

The average expenditure in Atlanta for 2010 is expected to be **\$21,484**.

The majority of brides will spend at the average or **below** for their wedding.

**these brides are the mainstream.**

**6 of 10** couples use wedding magazines to help plan their wedding.

Local wedding magazine use is **71%** of total wedding magazine use.

**brides in your area are looking for you.**

**in 2010...**

The average engagement is **15 months**

An average bride is **27 years old**

The average groom is **29 years old**

They invite an average of **124 guests**

**in Atlanta...**

**Estimated number of weddings**

2009 = 36,995

2010 = 37,826

2012 = 39,479

2014 = 41,324

**Estimated average spending**

2009 = \$20,848

2010 = \$21,484

2012 = \$22,429

2014 = \$23,226

**brides use...**

86% family & friends

84% Internet

57% bridal magazines & publications

36% bridal shows/events

15% planner/consultant

*WE TV Networks Wedding Report, 2010*

**you should be where brides are!**

*WE TV Networks Wedding Report, 2010*



**new shape. new size. new format.  
new opportunities to connect to brides.**

**introducing the new  
perfect wedding guide!**

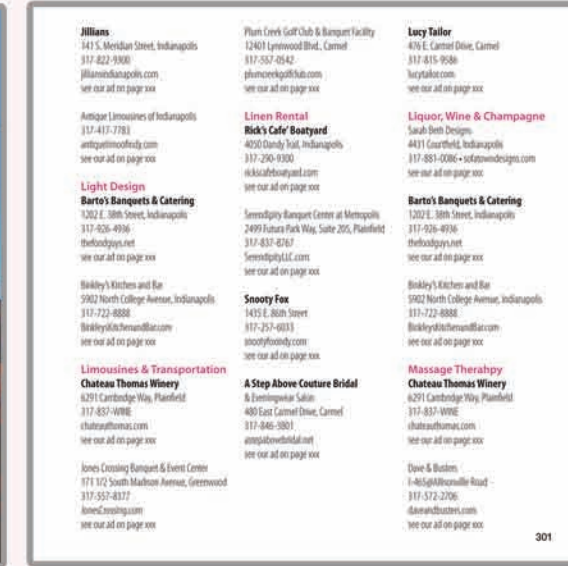
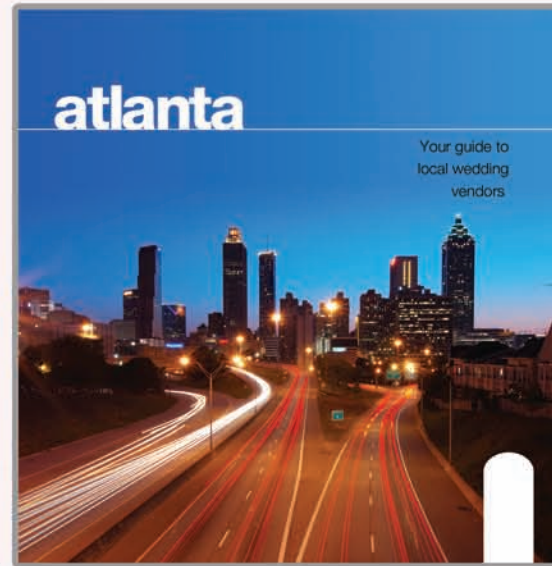
Through a highly synergized program of Internet, print, bridal shows, bridal leads, networking events and more, *Perfect Wedding Guide* effectively connects brides to businesses through resources brides turn to most when planning their wedding.

## today's bride.

She has never known a world without cable, brand names and computers. She is shopping and price conscious in today's economy. And she wants the best deal at the lowest price and wants you to negotiate.

## time tested.

*Perfect Wedding Guide* has been connecting brides to businesses for nearly 20 years nationwide, including over 11 years in Atlanta! We're time-tested and proven to be the perfect place to build your business through the years!



## brand new.

*Perfect Wedding Guide* has updated its already popular multimedia marketing program to better serve you and our brides.

- Profile pages** give brides more information about your business
- More local content** to showcase the Atlanta market
- Wedding Professionals directory** with complete contact information for your business, listed by category in alphabetical order
- Premium display advertisements** located in the front of the book
- Microsoft Tag option for full page profiles** brings online opportunities to print, allowing brides immediate access to your site from their smart phone

## why keep print in the mix?

Print is more relevant and targeted than other media. It drives web search, traffic, and consumer action. **URLs in magazine ads increase web visits.** Magazines score significantly higher than TV or web in ad receptivity. They improve advertising ROI. Consumers trust print advertising most.

American Advertising Federation, Big Research, Mediamark Research, Inc. and Online Publishers Association and Marketing Evolution

