

## MEDIA KIT [2015]



The city's essential bridal book: *Modern Luxury Brides Atlanta* is the premier wedding resource for the stylish, discerning Atlanta bride. Featuring everything from couture bridal gowns to luxurious wedding hotspots, coverage of Atlanta's most extravagant weddings and a photo gallery of our favorite local couples, *Modern Luxury Brides'* oversized, glossy book is the ultimate tool for the bride that expects the very best.

### ALSO FROM THE PUBLISHERS OF MODERN LUXURY BRIDES ATLANTA:

THE ATLANTIAN | MODERN LUXURY INTERIORS ATLANTA | JEZEBEL | MEN'S BOOK ATLANTA | CHARITY & SOCIAL DATEBOOK

### THE MODERN LUXURY BRIDES NETWORK

MODERN LUXURY BRIDES ATLANTA | MODERN LUXURY BRIDES CALIFORNIA | MODERN LUXURY BRIDES CHICAGO SOCIAL | MODERN LUXURY BRIDES NORTH SHORE  
MODERN LUXURY BRIDES DALLAS | MODERN LUXURY BRIDES HOUSTON | MODERN LUXURY BRIDES SOUTH FLORIDA & THE CARIBBEAN

3280 PEACHTREE ROAD NE SUITE 2300 ATLANTA, GA 30305 404.443.0004

**THE MARKET**

THE ATLANTA WEDDING MARKET HAS AN ESTIMATED VALUE OF \$1 BILLION IN 2015. THE CITY WILL HOST AN ESTIMATED 35,000-PLUS WEDDINGS IN THE COMING YEAR.



81%

OF MODERN LUXURY BRIDES READERS SPEND \$50,000 TO \$200,000 ON THEIR WEDDINGS, COMPARED TO THE NATIONAL AVERAGE OF \$26,000.

82%

OF MODERN LUXURY BRIDES READERS TAKE ACTION AS A RESULT OF READING OUR MAGAZINES.

**PUBLISHING SCHEDULE**

**FALL/WINTER 2015**



AD CLOSE: **MAY 1**  
MATERIALS DUE: **MAY 1**  
ON SALE: **JUN 15**

**SPRING/SUMMER 2016**



AD CLOSE: **NOV 2**  
MATERIALS DUE: **NOV 2**  
ON SALE: **DEC 15**

**EDITORIAL PLATFORM**

Modern Luxury Brides is Atlanta's leading luxury bridal magazine focused on the local market. With every article, our discriminating editorial team leads our readers through the best of what the city has to offer its savviest brides. Our award-winning content presents compelling local coverage of the finest in wedding fashion, venues, vendors and more.

**MODERN LUXURY BRIDES REGULARLY FEATURES**

The best in bridal wear, couture wedding fashions, sparkling jewelry, debonair menswear, enchanting reception sites, over-the-top catering, the savviest local wedding and event planners, trendsetting floral and event design, beautiful cakes, unique invitations, the latest in hair and makeup, hot honeymoon destinations, coverage of the most extravagant local and destination weddings, plus pages and pages of local wedding resource information

SOURCES: 2005-2012 The Wedding Report; GFK MRI MODERN LUXURY BRIDES 2011 Reader Profile Study, Audience: \$150K+; AAM Audited



We are the magazine of choice for the finest luxury wedding brands and the influencers in our community.



We host and support hundreds of luxury wedding events throughout our city.

**THE NETWORK**

MODERN LUXURY BRIDES DELIVERS THE LUXURY LOCAL WEDDING MARKET LIKE NO OTHER

**LUXURY LIFESTYLE, AFFLUENT INFLUENCERS, THE BEST NEIGHBORHOODS**

We reach our wedding audience via print with an unmatched blend of direct residential mail, controlled luxury wedding retailers, newsstand and event distribution throughout Atlanta. This happens selectively in only the top neighborhoods and retail zones, delivering to an unparalleled audience.



