

2016 Media Kit

The Resource for Bridal and Wedding Professionals

VOWS Magazine's mission is to fully engage today's wedding professionals with uniquely tailored content that resonates, educates and reassures.

The business of bridal is presented within a premium-quality print and digital environment that is informative, entertaining and influential.

About Us

Value-Added Marketing

Demographics

Edit Calendar and Due Dates

Rates and Ad Options (Print)

Specifications (Print)

Rates and Ad Options (Digital)

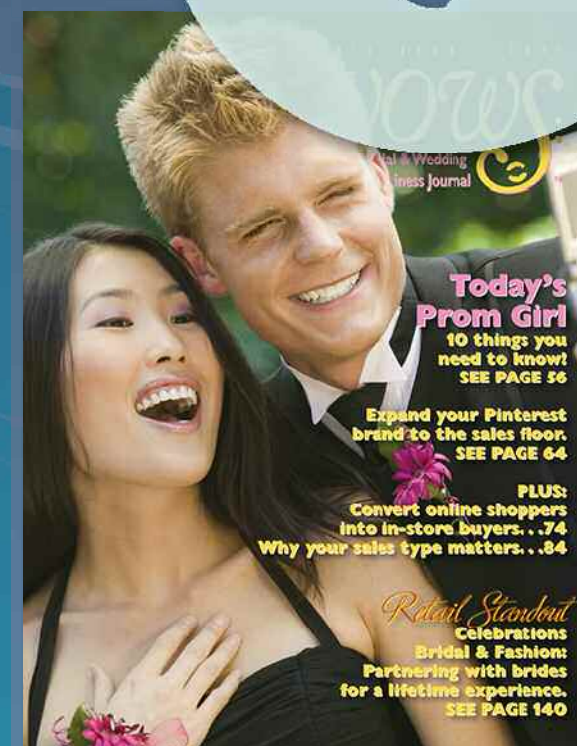
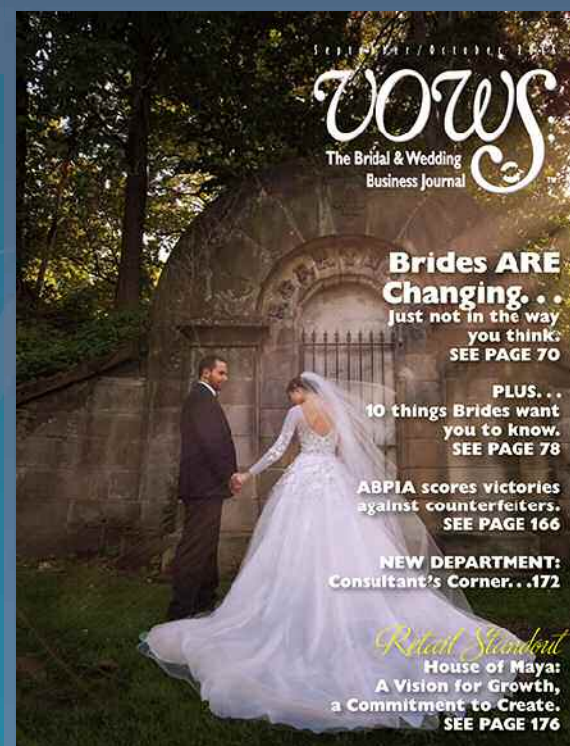
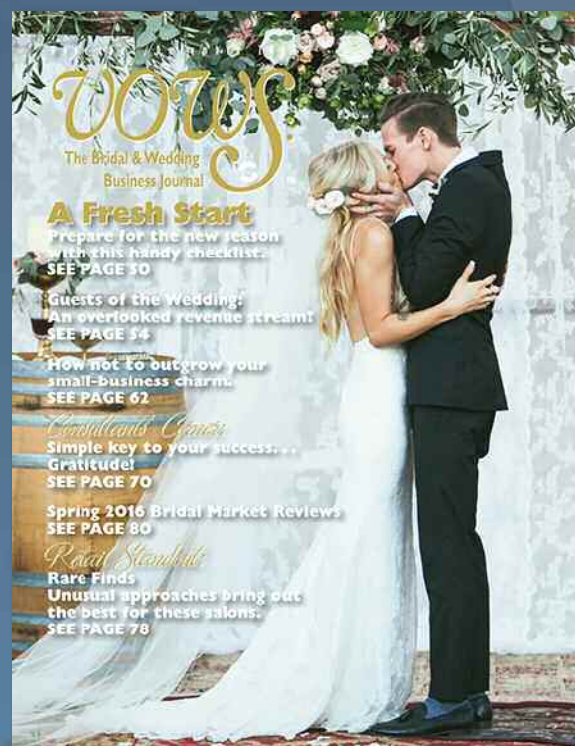
Publisher: Peter Grimes,
peter@vowsmagazine.com

