

YOUR COMPLETE SEMI-ANNUAL BRIDAL MAGAZINE

Beautiful Beginnings

BRIDAL MAGAZINE

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 to view online issues and for advertising rates

Rate Card
2010

PRODUCTION SCHEDULE:

FALL/WINTER ISSUE 2010

Date of Distribution	Ships to Press	Material Deadline	Booking Deadline
First Week of June 2010	May 20, 2010	May 17, 2010	May 14, 2010

SPRING/SUMMER ISSUE 2011

Date of Distribution	Ships to Press	Material Deadline	Booking Deadline
First Week of December 2010	Nov 11, 2010	Nov 2, 2010	Oct 28, 2010



durhamregion.com

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

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.

“ I was surprised to learn that brides-to-be were still reading past editions of the magazine almost 1 year later. ”

– Monique Lea,
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 2010.

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

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



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.



www.durhamregion.com

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:

2010 Fall/Winter publishing May 2010 2011 Spring/Summer publishing Nov. 2010 Both Publications

FULL COLOUR

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

1X INSERT

- \$1,338 each
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- \$314 each

2X INSERT

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

OTHER

- Business Directory

\$230 each

\$209 each

PREMIUM POSITIONS

- Inside Back Cover
- Inside Front Cover
- Full Page on 3
- Back Cover
- Polybagging-10,000

1X INSERT

- \$1,469 each
- \$1,574 each
- \$1,574 each
- \$1,784 each

2X INSERT

- \$1,364 each
- \$1,469 each
- \$1,469 each
- \$1,574 each

\$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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