



2023

MEDIA KIT

417

BRIDE

+

417

EVENT GUIDE



WHY CHOOSE 417 BRIDE?



PREFERRED CHOICE

for editorial content in the print edition of 417 Bride



GLOBAL LISTING

on 417bride.com



RE-RELEASED

every season with a new cover to give advertisers more coverage throughout the entire year

WHO IS THE 417 BRIDE?



She reads 417 Bride **6-12 months before her wedding.**

Her average budget is more than **\$36,000.**

GUESTS

100+ guests.....	78%
200+.....	34%

WITHIN 12 MONTHS, READERS PLAN TO SPEND:

Venue.....	\$5,184,135	DJ/MC.....	\$784,641
Venue Catering.....	\$3,714,446	Videography.....	\$636,444
Engagement Ring.....	\$3,558,932	Wedding Planner.....	\$576,012
Photography.....	\$2,267,075	Cake.....	\$344,268
Flowers & Decorations.....	\$2,016,207	Tuxedos.....	\$262,288
Venue Rentals.....	\$1,663,956	Gifts/Wedding Favors.....	\$218,942
Gown.....	\$1,634,072	Beauty Services.....	\$196,979
Jewelry.....	\$1,597,105	Limo.....	\$191,268
Venue Bar Service.....	\$1,472,861		

Based on information from weddingwire.com

DISTRIBUTION



9,024 total copies

Space Close
10/21/22

Ads Due
11/5/22

Delivered
12/6/23

Cover Refresh
March, June,
September 2023

Through 417 Bride's affiliation with 417 Magazine, it receives premium newsstand positioning at popular bookstores and supermarkets like:

Barnes & Noble **Price Cutter**
Walmart **Walgreens**
Hy-Vee

Waiting Rooms Strategically distributed to
2,420 copies local wedding vendors
3,300 copies

Polybagged with 417 Magazine's January issue
and sent to a targeted list of subscribers
625 copies

417 Bride outsells all local bridal magazines **4 to 1**
417 Bride outsells all national bridal guides **2 to 1**

Verified by JK Associates-Newsstand Consultants, Conshohocken, PA

*Exclusive magazine of the *Top Weddings* Bridal Show, registering approximately 500 brides.

EXPAND YOUR REACH



17,000 copies

Space Close
6/2/23

Ads Due
6/17/23

Mailed with
August 417 Magazine
September/October Biz 417

Put your ad in front of 17,000 more potential customers with 417's Event Planning Guide! This annual publication is mailed with the August issue of 417 Magazine and the September/October issue of Biz 417.

The Event Guide is a go-to resource for our readers looking for event venues and vendors. It includes advertorial content, traditional ads and resource listings.



Native Content

The entire Event Guide runs as native content on 417mag.com and is SEO-optimized for maximum exposure, giving you invaluable access to our highly engaged digital audience.







Average of **95 visitors per month**.

Average of **3 minutes spent per visit**.

417 AUDIENCE 360






417 Magazine is proudly locally owned and strongly committed to building the highest-quality audience by delivering award-winning journalism that tells southwest Missouri's story with authority and style. Combining the long-term staying power of print and the immediacy of a fast-growing digital audience, the 417 brand touches our readers' lives throughout the day and month. **There's no better way for your business to connect with 417-land's smartest and most affluent consumers.**

	IX 417 BRIDE	2X 417 BRIDE + EVENT GUIDE	ADVERTORIAL
	\$4,786	\$4,184	
	\$2,548	\$2,169	
	\$1,821	\$1,515	

PREMIUM POSITIONS

	1x	2x
Back cover	\$2,996	\$2,572
Inside back	\$2,906	\$2,492
Inside front	\$2,906	\$2,492
Page one	\$2,906	\$2,492
Opener	\$2,817	\$2,411

ALL ADVERTISERS RECEIVE

-  Ad Design copywriting and photography
-  Enhanced Directory Listing
-  Web Impression Campaign