



# Island Bride

The Bridal Guide Ultimate Planner

A fresh, new, beautiful Island Bride debuts in September! Here's your opportunity to be part of our new look and put your business right in front of Vancouver Island brides. The next edition is our best ever.

*Vancouver Island brides are smart, sophisticated and motivated. Our new Island Bride is designed specifically with her in mind. In keeping with today's brides, their personalities and interests, we've updated the book with the latest wedding trends and information that she wants to know. New features and photos put her totally up-to-date with all the latest in weddings and wedding planning. Advertise in the new Island Bride and be part of this valuable wedding event source.*

**We know brides.** We've proudly published Island Bride for over 15 years. We've produced and hosted the Victoria Bridal Fair, the Victoria Bridal Expo and the Edmonton Bridal Fair for 15 years. We are true professionals in the weddings planning industry and can help you put your premium quality bridal company front and centre with brides-to-be.

## Advertising in the new Island Bride is good for your bottom line. Here's why:

**NEW LOOK** - Completely redesigned and filled with the most up-to-date weddings planning information, Island Bride is a great read for Vancouver Island brides-to-be. From trends and unique ideas to real wedding stories, to the reception guide and registry, she'll find what she's looking for, all inside our comprehensive guide.

**BRIDES LOVE IT!** - She's pressed for time so motivated to make fast decisions. All products and services in Island Bride are available right on the Island, locally. This means your advertisement in Island Bride puts your business right in front of her eyes.

**BEST SOURCE EVER FOR BRIDAL SERVICES** - The new Island Bride is the definitive guide for Vancouver Island, providing the information on products and services she needs - including the Reception Guide easily found behind the Ceremony & Venue tab.

**READY BUYERS** - Brides reach for Island Bride because it presents a variety of wedding services in one beautiful, concise publication. And she can keep track of expenses in the wedding budget section.

**WEDDING DIRECTORY ONLINE** - As an Island Bride advertiser, we add you to our online Wedding Directory. It's a searchable database that puts you in the lead with brides-to-be who are looking for your services. [www.bridalevents.ca](http://www.bridalevents.ca) is averaging over 1,550 visits per month and is on the rise.

**WEBSITE LINK** - puts you just a click away as we add your website link to our site. When a bride visits [islandbride.ca](http://islandbride.ca), she'll be visiting you!

**TARGETED DISTRIBUTION** - We circulate 7,000 issues annually! Every bride-to-be receives a copy of Island Bride when she attends the Victoria Bridal Expo and Bridal Fair. Plus:

- All Vancouver Island Welcome Wagon Bridal Showcases
- As an advertiser, you receive a quantity to give to your clients, a welcome gift valued at \$9.95
- We direct all online requests received through [bridalevents.ca](http://bridalevents.ca) to advertiser locations, sending brides-to-be to you
- It's available at Gift Registries at all Bay, Home Outfitters and Sears.



## Why should you be in the New Island Bride? Our advertisers say it best!

*"Advertising in Island Bride has consistently generated great results for us. It is a valuable resource for couples planning their wedding and we appreciate that in addition to allowing a effective vehicle for advertising, the magazine enhances our public relations efforts by allocating us free copies we are able to give to prospective clients."*