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Advertising Manager: Matt Grimes,
matt@vowsmagazine.com

Creative Director: Karl Nazarro,
karl@vowsmagazine.com

949-388-4848
www.vowsmagazine.com



VOWS Magazine, published in print and digitally six times per year, is driven by a fundamental emphasis on integrity, on fully engaging today's wedding professionals with uniquely tailored content that resonates, educates and reassures.

For more than 25 years, it has been a mission we've taken very seriously, and yet we still strive to earn our readers' trust with each issue.

Our team is dedicated to bringing the industry the information it needs presented within a quality environment (print and digital) that informs, entertains and influences.

Consequently, VOWS is a compelling publication that designers and suppliers can benefit from being associated with, as brands can be well positioned within a medium salon owner's view as their independent, trusted and reliable source.

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Salons profiled within the pages of VOWS and active readers include:

Amanda-Linas Sposa Boutique
Azteca Bridal
Becker's Bridal
Brickhouse Bridal
Bridal and Formal of Cincinnati
Bridals by Lori
Bridal Garden
Bridal Reflections

Bridal Superstore by Posie Patch
Bridal Trousseau
Carlisle's of Pittsburgh
Catan Fashions
Chic Parisien
Doreen Leaf Designs
Fontana Couture
House of Maya
J&B Bridal
Kleinfeld
Low's Bridal
Mark Ingram Atelier
MB Bride and Special Occasion
Mestad's Bridal
Mon Amie Bridal Salon
Poffie Girls Bridals
Special Memories
The Bridal Centre
The Bridal Collection
Vera's House of Bridals
Weddings by Debbie

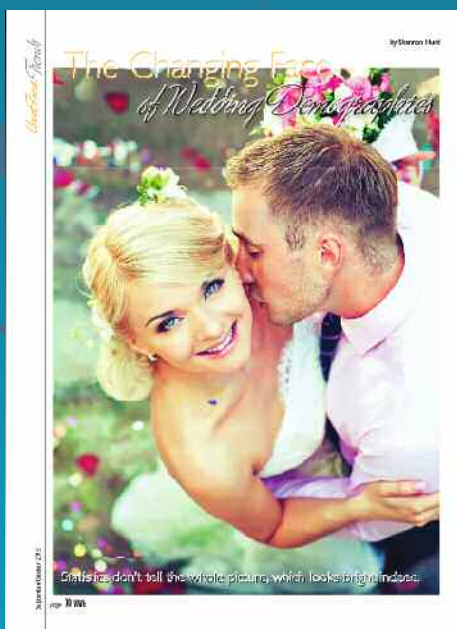
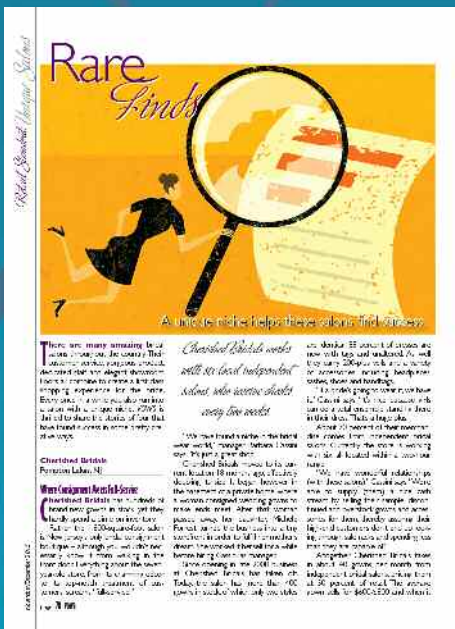
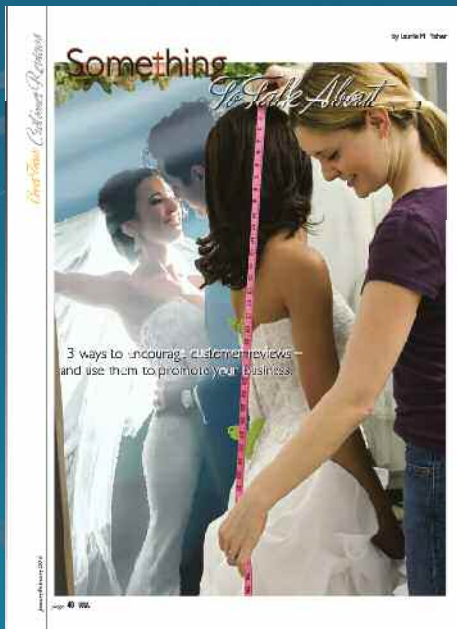
According to VOWS subscribers, 80% read every issue cover to cover... and a whopping 90% keep some or all issues for future reference!

