



You help us give brides quality vendors, and we help bring brides to you.

Premier Bride successfully combines the concept of a wedding planner, magazine and catalog into one easy-to-carry, functional resource. It's visually pleasing, easy to use and offers brides the tools they're looking for. Combine that with a beautiful, easy-to-use website that includes "saving favorites" and more detailed vendor information that keeps brides coming back. Complete the picture with quality leads and effective follow-up.

Premier Bride offers advertisers a multi-faceted publishing and marketing concept designed with both the bride's needs and your success in mind. This innovative magazine reaches your target (brides, her friends and family) as they enter the matrimonial marketplace.

Now the **Official Show Program** for the Reno Bridal Shows:
Grand Bridal Showplace, Premier Bride Showcase and Bridal & Beauty Expo

Premier Bride is effective because it features:

The Very Latest Fashions

Photo & Idea Gallery

Honeymoon & Wedding Destinations

Local Vendor Directory

Banquet & Reception Guide

Bride Planning Pages

ADVERTISING RATES:

Black & White Ad (1 issue)

Quarter Page \$ 475
 Half Page \$ 675
 Full Page \$ 875

Full Color Ad (1 issue)

Quarter Page \$ 575
 Half Page \$ 725
 Full Page \$ 1025

Directory—Block Directory Ad

1 Issue \$ 250 • 2 Issues \$ 200

Black & White Ad (annual rate)

Quarter Page \$ 445
 Half Page \$ 645
 Full Page \$ 845

Full Color Ad (annual rate)

Quarter Page \$ 545
 Half Page \$ 700
 Full Page \$ 1000

Inside Front Cover (1 issue) (annual rate)

\$ 1,800 \$ 1,620

Inside Back Cover (1 issue) (annual rate)

\$ 1,700 \$ 1,570

Outside Back Cover (1 issue) (annual rate)

\$ 2,150 \$ 1,900

For position placement: add 15%

Premier Bride: Reno • Carson City • Lake Tahoe

OVERVIEW: Serving Reno, Carson City, and Lake Tahoe with wide circulation in six counties: Washoe, Storey, Douglas, Lyon, Nevada and El Dorado.

CIRCULATION: A minimum of 25,000 issues printed biannually; July & January.

BRIDE LEAD LIST: qualified leads sent throughout the year.

INTERNET: Internet Listing (30-40 word description) FREE

EMAIL LINK: FREE

ANNUAL CONTRACT: 10% Discount

RATES: Half with contract, balance with final ad copy. 5% discount if paid in full. Visa, MasterCard, and American Express accepted.

ADVERTISING DEADLINES

January 2011 issue: December 9, 2010
 March 2011 issue: February 20, 2011
 October 2011 issue: September 17, 2011

Contact:

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Special Rate for Reno Bridal Show Exhibitors:
 Quarter page/full color ad: **\$250**