

# BRIDES.COM: We Make Weddings Better

“Brides.com is an ideal outlet to extend my online discussion with brides-to-be.”

—Oscar de la Renta



## INSPIRE. INFORM. ACTIVATE.

Brides.com is a fresh, of-the-moment site that inspires, informs and activates brides-to-be, connecting advertisers to an audience of highly motivated shoppers during one of the most powerful lifestages. A lifestage in which users are single-mindedly focused on getting married—76% of brides-to-be stop reading fashion/beauty magazines when they become engaged.

Through Brides.com, marketers can access an audience of women just as they're planning their new lives—and just as they're making important brand decisions for today and the future. In fact, 90% are brand loyal three years later!†

## AT A GLANCE

### ■ Average Monthly Traffic

Uniques	1.3 million
Page Views	34 million

Source: Internal Publisher's Data, Jan. – Dec. 09

### ■ Editorial Distinctions

#### IMA Award

Winner, Fashion/Style, Brides.com Launch, Best in Class, 2006

#### OMMA

Winner, Best Email Campaign Weekly Newsletter, 2007

#### Communicator Awards

Winner, Lifestyle Websites, 2008

Winner, Interactive Multimedia – Health & Wellness, 2008

#### Web Awards

Outstanding Achievement, 2008

Standard of Excellence, Blog, 2008

#### WEBBY

Honoree, Community Category, 2008

### ■ Demographics

Female	97%
Average Age	28
Average HHI	\$80,800
College +	47%

Source: AWS 2009; @Plan Winter 2009/2010

### ■ Engaged, Influential Consumers

Average time spent per session	20 minutes
Average pageviews per session	19 pages

#### Frequently provides advice about:

Home décor	403
Fashion & jewelry	393
Beauty	349
Dieting and exercise	299
Travel	191

#### Shops online for:

Jewelry	549
Registry gifts	447
Beauty	323
Clothing/shoes/accessories	251

Source: Nielsen/Netratings @Plan, Winter 2009/2010

For more information, please contact your sales rep or **Linda Kennedy, National Advertising Director** at 212.790.6855 or [Linda\\_Kennedy@condenast.com](mailto:Linda_Kennedy@condenast.com)

† Source: Brides' VIB Attitudinal Study, November 2009

# Brides.com

## Brides.com

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**NOW IN COLOR**  
White gown too traditional? Try a spectacular hue. >

**COOL CHINA PATTERNS**

EMAIL | **MY WEDDING** | SOCIAL | WIN

**Tamara's wedding** 188 Days until My Wedding.  
Not Tamara? [Sign out](#) [Email Prefs](#)

**to-do** See what's next on your checklist

**clippings** you have 12 items clipped

**community** talk to brides like you

**in your area** Find vendors in Dallas, Ft. Worth,

### GALLERIES

[cakes](#) [gowns](#) [flowers](#) [invitations](#) [hairstyles](#) [rings](#) [receptions](#)

**Hairstyle Ideas**  
Browse 147 pretty, natural looks

**Reception Style**  
Modern ideas in a rustic setting

**On the Blog**  
One couple's springtime city celebration

**Hawaiian Honeymoons**  
Romantic getaways on five islands

**Set Your Table**  
Try our tabletop tool to see different place settings for your registry.

**Signature Cocktails**  
Five recipes to try at your wedding reception

**Artful Bouquets**  
Creative designs that stand out from the bunch

**Don't Miss It!**  
The latest, must-get wedding photos

**From BRIDES Magazine**  
Gorgeous dresses on an African safari

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### [ special offers ]

- Download the NEW Brides.com Registry Widget! Track your registry and get great wedding planning tips
- Create your FREE bridal registry and add items from all your favorite stores!

**plan your wedding in your area**

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