VOWS is a trusted source for articles on:

- Design and product trends
- Business strategies and buying techniques
- Merchandising how-tos and display suggestions
- Cutting-edge social-media strategies for small business
- Updates on the bride's changing shopping behaviors
- Sales floor selling tips
- Marketing ideas
- Updates on the companies and products of the industry

VOWS Magazine

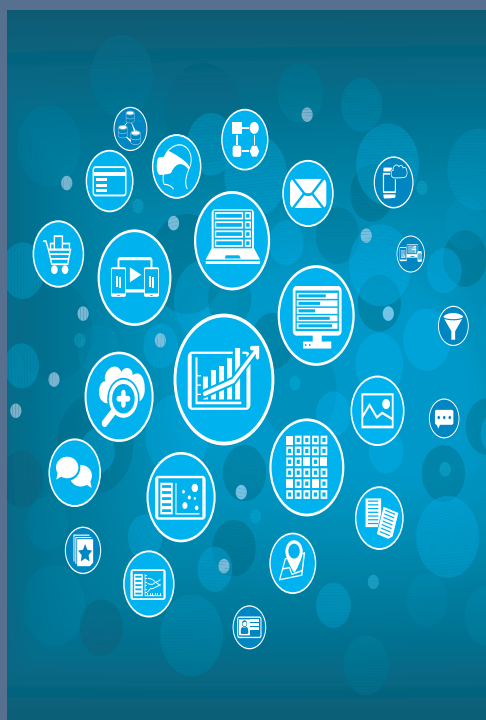
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Why VOWS and why now?
Connecting with your accounts and prospects, and reinforcing your brand, is what VOWS does best. . .
at a time it is needed most.

Value-Added Marketing

VOWS Magazine offers its advertisers numerous channels through which to get their products and messages in front of bridal salon owners worldwide.



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VOWS Insight
Monthly digital newsletter
delivered to salon owners

VOWS Affiliate Readership

- Bridal Consumer Media
- Business Consultants
- Markets and Conventions
- Reps

VOWS Social Media

VOWS E-Magazine
Digital replica of print product,
enhanced with ad link program
and multi-media options

VOWS Readers
32,000 readers per issue
6 editions per year

VOWS Editorial Sections

- Designer Spotlight
- Company Updates
- Retail Standout
- Industry Tidbits
- Advice Column
- Bridal Retail “how-tos”
- Industry Calendar
- Classified Section

VOWS Online Directory
Cross-referenced by
product category,
collection name

VOWS Bonus Distribution
Market distribution and sponsorship:

National Bridal Market	COUTURE: LA
NY International Bridal Market Week	Dallas: The One
COUTURE: NY	Atlanta: VOW New World of Bridal

VOWS Magazine.com
Industry news, featured salons,
sponsored content,
posted as it happens

Bonus Circulation:

Three issues offer an additional average of 4,000 copies distributed at bridal and prom markets!

