



2021

MEDIA KIT

417

BRIDE

WHY CHOOSE 417 BRIDE?



PREFERRED CHOICE

for editorial content in the print edition of 417 Bride



GLOBAL LISTING

on 417bride.com



RE-RELEASED

in the summer with a new cover to give advertisers more coverage throughout the entire year

WHO IS THE 417 BRIDE?

They read 417 Bride 6-12 months before their wedding.

NEWSSTANDS

417 Bride outsells all local bridal magazines 4 to 1
417 Bride outsells all national bridal guides 2 to 1

Verified by JK Associates-Newsstand Consultants, Conshohocken, PA

GUESTS

100+ guests.....78%
200+34%

BUDGET

\$10,000+34%
\$20,000+15%

OUR READERS LIKE INFORMATION ON THESE TOPICS:

Accessories.....	28%	Image Services.....	19%
Cakes.....	43%	Invitations.....	47%
Caterers.....	29%	Jewelry.....	23%
Clergy.....	16%	Photography.....	32%
Entertainment.....	26%	Reception Sites.....	38%
Flowers.....	47%	Transportation.....	25%
Gift Registry.....	25%	Tuxedos.....	35%
Gowns.....	26%	Videography.....	25%
Guest Accommodations.....	22%	Wedding Consultant.....	11%
Honeymoon.....	44%	Weight Loss.....	20%

Based on information from a six-month survey on 417bride.com

DISTRIBUTION



6,800 copies

On Newsstands
12/17/20

Space Close
10/23/20

Cover Refresh
Summer 2021

Distribution

Through 417 Bride's affiliation with 417 Magazine, it receives premium newsstand positioning at popular bookstores and supermarkets like:

Barnes & Noble Price Cutter
Walmart Harter House
Hy-Vee

*Exclusive magazine of the *All About Weddings* Bridal Show, registering approximately 500 brides.

EXPAND YOUR REACH



17,000 copies

Space Close
7/10/21

Mailed with
September 417 Magazine
September/October Biz 417







Put your ad in front of 30,000 more potential customers with 417's Event Planning Guide! This annual publication is mailed with the September issue of 417 Magazine and the September/October issue of Biz 417.

The Event Guide is a go-to resource for our readers looking for event venues and vendors. It includes advertorial content, traditional ads and resource listings.

417 AUDIENCE 360







417 Magazine is proudly locally owned and strongly committed to building the highest-quality audience by delivering award-winning journalism that tells southwest Missouri's story with authority and style. Combining the long-term staying power of print and the immediacy of a fast-growing digital audience, the 417 brand touches our readers' lives throughout the day and month. **There's no better way for your business to connect with 417-land's smartest and most affluent consumers.**

	IX 417 BRIDE	2X 417 BRIDE + EVENT GUIDE	ADVERTORIAL
	\$4,406	\$4,270	
	\$2,352	\$2,005	
	\$1,685	\$1,398	

PREMIUM POSITIONS

	1x	2x
Back cover	\$2,762	\$2,526
Inside back	\$2,680	\$2,452
Inside front	\$2,680	\$2,452
Page one	\$2,680	\$2,452
Guaranteed placement	\$2,598	\$2,378
Half page	\$1,851	\$1,548
Full page	\$2,598	\$2,378

ALL ADVERTISERS RECEIVE

-  Ad Design copywriting and photography
-  Enhanced Directory Listing
-  Web Impression Campaign
-  As Seen in 417 images for social media

ADD-ON

4-Page Gatefold *limit one per issue* \$3,950

