

YOUR COMPLETE SEMI-ANNUAL BRIDAL MAGAZINE



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

- Reception Locations
- Rental Companies
- Seating Charts
- Guest Favours
- Musical Choices
- Wedding Dresses
- Shoes & Accessories
- Floral Selections
- Photography
- Bridal Party Apparel
- Caterers
- Wine & Beverage
- Transportation
- Writing Vows
- Planning Calendar
- & More...



Contact your Sales Representative at 905.579.4400 or visit us at: [www.beautifulbeginningsbridal.com](http://www.beautifulbeginningsbridal.com) to view online issues and for advertising rates

# Rate Card Winter 2011 & Spring 2012

## PRODUCTION SCHEDULE:

### FALL/WINTER ISSUE 2011

Date of Distribution	Ships to Press	Material Deadline	Booking Deadline
First Week of June 2011	May 25, 2011	May 18, 2011	May 13, 2011

### SPRING/SUMMER ISSUE 2012

Date of Distribution	Ships to Press	Material Deadline	Booking Deadline
First Week of December 2011	Nov 11, 2011	Nov 2, 2011	Oct 28, 2011

  
Connected to your community™  
[www.durhamregion.com](http://www.durhamregion.com)

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

# Press Run 10,000

Beautiful Beginnings Bridal Magazine carefully selects the distribution areas to reflect where future brides and grooms may pick up or read information on bridal services.

As part of our delivery, we chose over 400 hair salons and spas across Durham Region where Beautiful Beginnings Bridal magazine will be displayed along side other fashion and hair magazines. This magazine can be found in the waiting areas and is often read by more than one person. We have also targeted bridal related businesses such as; bridal boutiques, select floral shops and more.

In addition to this, we provide copies of our magazines to brides and grooms who attend the Metroland bridal shows in the winter and early fall each year. An on-line version of Beautiful Beginnings Bridal Magazine is also available in PDF format at [www.beautifulbeginningsbridal.com](http://www.beautifulbeginningsbridal.com)

Beautiful Beginnings Bridal Magazine is also available for pick up at Oshawa Whitby Clarington This Week newspaper located at 865 Farewell Street South, Oshawa, Ontario. 905.579.4400.

# Beautiful Beginnings

BRIDAL MAGAZINE

## YOUR COMPLETE BRIDAL MAGAZINE PUBLISHING TWO TIMES PER YEAR!

Beautiful Beginnings Bridal Magazine is a magazine dedicated to providing future brides and grooms current and relevant information on how to plan their ideal wedding. Our writers feature the hottest new designs in bridal wear, tuxedos and fashion providing the latest in tips from choosing your photographer to choices offered in cake design. Thoughtfully planned out and designed, this magazine has enjoyed repeat readership over the course of the year. Many of our readers are surprised that this upscale magazine has been made available to them in Durham. It's everywhere. Publishing two times per year, Beautiful Beginnings Bridal Magazine is offered on full colour glossy stock at impressive rates for our advertisers. Plan to be a part of this fabulous magazine which offers well written articles, showcasing beautiful pictures while providing a list of who's who in the bridal service industry.



“ The only source to use when planning your special day ”

– Monique Lea,  
*Beautiful Beginnings Bridal Magazine*



# Beautiful Beginnings

BRIDAL MAGAZINE

## ADVERTISING RATES:

### FULL COLOUR

	1x insert	2x insert
Full Page	\$1,338 each	\$1,258 each
2/3 Page	\$1,076 each	\$996 each
1/2 Page	\$839 each	\$681 each
1/3 Page	\$604 each	\$524 each
1/6 Page	\$314 each	\$289 each

### OTHER

Business Directory	\$230 each	\$209 each
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### PREMIUM POSITIONS

	1x insert	2x insert
Inside Back Cover	\$1,469 each	\$1,364 each
Inside Front Cover	\$1,574 each	\$1,469 each
Full Page on 3	\$1,574 each	\$1,469 each
Back Cover	\$1,784 each	\$1,574 each

Position guarantees, add 25% to rate.

Rates in effect from February 2011.