**DIGITAL SAVVY**

We have a higher number of APP DOWNLOADS and more interaction with our apps than any other local luxury wedding magazine. Our extensive EMAIL database and a thriving social network of active FACEBOOK fans and TWITTER and INSTAGRAM followers further enhance our digital engagement with readers.

**CONTENT THAT ENGAGES AFFLUENT BRIDES AND GROOMS**



\$111,300

AVERAGE HOUSEHOLD INCOME



HOLD COLLEGE DEGREES: 79%



62% HAVE VISITED OR CONTACTED AN ADVERTISER

\* As a result of reading a MODERN LUXURY publication

SOURCES: IPSOS Mendelsohn 2012 Affluent Adults HH \$100K+; 2011 GfK MRI MODERN LUXURY Reader Profile Study



**WHO IS READING  
MODERN LUXURY BRIDES?**

APPEALING  
TO THE MOST  
ACTIVE LUXURY  
WEDDING  
CONSUMER

MODERN LUXURY  
**BRIDES**  
ATLANTA



**BRIDE & GROOM BASICS**

Average Age .....	<b>30</b>
College Grads .....	<b>79%</b>
Average Household Income .....	<b>\$111,300</b>
Average Net Worth .....	<b>\$360,000</b>
Average Home Value .....	<b>\$215,900</b>
Average Investment Portfolio .....	<b>\$451,900</b>

**76%**  
OF OUR READERS  
PREFER TO BUY  
LUXURY BRANDS

**27-34**  
AVERAGE AGE RANGE  
OF MODERN LUXURY  
BRIDES READERS

**READER ENGAGEMENT**

Readers Per Copy .....	<b>3.5</b>
Time Average readers spends with an issue .....	<b>75 minutes</b>
Keeps their copy .....	<b>3.7 months</b>

**SPENDING HABITS**

Visited or contacted an advertiser* .....	<b>62%</b>
Purchased Clothing/Fashion (past 30 days) .....	<b>94%</b>
Purchased Beauty Products (past 30 days) .....	<b>85%</b>
Purchased Spa Packages/Services (past 30 days) .....	<b>27%</b>
Purchased Jewelry and/or Watches (past 30 days) .....	<b>32%</b>
Purchased Travel Packages/Services (past 30 days) .....	<b>21%</b>
Planning Domestic Travel (coming year) .....	<b>97%</b>
Planning International Travel (coming year) .....	<b>63%</b>

\*As the result of reading a MODERN LUXURY publication

SOURCE: 2011 GfK MRI MODERN LUXURY BRIDES Reader Profile Study, Audience \$150K. AAM Audited.





**DISTRIBUTION**

TARGETING THE MOST AFFLUENT COUPLES IN ATLANTA

100,000 ANNUAL CIRCULATION

**OUR MODEL**

Modern Luxury Brides Atlanta is the leading luxury bridal magazine, with unmatched readership, distribution and demographics providing wedding professionals with the most comprehensive, focused advertising program.

350,000 ANNUAL READERSHIP

**CONTROLLED COMMERCIAL**

Distributed to targeted luxury venues in the Atlanta area such as upscale bridal salons, jewelers, high-end retailers and premium bridal events

**EVENTS AND PROMOTIONS**

Exclusive distribution through MODERN LUXURY BRIDES' annual wedding event, An Evening of Bridal Luxury and other events and trunk shows as seen in our Calendar of Events throughout the year.

**NEWSSTAND SALES**

More than 10,000 issues distributed at Barnes and Noble, B Dalton Books, Target, Publix and Ingles throughout Atlanta and surrounding areas – targeting the highest economic geographic areas.

**VIP MAIL**

Mailed directly to Modern Luxury Brides' own exclusive list of pre-registered brides, top event planners and clientele.

