THE RMB REACH
Alberta | British Columbia | Colorado | Idaho | Montana | New Mexico | Utah | Wyoming

PRINT

60,000 MAGAZINES PRINTED
This includes RMB’s state magazines for Colorado, Montana, Wyoming, Idaho, New Mexico & the V2 Regional

70% RETAIL SELL-THROUGH RATE
Combined rate for all RMB print magazines - more than double the national average of 30%

OVER 1,300+ RETAIL LOCATIONS
US and Canadian retail locations include: Albertson, Safeway, King Soopers, Barnes and Noble, Target, Walmart, Shopko, Hastings, Tattered Cover, Super 1 Foods, Smith’s, Fry’s Food Stores, Fred Meyer, Quality Food, Chapters Indigo, Save on Foods, Overwaitea Food & Independent Bookstores

37 STATES AND 2 COUNTRIES
RMB’s online shop ships magazines to brides with a strong following in: Texas, New York, California, Georgia, Illinois, Minnesota, Washington, Oregon and Canada

ONLINE

23,000
A 38% increase from 2016

28,400
A 116% increase & our fastest growing

50,000
Monthly views on RMB’s pinterst profile

3,251
Twitter followers grow 10% each month

2,192,294
Combined impressions from reads on RMB print magazines published to Issuu.com

258,132
The number of monthly visitors to ROCKYMOUNTAINBRIDE.COM

18,000
Monthly post engagements on RMB’s Facebook

170,779
Weekly RMB Instagram post impressions

PHOTO: REBECCA HOLZIE // COVER PHOTOS COUNTER CLOCKWISE: JUSTINE MILTON, RACHEL GOMEZ, ALMIR LUCAS
STATE PRINT
local reach

The RMB state magazines highlight the best in each state and target both local brides, and those destination brides who have a specific connection to a state. With full newsstand distribution in each state, your reach and connection to potential clients will grow in your state!

IDAHO
annual edition
120+ retail location
On newsstands August 2017
July 1 deadline
HALF $1,000
FULL $1,500
INSIDE FRONT $3,000
INSIDE BACK $3,000
BACK COVER $5,000
TWO PAGE $4,000
MARKETPLACE $400

MONTANA
annual edition
160+ retail location
On newsstands August 2017
July 1 deadline
HALF $1,000
FULL $1,500
INSIDE FRONT $3,000
INSIDE BACK $3,000
BACK COVER $5,000
TWO PAGE $4,000
MARKETPLACE $400

NEW MEXICO
annual edition
120+ retail location
On newsstands August 2017
July 1 deadline
HALF $1,000
FULL $1,500
INSIDE FRONT $3,000
INSIDE BACK $3,000
BACK COVER $5,000
TWO PAGE $4,000
MARKETPLACE $400

WYOMING
annual edition
100+ retail location
On newsstands August 2017
July 1 deadline
HALF $1,000
FULL $1,500
INSIDE FRONT $3,000
INSIDE BACK $3,000
BACK COVER $5,000
TWO PAGE $4,000
MARKETPLACE $400

COLORADO
semi-annual edition
280+ retail location
SPRING & SUMMER on newsstands April 2017 | March 1 deadline
FALL & WINTER on newsstands October 2017 | September 1 deadline
ONE ISSUE TWO ISSUES
HALF $1,300
FULL $1,800
INSIDE FRONT $4,000
INSIDE BACK $4,000
BACK COVER $6,000
TWO PAGE $5,000
MARKETPLACE $400
HALF $2,600
FULL $3,600
INSIDE FRONT $8,000
INSIDE BACK $8,000
BACK COVER $12,000
TWO PAGE $10,000
MARKETPLACE $800

AD SIZES

ACCEPTABLE FILE FORMATS
We accept high resolution PDFs in CMYK format for print ads.
The RMB Regional is our annual publication highlighting all of the amazing vendors and locations throughout the Rockies on a national platform. With RMB Regional, reach the destination bridal market across the US and Canada as well as brides within your own state! The Regional magazine has full newsstand distribution in over 1500+ locations across the US and Canadian Rockies.

**BUNDLE STATE AND REGIONAL AD BUYS FOR AN EXTRA DISCOUNT**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>$2,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$6,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$6,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$10,000</td>
</tr>
<tr>
<td>Two Page Spread</td>
<td>$7,000</td>
</tr>
<tr>
<td>Marketplace</td>
<td>$750</td>
</tr>
</tbody>
</table>

**AD SIZES**

- **8.375 x 10.875”**
  - Full Page with Bleed

- **7.375 x 9.875”**
  - Full Page No Bleed

- **3.25 x 9.875”**
  - Vertical
  - 1/2 Page Vertical

- **7.375 x 4.75”**
  - 1/2 Page Horizontal

**ACCEPTABLE FILE FORMATS**

We accept high resolution PDFs in CMYK format for print ads.
Get ready to connect with local and destination brides with Rocky Mountain Bride’s newly designed online platform. With over a quarter of a million visitors a month, and growing, RMB is the ONLY online resource exclusively representing the wedding market in the Rocky Mountain Region.

**DIGITAL ADS**  
Prices reflect 3 months of placement unless stated otherwise

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
<th>Size</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Sidebar</td>
<td>$500</td>
<td>600px by 240px (horizontal)</td>
<td></td>
</tr>
<tr>
<td>Medium Sidebar</td>
<td>$700</td>
<td>600px by 600px (square)</td>
<td></td>
</tr>
<tr>
<td>Main Sidebar</td>
<td>$1000</td>
<td>600px by 1200px (vertical)</td>
<td>Monthly price</td>
</tr>
<tr>
<td>Article Inclusion</td>
<td>$400</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**NEWSLETTER**  
Prices reflect 1 placement

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giveaway</td>
<td>$600</td>
<td>Promote your service or product with an online giveaway: 2 newsletter inclusions &amp; 2 social blasts on all outlets</td>
</tr>
<tr>
<td>Custom Email Blast</td>
<td>$500</td>
<td>Dedicated email designed to promote your business sent to either vendor or bride list</td>
</tr>
<tr>
<td>Newsletter Inclusion</td>
<td>$300</td>
<td>Banner ad or small snippet in either RMB’s monthly vendor or bride newsletter</td>
</tr>
</tbody>
</table>

**SOCIAL MEDIA**  
Prices reflect 1 placement

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Blast</td>
<td>$150</td>
<td>1 social media blast on Facebook, Twitter and Instagram</td>
</tr>
</tbody>
</table>
| Event + Show Promotion | $600 | Have RMB help promote your event or show!  
Receive an Event Listing online, 1 newsletter inclusion, 2 social blasts on all outlets and RMB magazines for your event |

**THE GEM COLLECTIVE**  
*Membership:* $500

TRAVEL ACROSS THE ROCKIES? - ADD ON ANOTHER LOCATION FOR $100

The RMB Gem Collective is a curated list of top tier wedding professionals in the Rockies. Through the collective, we want our Gems to both be seen by the brides who book them, but also gain real insight into the Rocky Mountain wedding market with us! To ensure we are truly capturing the best in the west, vendors must apply to be a Gem.

**THE PERKS**

1. A profile page that includes your contact information, a brief company bio, social media links and up to 18 images and videos
2. Receive special promotions on both print and digital advertising, as well as RMB’s monthly Gem Collective newsletter!
3. Direct connection to the RMB Editorial Team for fast submission of work for consideration

*Photo: Justine Milton*