



MARTHA STEWART WEDDINGS

A Vow to Our Brides

“The *Martha Stewart Weddings* reader knows that planning a wedding is a fundamentally creative act and that by caring about every detail she imbues her celebration with beauty, meaning and emotional resonance.

She understands that each personal touch—a setting, a gift, a jewel, a bouquet—is a rewarding endeavor.

Martha Stewart Weddings will introduce her to the most beautiful and inspiring ideas, the best products, and trustworthy resources to make her wedding the most fulfilling celebration possible.”



A handwritten signature in black ink on a grey background. The signature reads "Darcy Miller" in a cursive script.

- Darcy Miller, Editorial Director





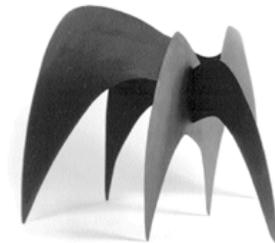
MARTHA STEWART WEDDINGS

Setting a New Standard for Excellence

Renowned for elegance, sophistication and quality, *Martha Stewart Weddings* sets the standard for discerning brides embarking on a lifetime commitment, as well as for wedding industry professionals seeking creative ideas for the brides they serve.

Blending information, imagination and elegance, *Martha Stewart Weddings* takes the bride to the dress and beyond, inspiring every detail of her unforgettable day and helping her set the stage for her new life – from announcements to favors and from registry to honeymoon.

Martha Stewart Weddings' tradition of excellence and unwavering commitment to the extraordinary are unparalleled, making *Martha Stewart Weddings* the best-selling national bridal magazine on the newsstand *and* the only bridal magazine to ever win a National Magazine Award for General Excellence from the American Society of Magazine Editors (2005).



2005 ASME Winner
General Excellence



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MARTHA STEWART WEDDINGS

Inspiration for the Dress and Beyond

Martha Stewart Weddings is the only bridal magazine to take the bride to the dress and beyond.

From the exquisite gowns, shimmering jewelry and lush flowers that adorn her, to the elegant place-settings, luscious cakes and imaginative settings that surround her, the *Martha Stewart Weddings* bride relies on our unrivalled perspective and unparalleled expertise to turn her wedding into a truly extraordinary and unforgettable experience.



BRIDAL ADORNMENTS

- Dresses
- Bouquets
- Jewels & Gems
- Shoes & Accessories
- Beauty & Fragrance
- Watches & Cufflinks



SUMPTUOUS SURROUNDINGS

- Cakes
- Table Settings
- Floral Arrangements
- Locations
- Themes



DISTINGUISHING DETAILS

- Entertaining
- Etiquette
- Invitations
- Favors
- Vows & Readings



HAPPILY EVER AFTER

- Registry How's & Why's
- Destination Weddings
- Honeymoon Travel
- New Home Set-Up





MARTHA STEWART WEDDINGS

Outshining All Other Bridal Magazines on the Newsstand

Martha Stewart Weddings outsells every other national bridal magazine on the newsstand. That's 62% more than the category average and 18% more than the nearest competitor.

Martha Stewart Weddings delivers an audience driven by pure demand, with none of the verified circulation on which other titles rely to boost their numbers.

CIRCULATION DECEMBER '07	TOTAL	NEWSSTAND	SUBS	VERIFIED SUBS	TOTAL PAID LESS VERIFIED
MARTHA STEWART WEDDINGS	253,153	225,623	27,530	0	253,153
BRIDAL GUIDE	175,047	127,753	47,294	0	175,047
BRIDES	351,167	191,015	160,152*	70,000	281,167
MODERN BRIDE	313,426	142,155	171,271*	88,235	225,191
IN STYLE WEDDINGS	167,689**	167,689	0	0	167,689
ELEGANT BRIDE***	144,644	66,583	40,497	37,564+	107,080

*44% of *Brides*' subscription base are verified; 52% of *Modern Brides*' subscription base are verified

**Average of the Summer and Fall issues; excludes an average of 30,439 analyzed non-paid copies counted as analyzed non-paid

***Source: (Not measured by ABC) Statement required by 39 U.S.C. 3685 showing ownership, management and circulation, October 2007

+Non-requested copies

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Source: ABC Statements, July-December 2007.





