

# CHICAGO BRIDE<sup>®</sup>

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Become a Chicago Bride  
Advertiser Today!

[ChicagoBrideMagazine.com](http://ChicagoBrideMagazine.com)

# Say "I do" to... CHICAGO BRIDE



## The Venue

**Chicago Bride** has been serving the Chicagoland wedding industry since 1995. We keep it local and we keep it targeted.

We've managed to stay competitive in this multi-billion dollar industry by producing results and offering value to the advertiser. We're a streamlined resource tool; a local buying source for Chicago area brides who are ready to BUY. We give our brides what they need – YOUR PRODUCT – so they can make a targeted purchase from premier local wedding professionals like you.

As an advertiser, you also have the choice of extending your product reach to a niche demographic via our suburban supplements, **North Shore Style Weddings** and **DuPage Style Weddings**, which specifically target brides in the affluent North Shore and DuPage county regions of Chicagoland.



## Our Guests

**Chicago Bride** acts as the 'TO DO' list for local brides: the who, what and where for vendors in the Chicago area. Our brides are ready to buy. Our goal is to introduce them to local vendors and generate business for our advertisers.

Our brides read **Chicago Bride** for the great fashions, and for the nuts and bolts of planning their wedding:

- Tips straight from the professionals in various areas of the wedding industry
- Seasonal trends on what's hot and what's not
- Questions to ask when booking vendors
- Websites and addresses to aid couples in obtaining their marriage license
- How to plan a Green wedding
- And much more!

## The Reception

**Chicago Bride** hosts its very own exclusive Bridal Fashion Show & Expo at the uniquely exquisite Crystal Gardens at Navy Pier. The Expos attract hundreds of brides from Illinois, Indiana and Wisconsin and feature top local wedding professionals, a fashion show and a raffle drawing of fantastic prizes worth thousands of dollars.

Our fashion shows are set on a T-shaped runway, complete with a live announcer and music, so all guests can take a first-hand look at the latest dress designs and accessories from top designers for brides, bridesmaids, flower girls and mother of the bride.

## Party Favors

So, what do you get as a **Chicago Bride** advertiser?

- Distribution of our magazine (with your ad) at our hugely successful Bridal Fashion Show and Expo at Navy Pier, as well as book stores and newsstands
- **Chicago Bride's** exclusive advertiser-only, user-friendly website, where advertisers have the capability of tracking clicks to their websites through **ChicagoBrideMagazine.com**
- Direct access to our current database of bride profiles and bridal leads helping you generate business
- We advertise **Chicago Bride** in the **Chicago Tribune, Red Eye, Daily Herald,** and on radio at **103.5 KISS FM** to introduce more consumers to your products
- Discounts on Expo booths
- Discounts on **Chicago Bride's** demographic supplements: **North Shore Style Weddings** and **DuPage Style Weddings**

- Advertising on **ChicagoBrideMagazine.com**

## What's Your Budget?

**Chicago Bride** is value-packed. We offer competitive pricing and can work with your budget, offering incentives like multi-ad discounts, preferred customer renewal rates for repeat clients and special website advertising rates.

By the numbers:

- We publish four times a year (spring, summer, fall and winter) - a magazine for all seasons.
- We have a base circulation of 35,000, which includes distribution to bookstores, newsstands, bridal shows, salons and the internet.
- Last year, we had over 75,000 advertiser clicks to our website

## RSVP

So you're invited...tie the knot with the one magazine that will get you results... **Chicago Bride Magazine.** We welcome you to contact us for rate information at [advertising@ChicagoBrideMagazine.com](mailto:advertising@ChicagoBrideMagazine.com).



**CHICAGO BRIDE**  
MAGAZINE





# CHICAGO BRIDE

MAGAZINE

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