

your complete semi-annual bridal magazine



Beautiful Beginnings

BRIDAL MAGAZINE

Winter 2012 Issue publishing June 2012

DATE OF DISTRIBUTION	SHIPS TO PRESS	MATERIAL DEADLINE	BOOKING DEADLINE
First Week of June 2012	May 30, 2012	May 23, 2012	May 18, 2012

Summer 2013 Issue publishing December 2012

DATE OF DISTRIBUTION	SHIPS TO PRESS	MATERIAL DEADLINE	BOOKING DEADLINE
First Week of December 2012	November 26, 2012	November 21, 2012	November 16, 2012

Contact your Sales Consultant at
905.579.4400
or visit us at: www.beautifulbeginningsbridal.com
to view online issues and for advertising rates

 **metrolandmedia**
Connected to your community™
www.durhamregion.com



www.beautifulbeginningsbridal.com



10,000 Press Run

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. We also target 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

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 L1N 6N8. 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.

“ Don't walk in front of me,
I may not follow.
Don't walk behind me,
I may not lead.
Walk beside me
and just be my friend. ”

— Albert Camus





Beautiful Beginnings

BRIDAL MAGAZINE

“ Love is composed of a single soul inhabiting two bodies. ”
 – Aristotle

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
Business Directory	\$230 each	\$209 each

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 2012.



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.

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

FTP information:

To upload using FTP software:
host: ftp02.metroland.com
user ID: adbank
password: csl
folder: DurhamDivision/BeautifulBeg12

Transport Media:

Memory Stick, CD, DVD, or FTP

To upload using a web browser:

upload.metroland.com
folder: BeautifulBeg12
File formats: INDD, TIFF, EPS
Required resolution: 300 dpi

“Chains do not hold a marriage together. It is threads, hundreds of tiny threads which sew people together through the years.”

— Simone Signoret

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BRIDAL MAGAZINE



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 magazine 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:

2012 Fall/Winter Issue (publishing June 2012) 2013 Spring/Summer Issue (publishing December 2012) Both Publications

FULL COLOUR	1X INSERT	2X INSERT
<input type="checkbox"/> Full Page	\$1,338 each	\$1,258 each
<input type="checkbox"/> 2/3 Page	\$1,076 each	\$996 each
<input type="checkbox"/> 1/2 Page	\$839 each	\$681 each
<input type="checkbox"/> 1/3 Page	\$604 each	\$524 each
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<input type="checkbox"/> Business Directory	\$230 each	\$209 each

PREMIUM POSITIONS	1x insert	2x insert
<input type="checkbox"/> Inside Back Cover	\$1,469 each	\$1,364 each
<input type="checkbox"/> Inside Front Cover	\$1,574 each	\$1,469 each
<input type="checkbox"/> Full Page on 3	\$1,574 each	\$1,469 each
<input type="checkbox"/> Back Cover	\$1,784 each	\$1,574 each
<input type="checkbox"/> Polybagging-10,000	\$2,000. Includes 1/6 page ad.	



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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