Active and Loyal Readers:

78% have subscribed for 10+ years

65% “archive” at least two years of VOWS issues in their stores

72% read most or all ads

78% read every issue thoroughly

88% indicate VOWS helps them in their product-buying decisions

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VOWS Magazine and digital editions are published six times per year, read by 10,000 active bridal salon buyers, in-store bridal consultants, store owners, wedding planners, formal wear specialists, and industry affiliates including consumer media, reps and markets.

Our database is fully researched and continually updated, guaranteeing that your message is being seen by the most influential salon owners, sales consultants, wedding planners, formal wear specialists, reps and media.

With an average 3.2 readers per copy, VOWS is read by **32,000** bridal and wedding professionals in North America.

Edit Calendar And Due Dates

Deadline Calendar
Edit Materials: 12/4/2015
Ads: 12/18/2015

Mails to stores: 1/7/2016 Digital Release: 1/7

Edit Materials: 1/22/2016
Ads: 2/12/2016

Mails to stores: 3/3 Digital Release: 3/3

Edit Materials: 3/18/2016
Ads: 4/8/2016

Mails to stores: 5/6 Digital Release: 5/5

Edit Materials: 6/3/2016
Ads: 6/24/2016

Mails to stores: 7/10 Digital Release: 7/8

Edit Materials: 7/22/2016
Ads: 8/12/2016

Mails to stores: 9/6 Digital Release: 9/6

Edit Materials: 9/30/2016
Ads: 10/14/2016

Mails to stores: 1/1/17 Digital Release: 1/1/17

Editorial Focus
January/February 2016
• Men's Formal Wear • Destination Bridal

March/April - Fall 2016 Bridal Market Issue *
• Fall Fashion Trends

May/June
• The Bridal Party • Wacky Bridal Facts

July/August - Prom/Special Occasion & LA Bridal Market Issue *
• Prom and Special Occasion • Branding: Bridal Store or Social Occasion?

September/October - Spring 2017 Bridal Market Issue *
• Spring Bridal Trends

November/December - Reader's Choice Edition
• Post Market

*** (Bonus Distribution)**

VOWS Editorial Submission - Place your company news in front of VOWS readers!

VOWS advertisers have the exclusive opportunity to submit product and news announcements for editorial placement, and are welcome to e-mail

VOWS editor Shannon Hurd Shannon@vowsmagazine.com with the following specs:

-Editorial images: 5x7, 300 dpi without logo or text embedded. Label files with style number or name.

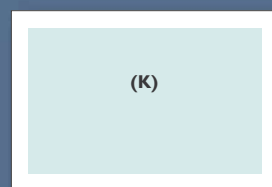
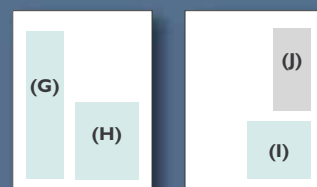
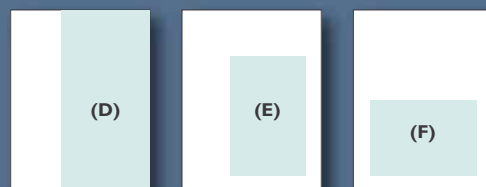
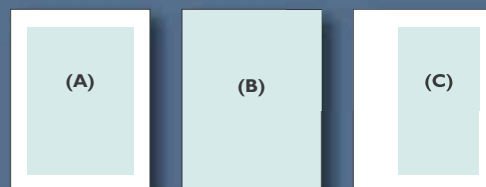
-Text announcements: max 250 words.

