

A close-up photograph of a bride's face, showing her smile and lips. She is holding a large bouquet of bright yellow roses. The background is a soft, out-of-focus white, likely her wedding dress. The text is overlaid on the image.

Mazel Bride

The World's Premier Jewish Bridal Magazine

**2006
Media Kit**

Who We Are:

A JEWISH BRIDAL MAGAZINE

Published quarterly, Mazel Bride is a magazine whose target readers are the Jewish bride and groom, their parents, and wedding professionals. What makes Mazel Bride different from many other wedding publications is its content: Inspiring and intriguing editorials, beautiful photography, and invaluable contributions from accomplished wedding professionals shape this unique and fresh publication.

The vision of Mazel Bride is to introduce a mainstream publication that focuses on the Jewish wedding environment and culture. We strive to have as our readers a variety of Jewish people of divergent backgrounds and affiliations. Mazel Bride's goal is to facilitate the teaching of how Jewish traditions can, and do, interface with the 21st century. With a low advertising ratio compared to many other wedding magazines, Mazel Bride's feature articles are intended to intrigue and interest the educated and inquisitive reader.

It's unique yet broad appeal makes Mazel Bride exceptional. It is stylish, diverse, contemporary, and thought provoking. Contributing writers explore new ideas and trends in the Jewish world of weddings, both secular and religious. Issues will include content and information from writers in both the United States and Israel.

Distinct from other publications, Mazel Bride's focus is the Jewish wedding: preparations leading up to it, the ceremony, and married life following it. Mazel (or mazal) which means luck in Hebrew, can be defined as "to prosper through good fortune." The ultimate hope of Mazel Bride is that every new bride will be a lucky, or mazel bride.

CIRCULATION AND DISTRIBUTION

Mazel Bride will display your advertisement to your prime audience in several ways:

- Mazel Bride will target an estimated 75,000 readers through an aggressive distribution campaign comprised of paid subscriptions, retail presence and a 2.5 times pass-along rate.
- Mazel Bride will be physically distributed in major Jewish communities, and be available nationwide through subscription.
- Mazel Bride will advertise in selected Jewish and non-Jewish media such as newspapers, magazines, radio and Internet.
- Mazel Bride will be promoted at various Jewish functions, bridal shows, and singles events.
- Mazel Bride will be distributed to select beauty salons, spas, bridal stores and other bridal industry providers.
- Mazel Bride will be distributed to select colleges, law schools, seminaries, synagogues, and community centers.

Mazel Bride

phone 678.391.4878
fax 678.391.4879

1516 Wedmore Court SE
Smyrna, GA 30080

www.mazelbride.com

Natalie Fox, Publisher
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Our Readers:

PRIME ADVERTISING AUDIENCE

In our magazine, advertisers will be able to reach an audience whose income and purchasing power are above the average. We expect our rich content to keep readers glued to our pages – this means they will spend more time seeing your advertisement. The following statistics help illustrate these points.

THE AVERAGE JEWISH ADULT

- 81% attend or have attended college
 - 86% participate in sports
 - 38% have a postgraduate degree
 - 67% use cellular phones
 - 75% read media, books or use Internet to access Jewish content
 - 72% own a home computer
 - 72% maintain some level of Jewish ritual observance
 - 75% have travel plans
 - 52% have traveled to Israel
 - 94% have credit cards and/or above average credit
 - 54% donate to a Jewish charity
 - 34% Jewish families earn 100K+ HHI
 - 66% Jewish families own their home
- **According to a recent survey, the average Jewish wedding has expenditures of more than double the national average of \$22,360**

THE U.S. BRIDAL MARKET

- \$72 billion yearly spent on weddings
- 93% of couples register for gifts
- 2.3 million weddings a year nationwide
- 50% of brides register at 3+ places
- Average wedding costs \$22,360
- 74% of all brides receive a diamond engagement ring
- Average attendance is 168 guests
- 90% of couples buy wedding party gifts
- Average bride is 27 years old, average groom is 29 years old
- 45% of weddings financed by multiple parties (couple, parents, friends etc.)
- 80% plan a formal wedding, 66% plan a religious ceremony
- The bridal market accounts for about 50% of the sterling silver flatware and giftware purchases
- Average engagement is 17 months
- Bridal business is responsible for about 21% of jewelry & watch sales
- Items couples plan to buy during their first year of marriage:
 - 47% acquire house or apartment
 - 42% purchase insurance
 - 32% purchase or lease automobiles
 - 60% buy appliances or housewares
 - 36% purchase fine crystal or china
- Over 50% of all weddings plans are derived from information provided by the Internet and published wedding magazines

