

LAKE BRIDE MAGAZINE



MEDIA KIT

LOCAL  AUTHENTIC  INSPIRED

MMPA
AWARD
WINNER
— 2016 —

LAKE BRIDE MAGAZINE

We are northern Minnesota's bridal magazine and online resource. A collection of style inspiration and chic celebrations, highlighting the premier local vendors and resources that make us great. Thoughtfully designed to attract stylish local couples as well as those seeking northern Minnesota as a location for their destination wedding.



2016 MINNESOTA
MAGAZINE & PUBLISHING
ASSOCIATION
AWARD-WINNING
PUBLICATION



FEATURE DESIGN
SINGLE PAGE DESIGN
SPREAD DESIGN
COVER DESIGN

Produced by:

LAKE + CO

Published by:



IN EACH ISSUE

Lake Bride Magazine holds itself to the highest standards when it comes to quality content and design.

WE ARE FOCUSED ON PROVIDING OUR READERS WITH REAL, AUTHENTIC, LOCAL INFORMATION AND INSPIRATION.

Our models are real women, our vendors are local experts, and our brides are genuine. We create content that is a true and authentic representation of our love for this region.

PLANNING



Planning a wedding can be a daunting task. We are there for our brides with helpful tips and tricks along the way. Each issue also features a Venue Spotlight to highlight unique and premier northern Minnesota venues to help our readers navigate the many choices in wedding day venues. Advertisers who support *Lake Bride Magazine* will receive the first opportunity to be featured in this editorial capacity.

INSPIRATION + STYLE



Styled shoots uniquely curated for the northern bride. Each feature is styled to showcase beautiful bridal fashions, florals, stationery, hair, and makeup by using talented local vendors. Would you like to participate or submit a styled shoot? Contact us today!

REAL WEDDINGS



A collection of chic celebrations highlighting local couples and the vendors they used on their wedding days. From intimate outdoor weddings to beautiful ballroom affairs, brides are sure to be inspired for their own happily ever after.

RESOURCE GUIDE



Helping couples find the very best. *The Lake Bride Magazine Resource Guide* is a reliable directory of the area's premier venues and wedding vendors. Couples are constantly looking for information about local vendors so we have made it available in each issue and online.

"We finally have a modern, incredible print source for everything wedding in northern Minnesota!"

- Amanda J. Cane, JaneCane Photography

Why Print?

3X

Magazine ad recall is 3x that of online banner ads

RANKS HIGHEST!

Print magazines rank No. 1 or 2 in reaching influential consumers

4.3%

Magazine readership has risen 4.3% over the past 5 years

60% OF READERS

Print magazine advertising inspires action, more than 60% of readers consider purchasing

56% INCREASE

Magazine ads create a 56% increase in the reader's intent to purchase (as compared to television ads at 30% and online ads with a 13% increase in intent to buy)

Print is Alive

..... more than ever

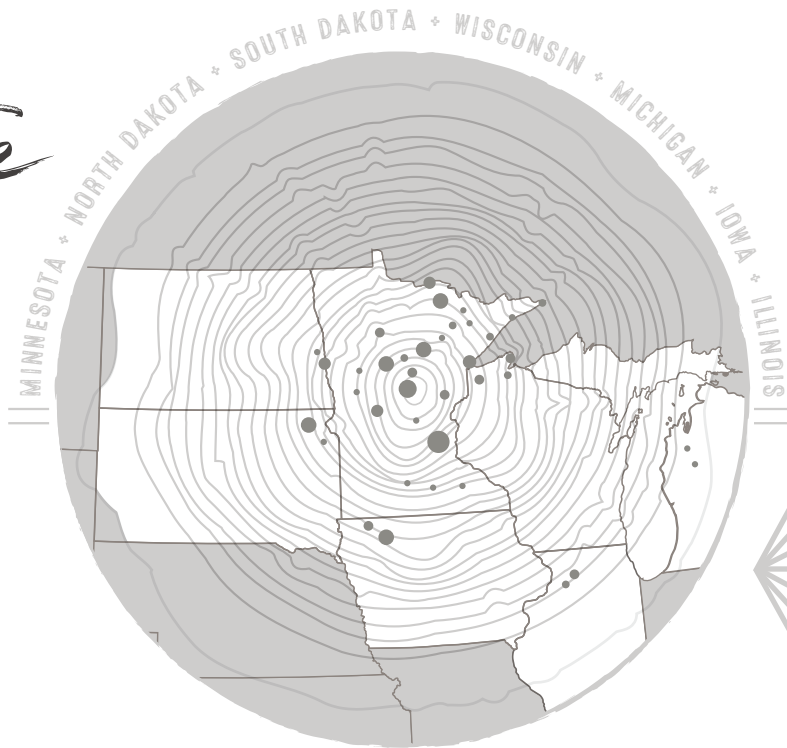
Google 'The death of TV' and you'll see hundreds of articles predicting the end of television. However, one could make the argument that right now is the golden era of television with amazing shows like *Game of Thrones*, *Empire*, and *The Americans* leading the way. Social media and online advertising are all part of today's marketing mix. Print has become non-traditional and it excites people. It's hard to believe, but the print channel is new again and is seeing a rebirth. Could we possibly be seeing a golden age in print, like we are seeing in television?