MARTHA STEWART WEDDINGS

Portrait of the *Martha Stewart Weddings* Bride

Martha Stewart Weddings' brides stand out when compared to the average bride.

Creative and sophisticated, *Martha Stewart Weddings'* brides strive to create one-of-a-kind celebrations filled with the personal touches that result in a truly unforgettable occasion for themselves and their guests.

Snapshot of the *Martha Stewart Weddings* bride

Median Age:	27.5	First time brides:	97%
Attended College:	93%	Anticipated length of engagement:	12.6 months
Median HHI:	\$83,300*	Median number of guests:	168
Employed:	81%		

Source: *Martha Stewart Weddings* Newsstand Study, 2008 Winter issue; Pulse on America Inc. *Combined income of bride and groom

Profile of the *Martha Stewart Weddings* bride

Unique & Attentive *Compared to the average bride, she's more likely to:*

- Want to put her own unique stamp on a wedding
- Consider every detail of her wedding is important
- Spend on more elements of her wedding

Savvy & Discerning *Compared to the average bride, she's more likely to:*

- Agree that brand names and designers are important in bridal registry choices
- Pay extra for a product consistent with her image
- Buy based on quality, not price
- Recommend products and services she loves to others

Source: *Martha Stewart Weddings* Perceptions Study, Fall 2006. Base: Engaged Readers of *Martha Stewart Weddings*. Average Bride = Engaged Non-reader of *Martha Stewart Weddings*

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MARTHA STEWART WEDDINGS

Most Cherished by Brides

Martha Stewart Weddings' unsurpassed commitment to inspired ideas and expertise that extend beyond the dress creates a trusted relationship with our brides that lasts longer and is more in-depth than other bridal magazines.

Our brides prefer *Martha Stewart Weddings* when planning their new life.

- Longer lasting relationship, with 55% beginning to read **prior** to their engagement
- Longest average time spent reading (113 minutes) of any bridal magazine
- Ranked highest as "one of my favorite bridal magazines"
- Referred to *Martha Stewart Weddings* more often than any other bridal magazine

Martha Stewart Weddings provides more and better ideas for our brides.

When compared to other bridal magazines, readers say *Martha Stewart Weddings* ...

	<u>AGREE</u>
Offers more creative and original ideas	89%
Pays more attention to each detail of a wedding	83%
Offers more ideas for each aspect of a wedding	80%
Offers better ideas for each aspect of a wedding	79%

Martha Stewart Weddings moves our brides from inspiration to action.

	<u>AGREE</u>
"I used/plan to use an idea I saw in the magazine"	67%
"I further researched something I saw in the magazine"	60%
"I made/plan to make something I saw in the magazine"	56%
"I recommended something I saw in the magazine to others"	43%
"I purchased/plan to purchase something I saw in the magazine"	33%

Source: *Martha Stewart Weddings* Perception Study, Fall 2006
 Base: Engaged Readers of *Martha Stewart Weddings*





MARTHA STEWART WEDDINGS

Engagement that Extends to Advertisers

Martha Stewart Weddings is a cherished resource for discerning brides as they embark on one of the most active periods of spending in their lives. Our brides' unprecedented trust in *Martha Stewart Weddings* extends to our advertising partners. This directly and positively impacts their attitudes about the brands advertising with *Martha Stewart Weddings*.

Martha Stewart Weddings' brides value the ads they see in our pages as a resource.

	AGREE
"I've gotten ideas for my wedding/registry from ads in <i>Martha Stewart Weddings</i> "	70%
"Only the best products and services are advertised in <i>Martha Stewart Weddings</i> "	58%
"I'm more likely to notice ads in <i>Martha Stewart Weddings</i> than in any other bridal magazine"	51%
"I'm more likely to try products from <i>Martha Stewart Weddings'</i> advertisers than in any other bridal magazines"	50%
"I think <i>Martha Stewart Weddings'</i> advertisers are more appropriate for my wedding"	46%
"I like to look at the ads in <i>Martha Stewart Weddings</i> almost as much as the articles"	46%



MARTHA STEWART WEDDINGS

Inspiration that Moves the Industry

Martha Stewart Weddings' dedication to detail, creativity, beauty, style and sophistication makes it a definitive resource not only for brides, but also for wedding professionals.