## ADVERTISING SPECIFICATIONS:

Full Page with bleed	8.5" x 11.125"
Full Page without bleed	7.785" x 10.575"
2/3 Page	5.125" x 10.375"
1/2 Page (Horizontal)	7.785" x 5.125"
1/3 Page (Horizontal)	5.125" x 5.125"
1/3 Page (Vertical)	2.5" x 10.375"
1/6 Page (Vertical)	2.5" x 5.125"
Business Directory	3.75" x 2.25"

### Other options

Poly bag inserting  
 \$150/1000 x 10,000 = \$1,500.  
 Included: Bonus 1/6 page ad inside. Rates are subject to change without notice.  
 GST extra.

To reserve your space, please call 905.579.4400



“ I have been using this beautiful magazine for several years to promote my business. It's where brides and grooms shop. ”

– Lynda Dowe,  
House of Golden-Aire

Additional Services  
 Basic ad layout and design is available at no additional charge. This includes a maximum of two revisions per ad. In the event that additional services are required, pricing is as follows:  
 - Design \$45/hour  
 - Ads to disk \$10 per disk



## MECHANICAL INFORMATION

Supply as DIGITAL FILES in MAC format  
Our preference is a press ready PDF  
Adobe InDesign up to CS,  
Adobe Illustrator up to CS,  
Adobe Photoshop up to CS

Transport Media:  
CD, DVD, or FTP

FTP information:  
To upload using FTP software:  
host: ftp02.metroland.com  
user ID: adbank  
password: csl  
folder: DurhamDivision/BeautifulBeg10

To upload using a web browser:  
upload.metroland.com  
folder: BeautifulBeg10  
File formats: INDD, QXD, TIFF, EPS  
Required resolution: 300 dpi, 150 lpi

# Beautiful Beginnings

BRIDAL MAGAZINE

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

865 Farewell Street South, Oshawa ON L1H 6N8  
T: 905.579.4400 • F: 905.579.2742

## TERMS OF PAYMENT:

- 1) Net due upon receipt of invoice on established credit\*. Terms may vary according to method of payment.
- 2) Retail rates are non-commissionable. Commissionable rates available upon request.

## GENERAL:

- 1) Any advertisement is accepted, rejected or classified at the publisher's discretion
- 2) The publisher reserves the right or option to insert the word "advertisement" above or below any copy.
- 3) All materials produced by the newspaper remain the property of the publisher
- 4) Rates are subject to change without notice

ERRORS & OMISSIONS: Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by Publisher is limited to cost of space occupied by the error. Liability of Publisher for damage arising out of incorrect delivery or non-delivery of any flyer is limited to the amount paid to the Publisher for distribution of such flyer. Claims for errors in advertisements or flexform formats are not guaranteed unless a premium is paid. The printing of key numbers is not guaranteed. The Publisher reserves the right to reject, discontinue or omit any advertisement without notice or penalty to either party. Advertisers warrants that advertising content will not be libelous or misleading. Advertising agrees to indemnify Publisher with respect to any loss sustained by Publisher on publishing a libelous or misleading advertisement.

I (name) \_\_\_\_\_

of (business name) \_\_\_\_\_

have agreed to the purchase of an advertisement in the Beautiful Beginnings Bridal Magazine to be published by Metroland Media Group on \_\_\_\_\_

**PLEASE CHECK THE APPROPRIATE BOX OF YOUR REQUEST:**

2011 Fall/Winter publishing June 2011  2012 Spring/Summer publishing December 2011  Both Publications

**FULL COLOUR**

- Full Page
- 2/3 Page
- 1/2 Page
- 1/3 Page
- 1/6 Page

**1X INSERT**

- \$1,338 each
- \$1,076 each
- \$839 each
- \$604 each
- \$314 each

**2X INSERT**

- \$1,258 each
- \$996 each
- \$681 each
- \$524 each
- \$289 each

**OTHER**

- Business Directory
- PREMIUM POSITIONS
- Inside Back Cover
- Inside Front Cover
- Full Page on 3
- Back Cover
- Polybagging-10,000

- \$230 each
- 1X INSERT
- \$1,469 each
- \$1,574 each
- \$1,574 each
- \$1,784 each

- \$209 each
- 2X INSERT
- \$1,364 each
- \$1,469 each
- \$1,469 each
- \$1,574 each

Product needs to be delivered to warehouse 2 weeks prior to ad deadline.

**CLIENT INFORMATION:**

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

City: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Account #: \_\_\_\_\_

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

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

Metroland Manager: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please fax complete agreements to 905-579-2742



c/o Oshawa Whitby Clarington This Week  
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