

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/Unique Content

Value-Added Marketing

Demographics

Editorial Calendar/Deadlines

Rates and Ad Options (Print)

Specifications (Print)

Rates and Ad Options (Digital)

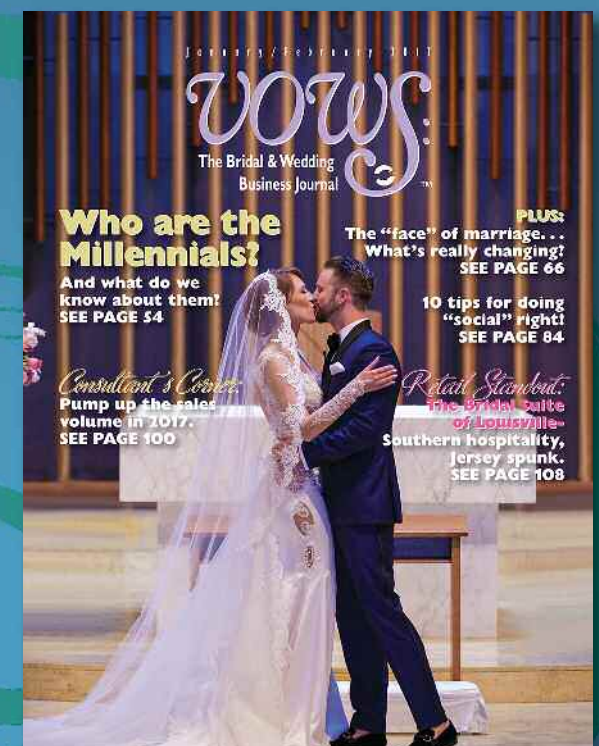
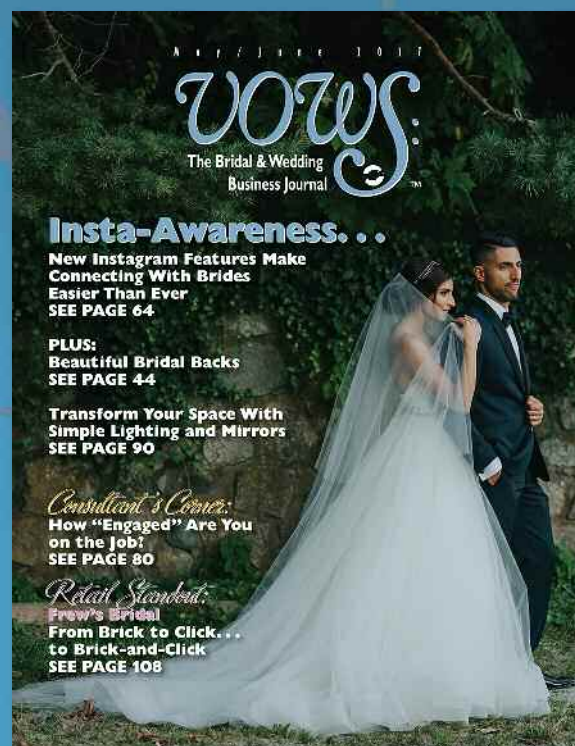
Publisher: Peter Grimes,
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matt@vowsmagazine.com

Creative Director: Karl Nazarro,
karl@vowsmagazine.com

949-388-4848
www.vowsmagazine.com



VOWS is a trusted source for articles on:

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

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Who Are the Millennials?

by David Green



17 things bridal retailers need to know about them.

1. They're a demographic without a popular press presence. Despite something about the Millennials.

About their brand loyalty, media use, employment, philanthropic interests or religious practices.

The Millennials – largely considered those born in the first two decades of the 20th century – are perhaps the most studied, scrutinized and investigated generation in U.S. history. And they're also the industry's largest, growing generation, according to the Pew Research Center. With some 77 million members


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10 Reasons Your Competitor Has More Sales Than You

by Amanda Bazzani



What are they doing that you should be too?

1. They're putting in long hours at work. You've hired good staff and you're a great advertiser. However, your sales aren't as high as you'd like them to be.

Your competitor across town, however, seems to be booming. So what's the secret to her success? Has she's 10 things successful retail sales are all about. On these days to look down at her office and do what you're doing. On these days to look down at her office and do what you're doing.

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Advertising 101

10 ways to reach a potential customer

1. **Concave Video FAQs.** Any bride who can help well beyond the image of a local industry player with a video, which features charming, customer service people answering frequently asked questions. Some, many businesses already have written FAQs on their websites. But there is something to be said for going the extra mile and offering the personal touch that's inherent in the video medium.

2. **Recruiting.** Clients that many bride shops already have video testimonials for their business, as well as putting places so when doing these new production on YouTube is a no-brainer.

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4. **New Video Clips.** The beauty of posting your business news to YouTube is that your information is not viewed down in any other way, which is a huge benefit.