Issue after issue, these professionals turn to *Martha Stewart Weddings* for inspiration and detailed information to help brides plan their engagement, ceremony, honeymoon, and beyond.

Martha Stewart Weddings is the preferred bridal magazine for wedding industry professionals.

- 72% say they refer to *Martha Stewart Weddings* more than any other bridal magazine
- It's the bridal magazine they say they've read most
- It's the bridal magazine they say they consider most inspiring

Martha Stewart Weddings directly impacts the recommendations and actions of wedding industry professionals.

- 85% look to the magazine for general inspiration
- 82% refer back to back issues
- 75% use ideas seen in *Martha Stewart Weddings*
- 75% recommend specific ideas or items from the magazine
- 57% have had clients specifically request something they saw in *Martha Stewart Weddings*
- 42% point out specific article or ads to their clients



MARTHA STEWART WEDDINGS 2008 On-Sale, Closing & Material Dates

SPRING WEDDINGS 2008

National Ad Close:	January 21
Regional Ad & Fractional Close:	January 17
Material Due Date:	January 28
On-Sale Date:	April 7

SUMMER WEDDINGS 2008

National Ad Close:	April 14
Regional Ad & Fractional Close:	April 11
Material Due Date:	April 21
On-Sale Date:	June 30

FALL WEDDINGS 2008

National Ad Close:	July 21
Regional Ad & Fractional Close:	July 18
Material Due Date:	July 28
On-Sale Date:	October 6

WINTER WEDDINGS 2009

National Ad Close:	October 13
Regional Ad & Fractional Close:	October 10
Material Due Date:	October 20
On-Sale Date:	December 29



MARTHA STEWART WEDDINGS

2008 Advertising Rates

FREQUENCY DISCOUNT	1X	2X	4X
	–	3%	6%

NATIONAL COLOR RATES

Full Page	\$34,400	\$33,400	\$32,300
2/3 Page	\$27,500	\$26,700	\$25,900
1/2 Page	\$21,500	\$20,900	\$20,200
1/3 Page	\$15,500	\$15,000	\$14,600
Digest Page	\$19,400	\$18,800	\$18,200

NATIONAL B&W RATES

Full Page	\$24,100	\$23,400	\$22,600
2/3 Page	\$19,300	\$18,700	\$18,100
1/2 Page	\$15,000	\$14,600	\$14,100
1/3 Page	\$10,800	\$10,500	\$10,200
Digest Page	\$13,500	\$13,100	\$12,700

PREMIUM COLOR PAGES

2nd Cover	\$43,000	\$41,700	\$40,400
3rd Cover	\$37,800	\$36,700	\$35,600
4th Cover	\$44,700	\$43,400	\$42,000
T.O.C.	\$37,800	\$36,700	\$35,600

FREQUENCY DISCOUNT	1X	2X	4X
	–	3%	6%

RETAIL & TRAVEL COLOR RATES

Full Page	\$27,500	\$26,700	\$25,900
2/3 Page	\$22,000	\$21,400	\$20,700
1/2 Page	\$17,200	\$16,700	\$16,200
1/3 Page	\$12,400	\$12,000	\$11,600
Digest Page	\$15,500	\$15,000	\$14,600

RETAIL & TRAVEL B&W RATES

Full Page	\$19,300	\$18,700	\$18,100
2/3 Page	\$15,400	\$14,900	\$14,500
1/2 Page	\$12,000	\$11,700	\$11,300
1/3 Page	\$8,700	\$8,400	\$8,100
Digest Page	\$10,800	\$10,500	\$10,200



MARTHA STEWART WEDDINGS

2008 Regional Advertising Rates

PAID CIRCULATION: 268,663

REGION	PAID CIRCULATION	NATIONAL EQUIVALENT PAGE	FULL PAGE COST	HALF PAGE COST*
Northeast CT, MA, ME, NH, NJ, NY PA, RI, VT	52,751	0.20	\$9,620	\$6,010
Midwest IA, IL, IN, KS, MI, MN, MO ND, NE, OH, SD, WI	46,194	0.17	\$8,640	\$5,400
South AL, AR, DC, DE, FL, GA, LA KY, MD, MS, NC, OK, SC TN, TX, VA, WV	67,147	0.25	\$11,140	\$6,960
West AK, AZ, CA, CO, HI, ID, MT NM, NV, OR, UT, WA, WY	60,428	0.22	\$10,460	\$6,530
Foreign/CN	42,143	0.16	\$8,570	\$5,360

* Please note the remainder of the 1/2 page must be sold in the same region.