**DIGITAL**

Now available online and on most digital readers, including the iPad and iPhone

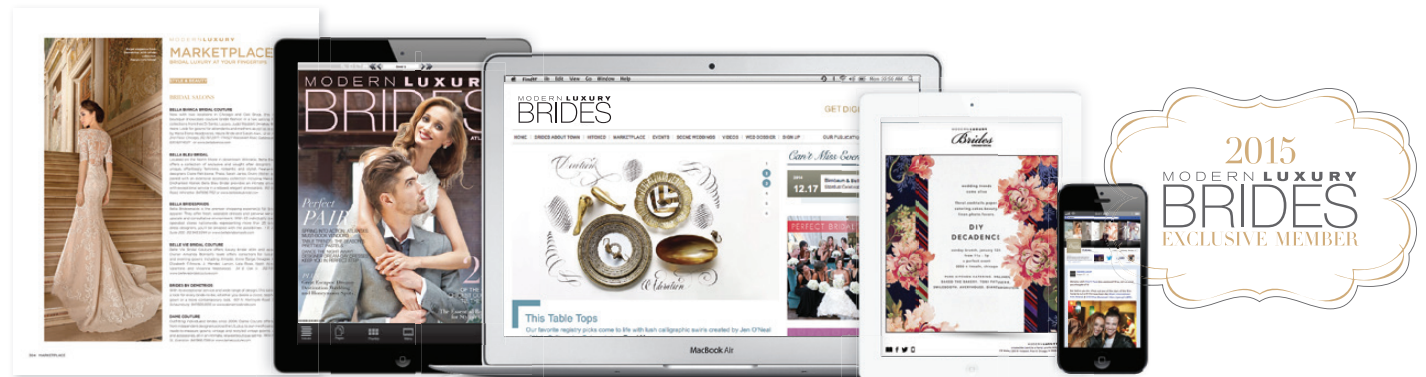
**SUBSCRIBERS & PROMOTIONAL**

Subscriptions are available through modernluxury.com/brides-atlanta

MODERN LUXURY BRIDES ATLANTA

SOURCE: 2011 GfK MRI MODERN LUXURY BRIDES Reader Profile Study, Audience \$1.50K. AAM Audited.





**ADDED VALUE**

ATLANTA'S  
PREMIER BRIDAL  
ADVERTISING  
PACKAGE

MODERN LUXURY BRIDES ATLANTA OFFERS NOT ONLY THE LARGEST ADVERTISING SPACE, BUT ALSO THE MOST COMPREHENSIVE PACKAGE OF DELIVERABLES, GIVING OUR ADVERTISING PARTNERS 360-DEGREE BRANDING CAPABILITIES ACROSS MULTIPLE MEDIA PLATFORMS.

**OUR \$5,000+ ADDED VALUE PACKAGE INCLUDES:**

- **FULL EDITORIAL LISTING** in *Modern Luxury Brides Atlanta's* Marketplace section, featuring company information, phone number, website and write-up.
- **INCLUSION IN AN EVENING OF BRIDAL LUXURY**, *Modern Luxury Brides'* annual signature event where Luxury Swag Bags are given to Atlanta's most discerning brides-to-be.
- **EXCLUSIVE LISTING ONLINE** in the Marketplace section of [modernluxury.com/brides-atlanta](http://modernluxury.com/brides-atlanta) featuring company information, phone number, active weblink and write-up (*print advertisers only*)
- **BRIDAL LEAD LISTS** derived exclusively from in-book, bridal shows and online luxury offers, providing bride's name, address and wedding date (*upon request*)
- **INCLUSION IN DIGITAL EDITIONS** with direct link from advertisements with sharing/searching capabilities.
- **SOCIAL MEDIA SUPPORT** on Facebook and Twitter
- **INCLUSION IN IPHONE & IPAD** apps now available anywhere in the world for added circulation