5. **Focus Groups.** Many sophisticated YouTube users are also using the service as a free testing ground for commercials they plan to run on cable and broadcast TV and elsewhere on the Web.

6. **Customer Communications.** When an email or friendly phone call simply doesn't do it, many businesses are posting videos to YouTube to connect in

How To Create Your Own YouTube Channel

Setting up a YouTube channel for your business is a must in order to do so. However, you must first have a Google account. NOT all can use your personal Google account to create a business YouTube channel, and the separation between the two is necessary.

First DON'T have a Google account.

- Go to www.youtube.com and click "Sign in" (top right corner).
- Select "Create account" and it will prompt you to create.
- Click on "I'm a business" (bottom right corner).
- Click on "Create a new channel".
- Name your channel and select the category that best describes your business.
- Create a Google+ page. Automatically for you to create under this name as well.

First DO have a Google account.

- Go to www.youtube.com and click "Sign in" (top right corner).
- Sign in with your Google email address.
- Click on "I'm a business" (bottom right corner).
- Click on "Create a new channel".
- Name your channel and select the category that best describes your business.
- Create a Google+ page. Automatically for you to create under this name as well.

Changing Face of Retail

by Sharon Ford



The landscape is shifting out: bridal salons are better positioned than most.

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Wish and a Prayer

by Kate Roberts



Standing on a street corner in the heart of Minneapolis, Minnesota, the destination is clear.

1. They're putting in long hours at work. You've hired good staff and you're a great advertiser. However, your sales aren't as high as you'd like them to be.

Your competitor across town, however, seems to be booming. So what's the secret to her success? Has she's 10 things successful retail sales are all about. On these days to look down at her office and do what you're doing. On these days to look down at her office and do what you're doing.

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Spring 2018 Market Pictorial

by Kate Roberts



Market Coverage

Market	Coverage
Atlanta	100%
Boston	100%
Chicago	100%
Dallas	100%
Denver	100%
Detroit	100%
Houston	100%
Los Angeles	100%
Manhattan	100%
Minneapolis	100%
Miami	100%
Montreal	100%
New York	100%
Phoenix	100%
Pittsburgh	100%
Portland	100%
Raleigh	100%
San Antonio	100%
San Diego	100%
Seattle	100%
Tampa	100%
Washington	100%
Wichita	100%

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Montreal	100%
New York	100%
Phoenix	100%
Pittsburgh	100%
Portland	100%
Raleigh	100%
San Antonio	100%
San Diego	100%
Seattle	100%
Tampa	100%
Washington	100%
Wichita	100%

80% of VOWS subscribers read each issue cover to cover...and 90% keep some or all issues!

Value-Added Marketing

VOWS Magazine offers numerous channels to get 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

f t in in in

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 Chicago
COUTURE: NY

Dallas: The One
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 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

72% read most or all ads

78% read every issue thoroughly

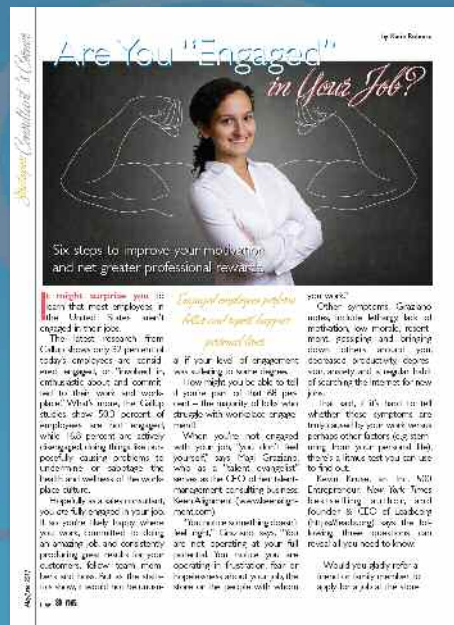
88% indicate VOWS helps them in their product-buying decisions

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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.

Salons profiled (and long time subscribers) include:

Amanda-Linas Sposa Boutique; Azteca Bridal; Becker's Bridal; Brickhouse Bridal; Bridal and Formal of Cincinnati; Bridals by Lori; Bridal Reflections; Bridal Superstore by Posie Patch; Bridal Trousseau; Chic Parisien; Doreen Leaf Designs; J&B Bridal; Kleinfeld; Low's Bridal; Mark Ingram Atelier; MB Bride and Special Occasion; Mestad's Bridal; Mon Amie Bridal Salon; Special Memories; The Bridal Centre; The Bridal Collection; Vera's House of Bridals; Weddings by Debbie