PLEASE NOTE: As VOWS is directed toward bridal buyers, please submit news and other announcements that is of interest to storeowners rather than brides.



2016 Rates

Display Dimensions



Size	Width	x	Depth
(A) Full page	7"	×	10"
(B) Full bleed	8 7/8"	×	11 3/8"
(C) 2/3 vertical	4 1/2"	×	9 1/8"
(D) 2/3 bleed	5 1/2"	×	11 3/8"
(E) 1/2 vertical	4 1/2"	×	7"
(F) 1/2 horizontal	7"	×	4 1/2"
(G) 1/3 vertical	2 1/4"	×	9"
(H) 1/3 horizontal	4 1/2"	×	5"
(I) 1/4	4 1/2"	×	3 3/4"
(J) 1/6 *(B&W only)	2 1/4"	×	4 5/8"
	4 5/8"	×	2 1/4"
(K) Two-page spread	15 1/2"	×	10"
(L) Spread bleed	17 2/5"	×	11 3/8"

Digital dividends!

VOWS print edition advertisers now receive bonus exposure through our Digital Ad Link Program through our online digital version, distributed to the VOWS bridal salon and wedding consultant e-mail list. (View VOWS Digital page 9 for details).

For subscribers, the digital edition offers a powerful tool for quickly searching its content, for sharing the magazine with other members of their teams, for creating an archive they can return to time and again... and importantly, an option to click directly through to your ad!

For advertisers, VOWS digital edition provides a clickable insertion, taking subscribers to any URL you choose. Best of all, the digital insertion is included in the price of the print insertion – value-added with a high-tech spin!

There are additional options, such as adding a video file or gallery on your digital ad*.

Please contact for rates and details.

* Should be hosted by an independent hosting site and an active URL must be supplied (YouTube, Vimeo, Photobucket, etc).

FOUR COLOR

Size	1 Issue	3 Issues	6 Issues
Full page	\$2,570	\$2,402	\$2,243
2/3	2,221	2,076	1,941
1/2	2,009	1,878	1,757
1/3	1,802	1,687	1,580
1/4	1,575	1,474	1,380

BLACK AND WHITE

Size	1 Issue	3 Issues	6 Issues
Full page	\$1,775	\$1,585	\$1,474
2/3	1,500	1,355	1,256
1/2	1,240	1,117	1,036
1/3	1,050	941	874
1/4	835	752	698
1/6*	398		

Second Color Rate (process only): \$450

Fifth Color: Earned four-color rate plus \$450

Metallic: Earned four-color rate plus \$600

Covers (Four Color)

	1 Issue	3 Issues	6 Issues
Inside front/back	\$2,817	\$2,631	\$2,457
Back cover	2,940	2,745	2,565

Front cover unavailable.

Special Position: 10% additional.

Bleed Rates: 15% additional.

Inserts: Call account rep for specifics.

Trim Size: 8 3/8" x 10 7/8"

Bleed: Add 1/4" on all four sides.

For special promotions and rate for more than 6 pages a year, contact Peter Grimes, 949-388-4848.

Designer Suggestions:

- Set the document size to an individual page trim size.
- Make pages bleed a minimum of 1/8" on **all four sides** of a page (printer prefers 1/4").
- Keep a 1/4" type-to-trim safety margin on all sides of a page (1/8" minimum).
- Place multiple pages into one native file document.
- Using Quark or Adobe InDesign is preferred.
- Send only the files used in your ad.
- Supply a proof only from the supplied electronic file for color-critical work.
- Define spot colors to be 100% of a process color for 2- and 3-color jobs.

Images and Graphics

- Scan bitmap TIFF images at a minimum of 1200 dpi. A lower dpi will cause stair-stepping. Convert Monotone, Duotone, Tritone and Quadtone images in Photoshop to CMYK images.
- Eliminate unnecessary Channels and Layers from graphics and image files before placing in a page layout file.
- Create gradients in a raster program, such as Photoshop, to avoid banding.
- Don't place TIFF images in graphic boxes with a fill of None.
- Make the background white if there is nothing that needs to show through. Put a clipping path around images if there is art that needs to show through.
- Don't enlarge or reduce your images by more than 20%.
- Don't save your Photoshop images with Halftone Screens and Transfer Functions.