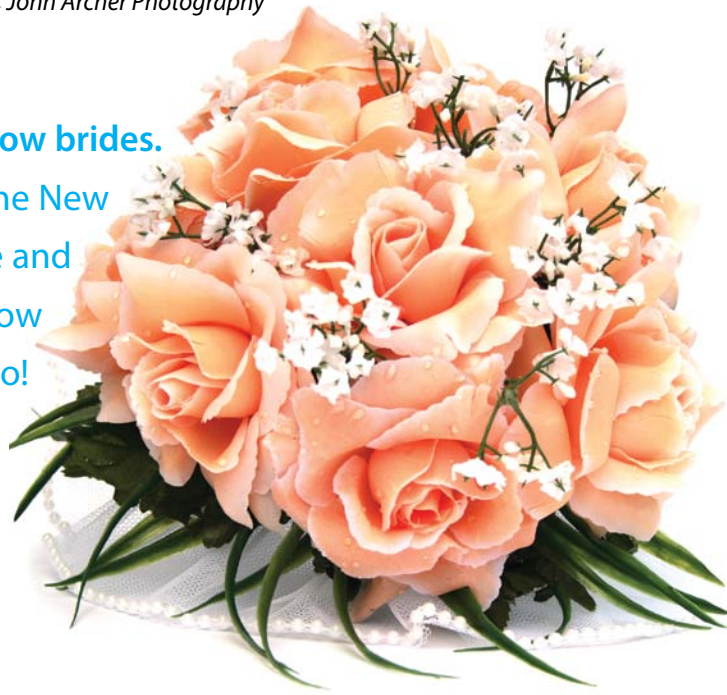
*- Glen Meadows Golf & Country Club*

*"We have advertised in the Island Bride for the past fourteen years. It is a wonderful, very professionally produced magazine dealing specifically with weddings on Vancouver Island and has proven to be an invaluable resource for companies such as myself who want to reach couples planning their weddings. I would whole-heartedly recommend advertising in this magazine to any business that wishes to reach prospective brides and grooms on Vancouver Island."*

*-John Archer, John Archer Photography*

**It's true: we know brides.**

Be part of the New  
Island Bride and  
you'll know  
them, too!





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### Ad Sizes • Rates • Specifications

**File formats:** Press Ready PDFs preferred. (InDesign, Illustrator, or Photoshop). If supplying PC formatted files or QuarkXpress files, supply them as press ready PDF. CorelDraw files must be exported as EPS files and all fonts must be converted to outlines. Bitmapped images should be 300 pixels per inch.

**Send to:** Files up to 5 MB - email to [tom@integralcreative.ca](mailto:tom@integralcreative.ca)  
Files up to 1 GB - upload to [www.integralcreative.ca/upload](http://www.integralcreative.ca/upload)  
or mail CD or DVD to Integral Creative, 134 Clarence St., Victoria, BC V8V 2J2

**Deadline:** June 30, 2011 (for all space bookings, as well as advertising artwork).

**More Info:** Dennis Eyjólfsson – 250-733-2415, [rsvp@bridalevents.ca](mailto:rsvp@bridalevents.ca)  
Donald Lawson – 250-733-2415, [donaldlawson@shaw.ca](mailto:donaldlawson@shaw.ca)  
Tom Spetter – 250-885-9070, [tom@integralcreative.ca](mailto:tom@integralcreative.ca)

### Display Ad Rates (All advertisements are full colour)

**Back Cover Full Page** - Trim size: 6½" w X 9⅝" h, bleed add ⅛", live area ½" margin **\$2,350<sup>00</sup>**

**Inside Front or Back Cover Full Page** - Trim size: 6½" w X 9⅝" h, bleed add ⅛", live area ½" margin **\$2,150<sup>00</sup>**

**Full Page** - 5½" wide X 8⅞" high **\$1,295<sup>00</sup>**

**Half Page Horizontal** - 5½" wide X 4¼" high **\$995<sup>00</sup>**

**Half Page Vertical** - 2⅝" wide X 8⅞" high **\$995<sup>00</sup>**

**Quarter Page Vertical** - 2⅝" wide X 4¼" high **\$695<sup>00</sup>**

**Eighth Page** - 2⅝" wide X 2⅞" high **\$495<sup>00</sup>**

*\*Please add HST to prices. Ads can be designed for additional fee.*

Our 16<sup>th</sup> year bringing brides-to-be to you!

**Call Toll Free: 1-800-670-8833**

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Fax: 1-250-733-2418 | [rsvp@bridalevents.ca](mailto:rsvp@bridalevents.ca) | [www.islandbride.ca](http://www.islandbride.ca)