Edit Calendar And Due Dates

Deadline Calendar
Edit Materials: 12/5/2017
Ads: 12/19/2017

Mails to stores: 1/9/2018 Digital Release: 1/10

Edit Materials: 1/23/2018
Ads: 2/13/2018

Mails to stores: 3/5 Digital Release: 3/6

Edit Materials: 3/20/2018
Ads: 4/10/2018

Mails to stores: 5/7 Digital Release: 5/9

Edit Materials: 6/4/2018
Ads: 6/22/2018

Mails to stores: 7/10 Digital Release: 7/12

Edit Materials: 7/23/2018
Ads: 8/10/2018

Mails to stores: 9/6 Digital Release: 9/10

Edit Materials: 10/5/2018
Ads: 10/19/2018

Mails to stores: 11/15 Digital Release: 11/6

Editorial Focus
January/February 2018
• Selling Techniques • Marketing

March/April - Fall 2018 Bridal Market Issue *
• Fall Fashion Trends

May/June
• Post-Market Wrap-up • Selling Tips
• Wedding Apparel Niches

July/August - Atlanta Prom Market *
• Spring Preview • Social Occasion

September/October - Spring 2019 Bridal Market Distribution *
• Spring Bridal Trends

November/December
• Trends and Predictions for 2019 • Post-Market Wrap-Up

*** (Bonus Distribution)**

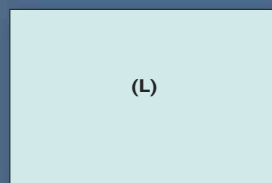
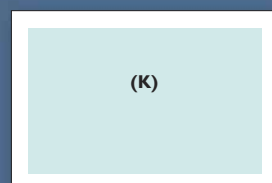
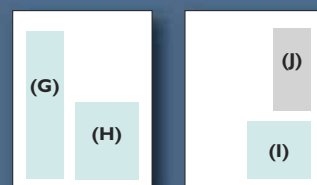
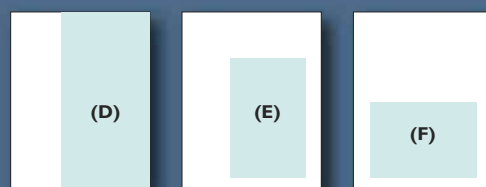
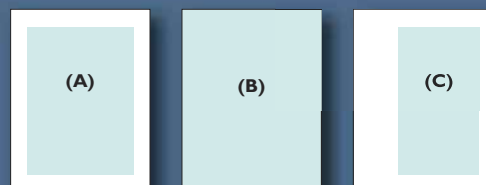


Gowns are showcased in the Designer Spotlight section (above); company news is published in the Market Updates section. Both sections are also published online.



2018 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"
(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.

For subscribers, the digital edition offers a powerful tool for quickly searching its content, for sharing with other members of their teams, for creating an archive they can return to time and again... and importantly, 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. See active sample links on page 8 of this Media Kit!)

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, Imation™ Matchprint™; 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

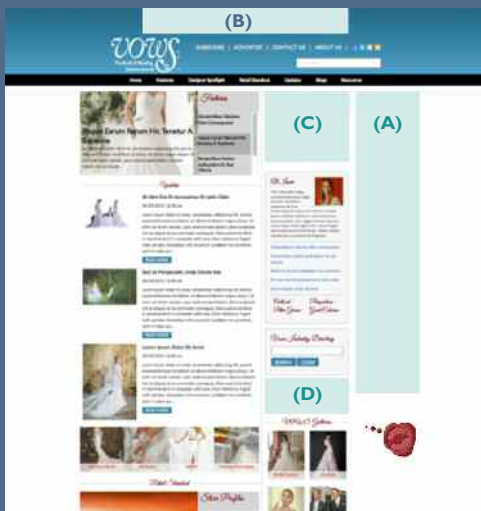
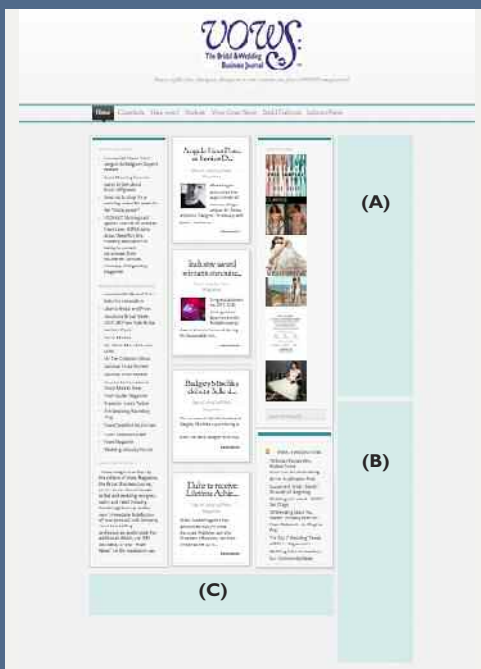
949-388-4848 direct

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

728W x 90H pixels

C. Bottom \$300

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.



To contact VOWS

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peter@vowsmagazine.com

949-388-4848 direct

Matthew Grimes,

Advertising Manager

matt@vowsmagazine.com

949-388-4848 direct

For editorial:

Shannon Hurd, Editor

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