MARTHA STEWART WEDDINGS

2008 Advertising Rates General Information

1. Rates published herein are before agency commission, and based on average net paid circulation figures:
Issues *Spring, Summer, Fall, Winter*
Rate card *No. 24*
Announcement of any change in rates will be made at least seven weeks in advance of the issue date of the first issue to which such rates will be applicable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
3. Martha Stewart Living Omnimedia, Inc. (the "Publisher") may cancel or reject any advertising for any reason at any time without liability, even though previously acknowledged or accepted. Advertisements that simulate *Martha Stewart Weddings* magazine editorial matter in appearance or that are not immediately identifiable as advertisements are not acceptable. The Publisher does not accept tobacco advertising.
4. All advertisements are accepted and published upon the representation by the agency and advertiser that they are authorized to grant the right to publish the entire contents and subject matter thereof in *Martha Stewart Weddings* magazine and that such publication will not violate any law or infringe upon any right of any person or entity in consideration of the publication of advertisements. The advertiser and agency hereby, jointly and severally, indemnify and hold the Publisher harmless from and against any and all claims, damages, liabilities, obligations, losses, and expenses (including, without limitation, attorneys' fees and disbursements) in connection with the publication of such advertisements, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all other claims now known or hereafter devised.
5. Any condition on contracts, orders, or copy instructions including, without limitation, those involving the placement of advertising within an issue of *Martha Stewart Weddings* magazine (such as page location, competitive separation, or placement facing editorial copy) will be treated as a request only. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
6. The advertiser and agency are jointly and severally liable for the payment of invoices and all other obligations in connection with advertising published hereunder. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication, the agency and advertiser agree not to make promotion, merchandising, commercial, or other publicized reference to *Martha Stewart Weddings* magazine or Publisher in any way except with the prior written permission of the Publisher in each instance.

(Continued...)



MARTHA STEWART WEDDINGS

2008 Advertising Rates General Information

(Continued)

7. The Publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of acts of war (whether or not declared), terrorism, strikes, work stoppages, accidents, fires, acts of God, weather, or any other circumstances not within the control of the Publisher.
8. No terms or conditions, printed or otherwise, appearing on contracts, orders, copy instructions, or otherwise which conflict with the provisions of this rate card or which are inserted unilaterally by the agency or the advertiser will be binding on the Publisher.
9. Agency Commission: 15% to recognized agents (does not apply to production premiums).
10. Bills are rendered on or about the issue's on-sale date and are due thirty days following invoice date. Publisher reserves the right to charge 1.5% interest or the maximum rate of interest allowable by law for any payments received after the above specified due date. Publisher also reserves the right and is entitled to recover any costs and expenses associated with the collection of said late payment.
11. If Advertiser requests the Publisher to make any additions or deletions to digital files previously supplied by Advertiser, the Publisher shall bear no liability in connection with such additions or deletions. In addition, the Publisher is not responsible for any changes made after the closing date.
12. The Publisher is a member of the Audit Bureau of Circulations.

FREQUENCY

Advertisements must be inserted within one year of the first placement to earn a frequency discount. Advertising schedules composed of mixed space units are entitled to standard frequency discounts based on combined page sizes.

RETAIL & TRAVEL RATES

Retail rates apply to stores whose primary business is retailing, and whose retail sales exceed any wholesale or mail-order business that the store may operate. Travel rates apply to hotel, resort, and travel advertisers.



MARTHA STEWART WEDDINGS

Mechanical Specifications

Send all contracts, insertion orders, and printing materials to:

MARTHA STEWART LIVING OMNIMEDIA
 Amanda Allensworth
 Advertising Production Coordinator
 11 West 42nd Street, 23rd Floor
 New York, NY 10036
 tel: 212.827.8027 fax: 212.827.8266

TRIM SIZE

8 1/8" x 10 7/8"

PRINTING PROCESS

Web offset.