- per Joe Pulizzi, Content Marketing Institute



7 State Region

TOTAL PRINT CIRCULATION
10,000



on shelves at:

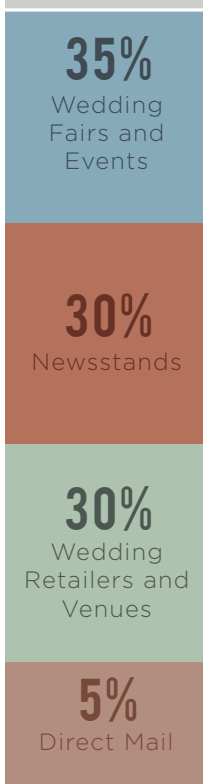
-  **TARGET**
-  **Walmart**
-  *Walgreens*
-  **BARNES & NOBLE**

+select grocers, convenience stores, and independent book stores and retailers

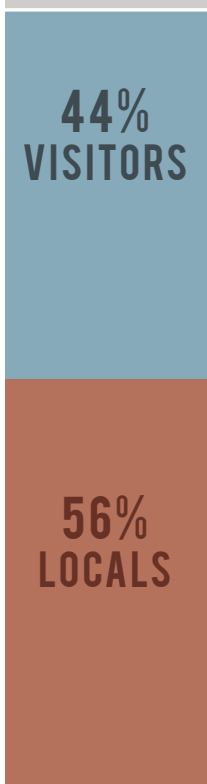
TOP AREA READERS

DULUTH/NORTH SHORE • BRAINERD LAKES AREA • MINNEAPOLIS/ST. PAUL AND THE GREATER METRO AREA • GRAND RAPIDS • BEMIDJI • ALEXANDRIA ELY • WALKER • PARK RAPIDS • DETROIT LAKES • INTERNATIONAL FALLS AND EVERYWHERE IN BETWEEN!

DISTRIBUTION OUTLETS



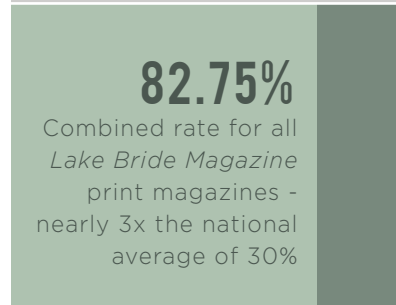
READERSHIP



READER ENGAGEMENT



SELL-THROUGH RATE



FREQUENCY





SPREAD



QUARTER PAGE

PRINT RATES (rates are per issue)

	1X	2X
Quarter Page	\$525	\$500
Half Page	\$1000	\$950
Full Page	\$1800	\$1700
Spread	\$3275	\$3150

15% SAVINGS
 WHEN YOU ADVERTISE
 WITH LAKE BRIDE
 MAGAZINE AND LAKE
 TIME MAGAZINE

PREMIUM POSITIONS

	SIZE	EACH
Inside Front Cover	9.25"w x 11.125"h	\$2,000
Inside Back Cover	9.25"w x 11.125"h	\$2,000
Outside Back Cover	9.25"w x 11.125"h	\$2,800



RESOURCE GUIDE (online & print)

6 Months	12 Months	With Print Ad Purchase
\$150	\$250	FREE

SCHEDULE

ISSUE	AD DEADLINE	ON STANDS
Spring/Summer	Feb. 15th	March - Aug
Fall/Winter	Aug. 15th	Sept - Feb

CREATIVE SERVICES

Lake + Co. offers ad design services at a rate of \$80/ad. Digital file submission email: hello@lakebridemagazine.com. Dropbox access is available upon request.

"We love this magazine!"
 - Katie Marturano, Black Woods Group



AD SPECS

All ads submitted must be designed in Adobe CS Design Programs or Quark. Lake + Co. accepts high resolution PDF or JPG files that meet PDF X1A digital file format requirements (Acrobat 6 or greater). Images must be minimum of 300 dpi. Ads created in MS Word or Power Point will not be accepted.

PRINT SPECS

Magazine Trim Size	9"w x 10.875"h
Bleed Size	.125" bleed on all four sides, Keep live .25" from trim
Binding	Perfect Bound
Printing	Web Offset

SIZE

TRIM

Quarter Page	3.875"w x 4.843"h
Half Page Vertical	3.875"w x 9.875"h
Half Page Horizontal	7.95"w x 4.78"h
Full Page (w/ bleed)	9.25"w x 11.125"h
Spread (w/ bleed)	18.5"w x 11.125"h

SUBMISSIONS & QUESTIONS

The Lake + Co., 403 NW 1st Avenue • Grand Rapids, MN 55744
 hello@lakebridemagazine.com - 218.481.8200 - lakebridemagazine.com

"Congratulations on a gorgeous publication!! I am so excited!"

- Raechel Schwarze, KD Floral & Gardens

A scenic sunset over a lake with a large white arrow pointing upwards.

#astateofmind

We love northern Minnesota. Thank you for considering us
as your trusted marketing partner.

Did you know we have a shop?

Do you have a product you want
to sell or see featured?

Check it out at thelakeandco.com or come visit us
at 403 NW 1st Ave in Grand Rapids.

You can also reach us at shop@thelakeandco.com