Mission Statement

BRIDES is for an independent, empowered woman who wants her wedding to be fun and deeply personal. BRIDES connects with, inspires, and guides her with engaging content, emotional photography, expert advice, and a supportive community from pre-engagement to honeymoon to married life.

By The Numbers

13.8M
TOTAL AUDIENCE REACH

$7.1B
SPENT ON FASHION

33%
HHI $100K+

$2.8B
SPENT ON BEAUTY

47%
MILLENNIALS

96%
CONTINUE USE OF BRANDS FROM ENGAGEMENT

Across Platforms

PRINT
5.3M

DIGITAL
4.3M

SOCIAL
4.1M

VIDEO
25.6M

Tentpoles & Editorial Pillars

BRIDES Live Wedding (August)

BRIDES Wedding Worthy (Spring or Fall)

Annual Registry Awards (December/January)
Editorial Calendar

February/March: The Planning Issue
All the fresh, creative, colorful ideas and inspiration you need in the first 60 days of your engagement.
Online: Wedding Style Roundup
· Space Close: 11.3.17
· On-Sale: 12.26.17

April/May: The Dress Issue
What to wear, plus loads of inspiration for the most epic engagement party, shower, bachelorette, and rehearsal dinner.
Plus: Annual Beauty Awards.
Social: Snapchat Our Stories Collaboration at Bridal Fashion Week
· Space Close: 1.9.18
· On-Sale: 2.27.18

June/July: The Honeymoon Issue
Everything a bride needs to have, wear, and know for the most amazing honeymoon.
Plus: Annual Honeymoon Awards.
Digital: City Hall Series
· Space Close: 3.13.18
· On-Sale: 5.1.18

August/September: The Style Issue
Everything a stylish bride needs for the one most unforgettable celebration of her life, from the gown and shoes to the veil and accessories.
Digital: Fall Wedding Style
· Space Close: 5.15.18
· On-Sale: 7.3.18

October/November: The Beauty Issue
Our annual Beauty issue, featuring the best products and services for a bride’s white-carpet moment. Plus: Annual Diamond Blowout.
Social: Snapchat Our Stories Collaboration at Bridal Fashion Week
· Space Close: 7.17.18
· On-Sale: 9.4.18

December/January: The Engagement Issue
Featuring sparkly rings, beautiful gowns, and epic flowers for the wedding day.
Plus: Annual Registry Awards.
Digital: Best of 2018 Trends
· Space Close: 9.11.18
· On-Sale: 10.30.18

Note: Editorial content and on-sale/closing dates subject to change.
Subscriber copies arrive in-home approximately + or – 5 days from the on-sale date.
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CONTACT: Heddy Sams-Pierson, VP Revenue, BRIDES