

Publisher's Statement

6 months ended December 31, 2024, Subject to Audit

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Annual Frequency: 6 times/year

Field Served: BRIDAL GUIDE is a magazine for the contemporary bride-to-be. It focuses on current trends in fashion, beauty, home design and honeymoon travel; provides information on wedding planning; and explores social issues that affect the bride and groom.

Published by RFP Corp.

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
93,288	6,853	100,141	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation	
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales				
Jul/Aug	7,432		7,432		85,879	85,879	93,311		5,024	5,024	12,456		85,879	98,335
Sep/Oct	7,379		7,379		85,879	85,879	93,258		7,785	7,785	15,164		85,879	101,043
Nov/Dec	7,460		7,460		85,835	85,835	93,295		7,750	7,750	15,210		85,835	101,045
Average	7,424		7,424		85,864	85,864	93,288		6,853	6,853	14,277		85,864	100,141

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	7,424		7,424	7.4
Total Paid Subscriptions	7,424		7,424	7.4
Verified Subscriptions				
Individual Use		85,864	85,864	85.7
Total Verified Subscriptions		85,864	85,864	85.7
Total Paid & Verified Subscriptions	7,424	85,864	93,288	93.2
Single Copy Sales				
Single Issue	6,853		6,853	6.8
Total Single Copy Sales	6,853		6,853	6.8
Total Paid & Verified Circulation	14,277	85,864	100,141	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2022	None Claimed	105,556	105,556		
12/31/2021	None Claimed	111,535	108,142	3,393	3.1
12/31/2020	None Claimed	112,248	112,248		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$5.99	
Subscription	\$18.99	
Average Subscription Price Annualized (2)		\$10.02
Average Subscription Price per Copy		\$1.67

(1) Represents subscriptions for the 6 month period ended December 31, 2024

(2) Based on the following issue per year frequency: 6

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Individual Use			
Individually Requested		85,864	85,864
Total Individual Use Copies		85,864	85,864

RATE BASE

None Claimed

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 696

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: RFP Corp.
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