

*Featuring real,  
local weddings*

## Publishing June 2019

Summer/Fall Issue

### DATE OF DISTRIBUTION

June 5, 2019

### BOOKING DEADLINE

May 1, 2019

### MATERIAL DEADLINE

May 8, 2019

### SHIPS TO PRESS

May 15, 2019

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

*dreams*  
do come true!



*December 2018 Issue*

## Publishing December 2019

Winter/Spring Issue

### DATE OF DISTRIBUTION

December 4, 2019

### BOOKING DEADLINE

October 30, 2019

### MATERIAL DEADLINE

November 6, 2019

### SHIPS TO PRESS

November 13, 2019

Beautiful Beginnings 

# BRIDAL

Magazine

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



your complete semi-annual bridal magazine

“There is no more lovely, friendly and charming relationship, communion or company than a good marriage.”  
— Martin Luther

## 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](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 L1N 6N8. 905.579.4400

To reach our Publication Manager call 905-215-0470 or email [mlea@durhamregion.com](mailto:mlea@durhamregion.com)

# 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](http://www.durhamregion.com) for 1 week.





## 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
Directory Banner	\$100 each	\$75 each	word listing	

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  
December 2019.

### \*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"
	3.75" x 1.375"

### \*\*SPECIAL LISTING

Sample ad, size as



BLOOM FIELD GARDENS [www.bloomfieldgardens.ca](http://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](mailto:katie@bloomfieldgardens.ca)

BLOOM FIELD GARDENS [www.bloomfieldgardens.ca](http://www.bloomfieldgardens.ca) 905.260.8221

“ True love  
stories never have  
endings. ”

— Richard Bach

### ADD DIGITAL TO YOUR PACKAGE:

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

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

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

Reach your demographic digitally!

We can reach your customers  
by region with Geo Fencing.  
We target mobile users on their  
phones by pushing out ads  
to them. This costs \$10/1000  
impressions. Minimum 20,000  
impressions. Or, we can target  
brides to be demographically  
with Behavioral Targeting. This  
costs \$17/1000 impressions.  
Minimum 20,000 impressions.  
Or we can offer impressions on our  
news site, [www.durhamregion.com](http://www.durhamregion.com)  
with ads that run throughout  
our site. \$15/1000 impressions.  
Minimum 20,000 impressions.  
Ask us for more details.

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

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.

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

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.



### 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



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 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.*



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:

☐ **2019 Summer/Fall Issue** (publishing June, 2019)
 ☐ **2019 Winter/Spring Issue** (publishing November, 2019)
 ☐ **Both Publications**

#### FULL COLOUR

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

#### 1X INSERT

\$1,399 each

\$1,120 each

\$874 each

\$634 each

\$344 each

\$260 each

\$100 each

#### 2X INSERT

\$1,319 each

\$1,040 each

\$716 each

\$554 each

\$319 each

\$239 each

\$75 each

☐ **PREMIUM POSITIONS**

#### 1x insert

- ☐ Inside Back Cover \$1,530 each
- ☐ Inside Front Cover \$1,635 each
- ☐ Full Page on 3 \$1,635 each
- ☐ Back Cover \$1,745 each
- Polybagging-10,000 \$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

#### DIGITAL PACKAGE

- ☐ \$15/1,000 impressions on our news site
- ☐ \$18/1,000 Behaviour Targeting from \$17/1000 impressions., Behavioral.
- ☐ \$10/1000 impressions. Geo Fencing on Mobile.
- ☐ Big Box
- ☐ Double Tower
- ☐ Leaderboard
- ☐ Mobile Banner 325x50 + Big Box 330x250 required for Geo Fencing
- ☐ 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 20,000 impressions. Increase in lots of 5,000 impressions.  
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**

c/o Oshawa Whitby Clarington This Week  
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T: 905.579.4400 • F: 905.579.2742  
www.beautifulbeginningsbridal.com