Layouts

- Clear off material from the pasteboard before submitting the file.
- Don't rotate images inside page layout applications.
- Don't apply a line thickness of "Hairline" to rules (minimum rule=.5 pt).
- Don't use white boxes to cover up old material in a page layout file.

VOWS will adjust native layout files submitted by advertiser if they do not meet mechanical specifications.

VOWS Magazine Specifications

Trim of magazine: 8-3/8" x 10-7/8".

Plating: Computer to plate.

Printing: Web offset 4-color process. Binding: Perfect and saddle stitch.

Preparing Digital Files

- Final layout files will be accepted on CD, DVD or via FTP or online transfer services.
- Acceptable software: QuarkXPress 10, Adobe CC and below. Note: Please label disk with issue date, contact person and phone number.
- Include a file directory printout for all disks, as well as printouts of all layouts or images for print.
- Preferred Platform: Macintosh. DPI: 300.
- Illustration programs should not be used to create layout files.
- Create all black type with 100% blacks. No type with "rich blacks" containing additional percentages of cyan, magenta, or yellow.

Preparing Scans and Image Files

- Embedded files such as TIFF/BIT, EPS or PDF files are acceptable only when sent with native files (original art) to ensure trouble-free output. **We cannot adjust embedded files without native resource links.**
- Supply all live scans/high resolution images in CMYK. TIFF format is preferred, EPS and PDF formats are acceptable. Supply ALL final image files used in the page layout files. If an image file contains embedded or nested images, supply the original artwork as well to ensure trouble-free output of your files.
- If you are using Quark EPS files in your layout, please supply the original file to ensure trouble-free output of your files.
 - Set all black type to overprint in all supplied illustration files.
- Convert all colors in layout files and image files to CMYK.
- Do not send image files with ICC profiles.

Fonts

- If you cannot outline or embed fonts, supply a copy of all screen and printer fonts used in your page layouts and in your EPS files. Acceptable fonts: Type 1, True Type and OTF fonts. To prevent the need for supplying screen and printer fonts, Photoshop and Illustrator files must have fonts rasterized/converted to outlines.

Required Proof Specifications

- If you have color-critical or reproduction concerns, color proofs that are certified SWOP format for 4-color reproduction should be submitted.
- Acceptable: Epson, ImationTM MatchprintTM; Kodak Approval Digital Color Proofing System; IRIS Pro SWOP; FUJI Color-Art[®] System CR-T4 SWOP. Black and white lasers for all versions containing black copy. Provide accurate copy of type so we can handle font problems and re-flow errors. Hard copy proofs should have crop marks indicating trim.

Digital Full-page Ads

- Printer requests no color bars, crops or registration marks on your final **digital** files. Outputting color bars, crops and registration marks on your **hard-copy** proofs is acceptable. If your design has a page bleed, add an additional .25" around all sides to cover printer's bleed preferences (.125" is acceptable). All live copy should be within .125" from page trim of 8.375" x 10.875". Final bleed size should be 8.875" x 11.375". For spreads, 17.25" x 11.375".

Send Ad Material to:

VOWS Magazine
24 Daisy St., Ladera Ranch, CA 92694
949-388-4848, FAX 949-388-8448

FTP Sign-on Instructions

Available by request to:

Karl Nazarro - Karl@vowsmagazine.com

To contact VOWS

For ad information:

Peter Grimes, Publisher

peter@vowsmagazine.com

949-388-4848 direct

Matthew Grimes,
Advertising Manager

matt@vowsmagazine.com

949-388-4848 direct

For editorial:

Shannon Hurd, Editor

shannon@vowsmagazine.com

720-936-3326 direct

For accounting:

Kori Grimes,
Business and Finance

kori@vowsmagazine.com

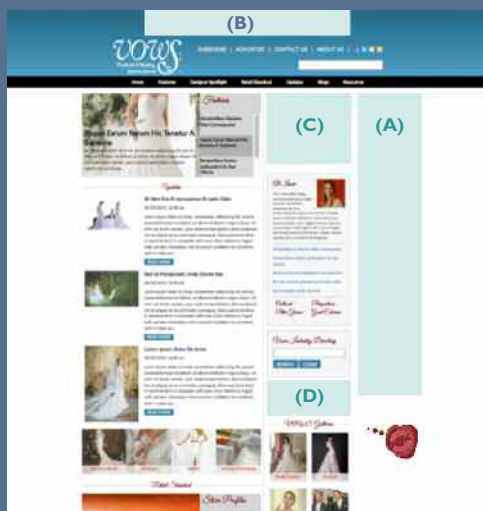
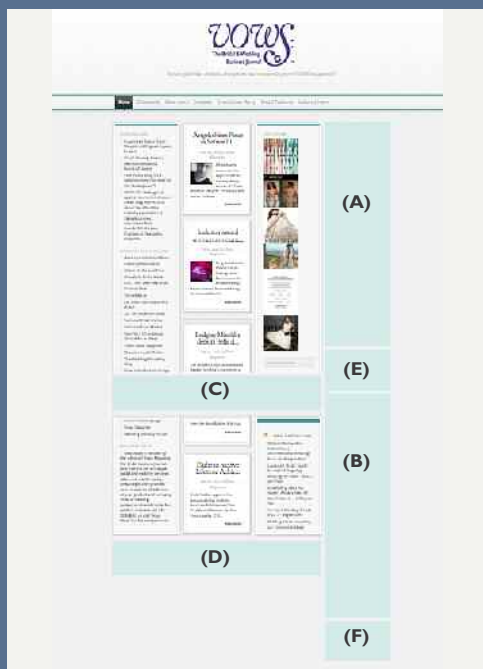
949-388-4848 direct

For production:

Karl Nazarro,
Creative Director

karl@vowsmagazine.com

720-849-1739 direct



Newsletter

Drive bridal buyers to your website with advertising and sponsorship opportunities with VOWS Insight, our monthly e-letter sent to bridal buyers, salon owners and wedding professionals.

Leaderboard, skyscraper, banner and button advertisement positions are available.

Cost Per Ad:

SKYSCRAPER (two positions available)

120W x 600H pixels

A. Top \$500 **B.** Bottom \$475

BANNER (two positions available)

728W x 90H pixels

C. Middle \$325 **D.** Bottom \$300

BUTTON (two positions available)

300W x 125H pixels

E. Top \$150 **F.** Bottom \$100

AD SPECS:

Maximum file size: 50k, Resolution: 72dpi

File types supported: GIF, JPEG

Note: Color must be RGB for web.

VOWS Website

VOWS Magazine's website offers advertisers an attention-grabbing and cost-effective advertising option, with discounted rates available to VOWS print advertisers.

Currently skyscraper and button ad position are available, and rotated equally, with a maximum of four ads per position.

AD Rates:

A. SKYSCRAPER 120W x 600H pixels \$300

B. BANNER 728W x 90H pixels \$325

C. BUTTON 300W x 250H pixels \$150

D. HALF BUTTON 300W x 125H pixels \$100

VOWS magazine advertisers: Contact **Matt Grimes, 949-388-4848** for your rate.

VOWS Digital Edition

For subscribers, the digital edition offers a powerful tool for quickly searching its content, for sharing the magazine with other members of their teams, for creating an archive they can return to time and again... and importantly, an option to click directly through to your ad!

For advertisers, VOWS digital edition provides a clickable insertion, taking subscribers to any URL you choose.

VOWS Digital Edition Ad Link Program:

Add a video file, photo gallery or audio file to your ad. Or embed a flipbook catalog or sell sheet. Please call **Matt Grimes, 949-388-4848** for details and quotes.



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peter@vowsmagazine.com

949-388-4848 direct

Matthew Grimes,

Advertising Manager

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