

## Wedding Magazine Study 2010

### Details about wedding magazine use of brides and grooms.

- 6 in 10, 57% of engaged couples use wedding magazines
- Couples spend \$34 total on wedding magazines
- Couples use five (5) wedding magazines total
- Couples purchase four (4) wedding magazines total
- 97% use wedding magazines to get tips and ideas
- 67% use them to find products for their wedding
- 39% use them to find a service provider for their wedding

### Urban Wedding Directory

The Urban Wedding Directory is a hardcopy version on our online directory, [www.urbanwedding.com](http://www.urbanwedding.com), which features a listing of wedding service providers. Included in the directory are useful articles on current trends and feature weddings, a handy planner, a section to take notes and keep organized and plenty of helpful information for the modern bride and groom.

### Complimentary Online Directory Listings

All exhibitors will have a complimentary listing in the Urban Wedding directory guide. It is the responsibility of each participating exhibitor to keep his or her business information current online. This includes business name, address, phone number, contact person, and website address. Please login and check details at [www.urbanwedding.com](http://www.urbanwedding.com)

### Material Deadline

July of 2010 unless extended

### Distribution Date

The new directory is launched and distributed at the Urban Wedding Show each year and distribution continues throughout that calendar year. This year's show is scheduled for November 21, 2010 [www.weddingshowvancouver.com](http://www.weddingshowvancouver.com)

### Total distribution: 10000 copies

The Directory will also be available on this site as a PDF file.

### Mechanical Requirements

Your ad costs include the setup of your ad or half page or full page. You must provide photos, logos and descriptive copy to us as well as your email address so that you can proof the ad once it has been created. Pictures, logos and ready-made ads must be provided as a JPEG, PDF, or TIFF file in 300dpi CMYK format.

### Vendor Understands And Agrees To

I the undersigned acknowledge request for ad space in The Urban Wedding Directory as detailed on this form and attest that I am authorized to buy such space. I agree to abide by the regulations stipulated on this form and elsewhere in the media kit including: 1) Cancellation after confirmation of ad space deadline will result in advertiser/agency being billed for half the cost of confirmed space; and 2) Cancellation after ad/payment due date results in full charge for confirmed space. In addition, I understand that pre-payment is required and that late payments of more than 30 days past payment due date will result in a 15% penalty fee added to the original balance. Additional late fees at a rate of 5% per week will accrue after the 30-day grace period. After 60 days of nonpayment, collection of the original balance plus all penalty fees will be turned over to a collection agency. I understand that I will at that time be responsible for all monies due to The Urban Wedding Directory, including collection agency fees and potential attorneys' fees. (Note: Pre-payment is required on ALL ads. See above for payment due dates.)

## Advertising Prices and Dimensions

1/4 Page vertical	2.5" x 3.25"	\$250.00 CAD
1/2 Page Horizontal	5.25" x 3.25"	\$450.00 CAD
1/2 Page Vertical	2.65" x 6.5"	\$450.00 CAD
Full Page	5.25" x 6.25"	\$750.00 CAD
Inside Cover	6.25"x7.5" bleed	\$1,500.00 CAD
Outside Cover	6.25"x7.5" bleed	\$1,500.00 CAD

### Vendors Information

Vendors Legal Name \_\_\_\_\_

Type Of Business \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

State/Province \_\_\_\_\_

City/Province/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Item	Description	Quantity	Unit Price	Amount
Magazine		1		
	Subtotal			
	HST			
	Total			

### Credit Card Information

Name On Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_

V-Code \_\_\_\_\_

Authorization Number \_\_\_\_\_

Signature \_\_\_\_\_

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