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NOTE: Statistics and demographics are compiled from a variety of proprietary and published sources, such as United Jewish Communities Report Series on the National Jewish Population Survey 2000-01, American Demographics, Bride's Magazine, Jewelers' Circular Keystone, MarketResearch.com, National Center for Health Statistics, The Knot, U.S. Census Bureau, etc. as well as private Internet and phone surveys.



MazelBride

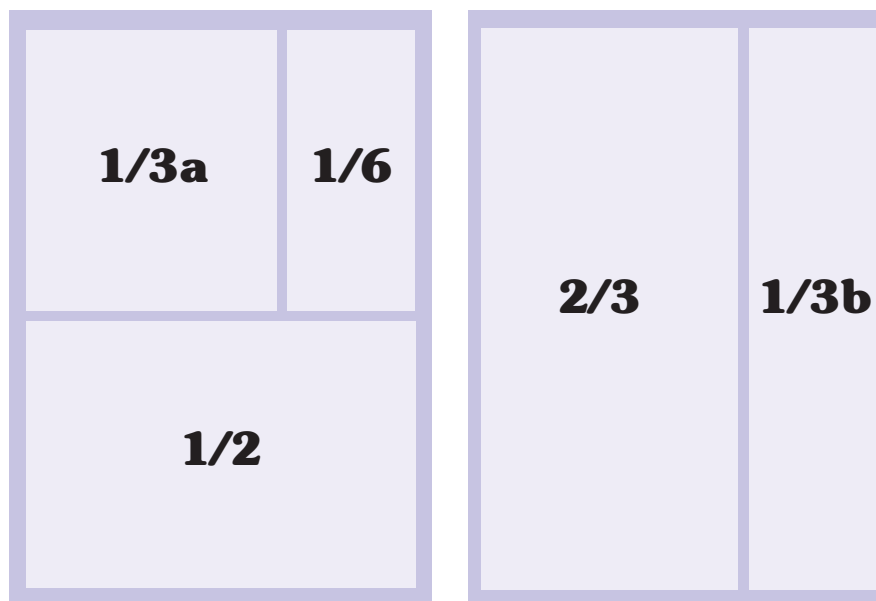
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Rates etc.



RATES AND SPECIFICATIONS

<u>Ad Size</u>	<u>Dimensions</u>	<u>Rate 1x</u>	<u>Rate 4x</u>
1/6	2.625 x 5.0625	\$600	\$550
1/3a	5 x 5.0625	\$800	\$700
1/3b	2.625 x 10.375	\$800	\$700
1/2 Page	8 x 5.0625	\$1000	\$900
2/3 Page	5 x 10.375	\$1350	\$1200
Full Page Bleed	8.75 x 11 (includes bleed)	\$1800	\$1650
Inside Back Bleed	9 x 11.375 (includes bleed)	\$1900	\$1750
Inside Cover Bleed	9 x 11.375 (includes bleed)	\$2000	\$1850
Back Page Bleed	9 x 11.375 (includes bleed)	\$3600	\$3450

*Final magazine trim size is 8.25 x 10.5

ADVERTISING SCHEDULE

<u>Publication Date</u>	<u>Ad Deadline</u>
Summer (May '06)	April 6, 2006
Fall (Aug '06)	July 6, 2006
Winter (Nov '06)	October 5, 2006
Spring (February '07)	January 4, 2007

GENERAL INFORMATION

- All ads are in full color
- 50% of ad rate due up-front, remaining balance 15 days from issue date
- All ads must be submitted in CMYK with minimum 300 dpi resolution
- Graphic design services available upon request for an additional charge
- All ads must be approved for subject, content and design by Mazel Bride

Rates are subject to change

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