**ADVERTISERS**

MODERN  
LUXURY BRIDES'  
DISTINGUISHED  
BRAND PARTNERS

2000 A.D. Inc.  
A Legendary Event  
Academy of Medicine  
Active Production & Design  
AFR Event Furnishings  
Anne Barge Bridal  
Anne Kathleen Cakes  
Atlanta Botanical Garden  
Atlanta Dermatology and  
Laser Surgery  
Atlanta History Center  
Atlanta Wedding Loft  
Bacardi USA (Atlanta)  
Balance Fitness  
Barnsley Gardens Resort  
Beaty Facial Plastic Surgery  
Bella Bridesmaid  
Berkeley Hills Country Club  
Bistro VG  
Bloomingdale's  
Bridal Ball Atlanta  
Bridal Extravaganza of Atlanta  
Brides by Demetrios  
Buckhead Facial Plastic  
Surgery  
Buckhead Life Restaurant

Group  
Cadillac  
CaJa Popcorn  
Canongate Golf  
Carl House  
Centraarchy Restaurant Group  
Chancey Charm LLC  
Chelsea Floral Design  
Christopher Confero Designs  
Classic Party Rentals  
Cobb Energy Performing Arts  
Center  
Commerce Club  
David Yurman  
David's Bridal (Oleg Cassini)  
Davio's  
DiFrancesco Plastic Surgery  
Dina Marie Makeup  
Dr. John Connors, MD  
ECRU Stationery  
Edge Design  
Elly B Events  
Event Drapery  
Evergreen Marriott  
Exquisite Stationery  
Fernbank Museum

Flatz  
Foglio Press  
Foxhall Resort  
Fox Theatre  
Georgia Aquarium  
Georgian Terrace Hotel  
Gertie Mae's Floral Studio  
Gigi's Cupcakes Buckhead  
Glorious Events  
Golden Isles  
Golsen Family Dentistry  
Gramercy  
Gunn Glamour Hair, Makeup  
and Bridal  
Happy Hour Confections  
Here to Serve Restaurant  
Group  
Hi Note  
Hong Kong Tailors  
Hot Body Fitness Boutique  
Ice Sculpture, Inc.  
It Works  
Ivory Bridal and Formal  
Jewelers Mutual Insurance  
Company  
Joan Pillow - A Bridal Salon

Juli Vaughn Designs  
JW Marriott  
Keurig Inc.  
La Gartier  
Liddabitts  
Lips Atlanta  
Livingston  
Macy's  
Maggiano's  
Mayors Jewelry  
Meant Spa & Lounge  
Moreland Photography  
National Parking  
Novare Events  
Nuage Designs  
Nutrition House  
O'Studios Photography  
Old Edwards Inn and Spa  
One Fab Event  
One Sound Entertainment  
Peacock Photo & Video  
Perfect Petals  
P.E.W.S.  
Park Avenue Events  
Planit4U Events  
Please Rock Weddings

Plunge Flicks  
Proof of the Pudding  
Pure Barre Atlanta  
R.A.G. Artistry  
Renaissance Waverly  
Robin Nathan Photography  
ROC House Fitness Spa  
Ruth's Chris Steakhouse  
SereniTea Party  
ShutterBooth Atlanta  
Studio Bold Salon  
Studiowed  
Sun in my Belly  
Sweet Seats  
Takes Two Events  
The Modern Gent  
The Not Wedding  
The Perfect Brows  
Tongue & Groove  
Unique Floral Expressions  
Urban Tangles  
Vera Wang  
Vinewood Weddings and  
Events  
We Rent Atlanta  
Willett Photography

**THE  
MODERN LUXURY  
NETWORK**

NATIONAL  
REACH,  
COMMUNITY  
EXPERTISE



At Modern Luxury, we know that community more than ever defines who we are. And city by city, we make living well an art form. We are the world's largest local luxury media company, delivering the most affluent audiences in the most prominent cities in the U.S. We bring luxury closer to home, because we live there too.

Modern Luxury, publisher of more than 55 titles in 18 markets, benefits from the management services of Cumulus Media. As the nation's second-largest broadcaster, Cumulus Media operates more than 500 radio stations in 120 US cities, reaching 200 million listeners each week.

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MODERN LUXURY  
BRIDES  
ATLANTA