



SOUTH AFRICA'S LEADING WEDDING MAGAZINE AND WEBSITE

www.bridesdiary.co.za

BRIDE'S DIARY FAQ's

Where is The Bride's Diary distributed and how many copies are printed?

- We print 15 000 copies annually
- The Bride's Diary is available through C N A, Exclusive Books, Boardmans and other selected retail outlets
- Copies are available to brides attending leading bridal fairs nationwide at a special discounted rate
- We have an arrangement with Jenna Clifford: When an engagement or Wedding ring is purchased at any of their stores, the couple will receive a complimentary copy of The Bride's Diary
- We also have an arrangement with the leading newspapers engagement section, each bride receives a copy of our magazine when announcing her engagement.

When is The Bride's Diary published/launched?

- The magazine will be on the shelves February/March 2011
- The magazine is an annual publication
- We are currently working on our 11th annual edition

What are the payment terms?

- 25% on signing up, 50% end November 2011 and final 25% in February 2012
- There is also an option to pay by monthly debit order over 10 months.

What is included in the rate?

- complimentary copies once advert is paid in full.
- free wedding service directory listing at the back of the book
- free website listing from the time of signing up
- free hotlink to your own website
- interaction with prospective brides on our message board
- special/competition board for our advertisers
- free exposure on our Facebook Page www.facebook.com/thebridesdiarysa and Blog <http://thebridesdiarysa.blogspot.com>

When is the sales and artwork submission deadline?

- The deadline is 15 October 2011