



BRIDAL GUIDE

Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

Annual Frequency: 6 times/year

Field Served: BRIDAL GUIDE is a magazine for the contemporary bride-to-be. It focuses on current trends in fashion, beauty, home design and honeymoon travel; provides information on wedding planning; and explores social issues that affect the bride and groom.

Published by RFP Corp.

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Circulation	Rate Base	Variance to Rate Base
73,313	33,188	106,501	651	107,152	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation	Analyzed Nonpaid			Total Paid, Verified & Analyzed Nonpaid Circulation - Print	Total Paid, Verified & Analyzed Nonpaid Circulation - Digital Issue	Total Paid, Verified & Analyzed Nonpaid Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales				Print	Digital Issue	Total Analyzed Nonpaid			
Jan/Feb	61,719	1,729	63,448	5,766		5,766	69,214	33,931			33,931	101,416	1,729	13,931	503	503	101,416	2,232	103,648
Mar/Apr	56,094	10,950	67,044	6,332	3,188	9,520	76,564	37,743			37,743	100,169	14,138	114,307	762	762	100,169	14,900	115,069
May/Jun	30,498	18,139	48,637	5,956	19,568	25,524	74,161	27,891			27,891	64,345	37,707	102,052	687	687	64,345	38,394	102,739
Average	49,437	10,273	59,710	6,018	7,585	13,603	73,313	33,188			33,188	88,643	17,858	106,501	651	651	88,643	18,509	107,152

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	8,620	9,758	18,378	17.2
Partnership Deductible Subscriptions	40	515	555	0.5
Sponsored Subscriptions	40,777		40,777	38.1
Total Paid Subscriptions	49,437	10,273	59,710	55.7
Verified Subscriptions				
Individual Use	6,018	7,585	13,603	12.7
Total Verified Subscriptions	6,018	7,585	13,603	12.7
Total Paid & Verified Subscriptions	55,455	17,858	73,313	68.4
Single Copy Sales				
Single Issue	19,316		19,316	18.0
Partnership Deductible Single Issue	3,873		3,873	3.6
Sponsored Single Issue	9,999		9,999	9.3
Total Single Copy Sales	33,188		33,188	31.0
Total Paid & Verified Circulation	88,643	17,858	106,501	99.4
Analyzed Nonpaid				
Market Coverage		651	651	0.6
Total Analyzed Nonpaid		651	651	0.6
Total Circulation	88,643	18,509	107,152	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2017	None Claimed				
12/31/2016	None Claimed	115,940	116,706	-766	-0.7
12/31/2015	None Claimed	122,117	125,013	-2,896	-2.3

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$5.99		
Average Subscription Price Annualized (3)	\$18.95	\$10.80	
Average Subscription Price per Copy		\$1.80	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2017
- (3) Based on the following issue per year frequency: 6

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Individual Use			
Event Attendees	5,627		5,627
Individually Requested	391	7,585	7,976
Total Individual Use Copies	6,018	7,585	13,603

RATE BASE

None Claimed

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 2,862

Method of Circulation for Analyzed Nonpaid: Market Coverage copies represent digital issues in which the name of the recipient is known.

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: RFP Corp.

BRIDAL GUIDE, published by RFP Corp. * 228 East 45th Street, 11th Floor * New York, NY 10017

CARLA KIEVIT

Consultant/Circulation Director

P: 212.838.7733 * URL: www.bridalguide.com

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BARRY ROSENBLOOM

President

AAM Member since: 1989