BINDING

Perfect Bound

REQUIRED MATERIALS

Digital Files: **PDF X1A** or **HIGH-RES PDF** (image resolution 300 dpi min., 400 dpi preferred), accompanied by two SWOP color proofs pulled from the supplied file. Call Amanda Allensworth at 212.827.8027 or e-mail aallensworth@marthastewart.com for digital specifications sheet.

LINE SCREEN

150-line screen is preferred, 133-line screen is acceptable. Maximum combined density is not to exceed 300%. No more than one solid should be used. All material must be prepared to meet SWOP (Specifications for Web Offset Publications) standards. (For more information, visit www.swop.org.)

PROOFS

All final material must be submitted with digital proofs (for color guidance on press) that have been pulled from the supplied file. All proofs must contain SWOP color bars. We require two digital proofs (Kodak approvals preferred) pulled on commercial-grade stock.

Laser printouts will not be accepted as proofs for color. Color on press cannot be guaranteed without a SWOP proof supplied by the advertiser.

AVAILABLE UNIT SIZES

sizes	width	depth
1 page	7 1/2"	10 3/16"
1 page bleed spread	8 3/8"	11 1/8"
spread bleed	14"	10 3/16"
2/3 page	16 1/2"	11 1/8"
2/3 page bleed	4 5/8"	10 3/16"
1/2 page horizontal	5 1/4"	11 1/8"
1/2 page horizontal bleed	7"	5 1/16"
1/3 page vertical	8 3/8"	5 5/16"
1/3 page vertical bleed	2 1/4"	10 3/16"
1/3 page square	2 7/8"	11 1/8"
Digest	4 1/2"	4 7/8"
	4 1/2"	6 1/2"

Live matter should be 1/2" from gutter and bleed edges. 1/3 page square and digest page size are NOT available in bleed.

When the second color of a black plus-one-color ad is not a single process color, the Publisher will convert to a combination of process colors.

Any nonconvertible ad requiring PMS colors will be charged a 5th-color premium.

INSERT CARDS

Accepted on a limited basis, specifications and availabilities on request.

SUPPLIED INSERTS

Please contact Amanda Allensworth for more information.



MARTHA STEWART WEDDINGS

Digital Advertising Specifications

Send all contracts, insertion orders, and printing materials to:

MARTHA STEWART LIVING OMNIMEDIA
Amanda Allensworth
Advertising Production Coordinator
11 West 42nd Street, 23rd Floor
New York, NY 10036
tel: 212.827.8027 fax: 212.827.8266

ACCEPTED FILE FORMATS

PDF X1A, High-Res PDF

PDF X1A or High-Res PDF (Portable Document Files)
Supplied images must be CMYK, all fonts embedded, press setup, 300 dpi minimum resolution (400 dpi or higher preferred). **Do not send digital files created from scanned film. We will not accept Photoshop, Quark, Illustrator, InDesign or other native files.**

All image trapping will be included in file(s). Right reading, 100% size, portrait mode, no rotations. Standard trim, bleed and center marks in all separations, 1/2" outside trim (no marks in live image area). Total density not to exceed SWOP (Specifications for Web Offset Publications) 300% TAC. Hi-res Contone not accepted. 5th or spot color should be in a separate file. Files should not be submitted with four-color black text. Use only postscript fonts.

NAMING CONVENTION

Limit to 11 characters. Include Job name, Ad#, Revision#, file format (if necessary). **Do not include illegal characters** (?<*+;'">=] - { [# @ % \$ # /). **Also, do not use periods.**

DISK TYPE

CD-ROM (FTP submission of files is not accepted.)

PROOFS

Accepted digital proof types: Kodak approval, Fuji PictroProof, DuPont Digital WaterProof, AGFAJet Sherpa, Polaroid PolaProof Digital, ORIS digital proofing system, Iris. Please supply two proofs, pulled directly from the supplied file, on commercial-grade stock. All proofs should meet SWOP standards (see www.swop.org for more information). Include a 25%, 50%, 75%, 100% color step scale for quality control. **Laser printouts will not be accepted as proofs for color. Color on press cannot be guaranteed without an acceptable color proof supplied by the advertiser.**

Please also supply a printout of the supplied file at 100% size for content integrity.

Ad must be designed to actual dimensions of space being purchased (see advertising spec sheet, rate card or SRDS Print Media Production Source-Consumer magazines).