Side Ad (300 x 300 pixels)	£125	£100	£75

### Website

	1	3	6
Banner (468 x 60 pixels)	£150	£125	£100
Side Ad (300 x 250 pixels)	£125	£100	£75

NB. Advertisement positions on the website and newsletters are available to magazine advertisers only.

## FEATURES SCHEDULE

### November/December 2011

BBEH Autumn review  
Destination dresses  
Bridal lingerie  
Shoes and attire for babies and toddlers  
Retail insurance

**Advertising deadline: 14/10/2011**

**Issue date: 31/10/2011**

### March/April 2012

BBEH Spring preview  
Bridalwear trends for a/w 2012  
Tiaras and hair decorations  
Bridal bags  
Maximising web presence

**Advertising deadline: 10/02/2012**

**Issue date: 27/02/2012**

### July/August 2012

The Essential Collection preview  
White Gallery review  
Young attendants  
Men's accessories  
Bridal jewellery

**Advertising deadline: 06/06/2012**

**Issue date: 20/06/2012**

### January/February 2012

Spotlight on prom wear  
Formalwear  
Mother of the bride/groom  
Special occasion shoes  
Retailer report 2011

**Advertising deadline: 09/12/2011**

**Issue date: 03/01/2012**

### May/June 2012

White Gallery preview  
BBEH Spring review  
Spotlight on bridesmaids  
Plus size brides  
In store events

**Advertising deadline: 13/04/2012**

**Issue date: 30/04/2012**

### September/October 2012

BBEH Autumn preview  
The Essential Collection review  
Bridal trends for s/s 2013  
Bridal shoes  
Customer service

**Advertising deadline: 10/08/2012**

**Issue date: 28/08/2012**

Please note that this schedule is subject to change. For the latest version, please visit: [www.attirebridal.com](http://www.attirebridal.com)

## MECHANICAL DETAILS

### PRINTED ADVERT SIZES

	Width	Height
Double Page Spread (with bleed)	468mm	325mm
Double Page Spread (trim)	462mm	319mm
Full Page (with bleed)	237mm	325mm
Full Page (trim)	231mm	319mm
Half Page - Vertical	101mm	296mm
Half Page - Horizontal	208mm	145mm
Quarter Page	101mm	145mm
On Display	101mm	69.5mm

### DESIGN SERVICE

If you wish for us to design your advert from artwork supplied please call the design department on +44 (0)1376 535 616 to discuss your requirements.

### GETTING YOUR ADVERT TO US

Ideally adverts will arrive as high-resolution print-ready PDFs / TIFFs / JPEGs. All artwork must be **NO LESS than 300dpi in CMYK**. For suitability of all other formats please call the design department on +44 (0)1376 535 616.

Please email artwork to [artwork@attirebridal.com](mailto:artwork@attirebridal.com), with the company name in the subject field. Alternatively send a CD-ROM including a colour print out by first class post to **Attire Bridal**, Broseley House, Newlands Drive, Witham, Essex. CM8 2UL. We reserve the right to charge for any artwork not provided to specification.

If emailing large artwork please compress files using ZIP or STUFFIT.



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