

your complete semi-annual bridal magazine

Publishing December 2016

Winter/Spring Issue

DATE OF DISTRIBUTION

December 7, 2016

BOOKING DEADLINE

November 2, 2016

MATERIAL DEADLINE

November 9, 2016

SHIPS TO PRESS

November 16, 2016

Publishing June 2017

Summer/Fall Issue

DATE OF DISTRIBUTION

June 7, 2017

BOOKING DEADLINE

May 3, 2017

MATERIAL DEADLINE

May 10, 2017

SHIPS TO PRESS

May 17, 2017

*June 2016
Issue*



Contact your
Sales Consultant at
905.579.4400 for
advertising rates
or visit us online.

dreams
do come true!

*Featuring real,
local weddings*

Beautiful Beginnings 

BRIDAL

Magazine

 metrolandmedia
Connected to your community®

www.beautifulbeginningsbridal.com

“A successful marriage requires falling in love many times, always with the same person.”
— Mignon McLaughlin

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 choose over 200 related services including; Bridal shops, florists, caterers, venues, salons & spas. In addition, we are available for pickup at all the GO stations in Durham Region.

In addition to this, we deliver copies of our magazines to 5,000 apartments as an insert in our Metroland Community papers across Durham Region. Brides and grooms who attend the Metroland bridal shows in the winter and early fall each year also get a copy! 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

everything BRIDAL...



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.

All advertisements will be digitized and will run on our widget on the home page of our new site www.durhamregion.com for 1 week.



“ True love stories never have endings. ”
— Richard Bach

ADVERTISING RATES

FULL COLOUR	1X INSERT	2X INSERT	1X WITH AD	2X WITH AD
Full Page	\$1,399 each	\$1,319 each	-	-
2/3 Page	\$1,120 each	\$1,040 each	-	-
1/2 Page	\$874 each	\$716 each	-	-
1/3 Page	\$634 each	\$554 each	-	-
1/6 Page	\$344 each	\$319 each	-	-
Business Directory	\$260 each	\$239 each	-	-
Special Listing**	\$199 each	\$149 each	\$129 each	\$99 each

PREMIUM POSITIONS	1x insert	2x insert
Inside Back Cover	\$1,530 each	\$1,425 each
Inside Front Cover	\$1,635 each	\$1,530 each
Full Page on 3	\$1,635 each	\$1,530 each
Back Cover	\$1,745 each	\$1,635 each
Polybagging-10,000	\$2,520. Includes 1/6 page ad.	

Position guarantees,
add 25% to rate.
Rates in effect until
June 2017.

*Behaviour Targeting

Up to 7 cookies can be dropped while navigating off our site to other sites.

ADVERTISING SPECIFICATIONS:

Full Page	
Trim	8.25" x 10.875"
Bleed (add 1/4," all sides)	8.75" x 11.375"
No Bleed	7.75" x 10.375"
Safe Area (no type within 1/4" of trim, all sides)	7.75" x 10.375"

2/3 Page	5.125" x 10.375"
1/2 Page (Horizontal)	7.75" 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"
1/6 Page (Horizontal)	5.125" x 2.5"
Business Directory	3.75" x 2.25"

**SPECIAL LISTING

Sample ad, size as



BLOOM FIELD www.bloomfieldgardens.ca

Your Wedding Day begins at Bloom Field Gardens
with the exchange of vows amongst hundreds of scented roses in our elegant English Rose Garden. After the ceremony serve your guests hors d'oeuvres and cocktails in the gardens, or on the patio, while the wedding party and family have the most amazing photos taken throughout the grounds.

905-260-8221 | katie@bloomfieldgardens.ca



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

ADD DIGITAL TO YOUR PACKAGE:

Big Box ad 300x250 pixels
Double tower 300x600 pixels
Leaderboard 720x90 pixels
(save as a JPEG).

www.durhamregion.com
Durham's largest and trusted new website serving over 450,000 unique email users.

The cost is \$15/1,000 to run impressions. Minimum run is 10,000 impressions per run. We can also target the behaviours of your clients who are on the internet looking for information on products and services at a cost of \$18/1000 impressions or GEO SENCE by dropping a pen on your location and having mobile users get your ads on their mobile phone. We can use all three ads or you can choose one size to make up your total impressions purchased.

Durham's Bridal Show site to give bride and grooms to be information about upcoming Bridal Shows. It will cost them an additional \$100 to add a Big Box size only.

Durham's official bridal magazine website where our viewers can view magazines online and find out where to pick up hard copies throughout Durham Region. It will cost them the above impression rate of \$15/1,000 to run ads.





Beautiful Beginnings

BRIDAL

Magazine

www.beautifulbeginningsbridal.com

865 Farewell Street South, Oshawa ON L1H 6N8

T: 905.579.4400 • F: 905.579.2742



metrolandmedia
Connected to your community™

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.

MECHANICAL INFORMATION

Supply as DIGITAL FILES in MAC format

Our preference is a press ready PDF

Adobe InDesign up to CS5.5

Adobe Illustrator up to CS5.5

Adobe Photoshop up to CS5.5

FTP information:

To upload using FTP software:

host: ftp02.metroland.com

user ID: adbank

password: csl

folder: DurhamDivision/BeautifulBeginningsBridal

Transport Media:

USB Memory Stick, CD, DVD, or FTP

To upload using a web browser:

upload.metroland.com

folder: BeautifulBeginningsBridal

File formats: INDD, TIFF, EPS

Required resolution: 300 dpi

Please label submissions clearly so that we can identify who submitted each file.



ADVERTISER AGREEMENT 2016/2017

SUBMIT

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 note: terms are payment in advance with first order. Requires a credit application.

Your Consultants name with Metroland Media Group _____

Please check the appropriate box of your request:
☐ **2016 Winter/Spring Issue** (publishing December 7, 2017)
 ☐ **2017 Summer/Fall Issue** (publishing June 7, 2017)
 ☐ **Both Publications**
FULL COLOUR

- ☐ Full Page
- ☐ 2/3 Page
- ☐ 1/2 Page
- ☐ 1/3 Page
- ☐ 1/6 Page
- ☐ Business Directory

1X INSERT

\$1,399 each

\$1,120 each

\$874 each

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2X INSERT

\$1,319 each

\$1,040 each

\$716 each

\$554 each

\$319 each

\$239 each

PREMIUM POSITIONS

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

1x insert

\$1,530 each

\$1,635 each

\$1,635 each

\$1,745 each

\$2,520. Includes 1/6 page ad.

2x insert

\$1,425 each

\$1,530 each

\$1,530 each

\$1,635 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
865 Farewell Street South, Oshawa ON L1H 6N8
T: 905.579.4400 • F: 905.579.2742
www.beautifulbeginningsbridal.com

DIGITAL PACKAGE

- ☐ \$15/1,000
- ☐ \$18/1,000 Behaviour Targeting
- ☐ \$10/1,000 Geo Sencing

- ☐ Big Box
- ☐ Double Tower
- ☐ Leaderboard
- ☐ Mobile banner/geo sensing
- ☐ www.durhamregion.com
- ☐ www.beautifulbeginningsbridal.com

Contact your sales representative who can show
you how we can target your clients digitally.

DIGITAL PACKAGE

_____ # of impressions minimum
10,000 increase in lots of 5,000.
Durhamregion.com example 25,000 impressions x \$15/1,000 = \$375
OR 25,000 impressions with AE* x \$20/1,000 = \$500

YOU CHOOSE THE DURATION