

ASSOCIATION OF

ABC

BRIDAL CONSULTANTS

Wedding Planner MAGAZINE



The Standard for
Wedding Excellence



Editor's Note



Robyn

Robyn Bruns, managing editor has over 18 years experience in the wedding industry. For most of that time she owned an award winning wedding planning company. She has been the editor of the magazine since 2018. Her editorial focus for Wedding Planner Magazine is to create a business focused magazine for wedding professionals. Her wedding and event expertise and knowledge have been featured in the New York Times, CNN.com, Fox and NBC tv affiliates and many other publications and forums.

Robyn holds a BA from Drake University, and a Masters from the University of Illinois Chicago. She is one of 48 people to hold the Master Wedding Planner designation.

In her spare time she likes to experiment in the kitchen, watch reality TV, read, and spend time with her husband and 2 dogs. She calls the beautiful lake city of Coeur d'Alene Idaho home and is an avid photographer of the beautiful sunsets she sees out her window.

Editor's Note



J e s s i c a

Jessica English, layout and design editor uses her eye for detail and creativity to create a gorgeous Wedding Planner Magazine cover to cover. Jessica owns a wedding planning company and is also an adjunct University professor. Her calm, collected way of handling things, need for intense organization and 'anything-it-takes' attitude is present in both her professional and personal life. Her love of the wedding industry is deep, and she LIVES for the brief moment before a client and their loved one walk down the aisle and they pause to take it all in for one anticipatory, nervous second.

In her free time she spends time with her two young kids, husband, and their two big dogs. She loves to read, ski, travel, re-organize her house and stare at TikTok mindlessly.

**Photo credit for the headshots:
Jennifer DeBarros**

The wedding industry's only magazine dedicated to wedding planners, professionals and designers. Produced 4 X per year, and by hard copy. Digital version available at www.abcweddingplanners.com



Wedding Planner Magazine

is a quarterly publication for the wedding industry by the Association of Bridal Consultants (ABC).



Each quarterly issue will have an editorial focus such as design, trends, international/ destination weddings and business. The January issue will always feature the ABC World Of Weddings Annual Conference recap.



The wedding industry is culturally diverse, and 1 issue per year will be dedicated to international and destination weddings.

Each issue will be a showcase for our members. Our Ask the Experts column, Best Practices and Member Insights readers will benefit from the insight of ABC's most experienced and diverse members.



The highest standard to achieve in the industry is to become a Master Wedding Planner/Vendor. Each issue will highlight 1-3 masters as they show our readers what it takes to be the best in the industry.

These Articles and more

Wedding Planner

MAGAZINE

The wedding industry's only magazine dedicated to wedding planners, professionals and designers.
 Produced 4 X per year by hard copy. Digital version available at www.abcweddingplanners.com

Advertising rates	Total for 2 issues	Total for FULL year 4 issues
Full Page	\$ 1,920	\$ 3,840 / year of visibility
½ page \$ 600	\$ 1,200	\$ 2,400 / year of visibility
Social Media Promotion*		\$300 / year of visibility

*Social Media Promotion includes 2 Facebook Posts, 2 Instagram Posts and Blog Submission.

Pricing is in US Dollars. Full payment due by printing deadline, for ad to be included.

Single issue ads not available.
 Ad questions can be
 forwarded to:

✉ vp@abcweddingplanners.com; ATTN: Veronica

Ad copy file to be saved and submitted as a 300 dpi, CMYK pdf file.

Ad copy to be e-mailed to:

Layout@abcweddingplanners.com ATTN: Robyn or Jessica

Ad sizes:

Full page No Bleed, 7.5625 inch x 9.650 inch

Half Page Horizontal: 7.57625 inch x 4.7625 inch

Half Page vertical: 3.720 inch x 9.650 inch

Ad copy submission and printing deadlines

January 30	for printing and January mailing of . . .	1st Quarter issue
April 28	for printing and April mailing of . . .	2nd Quarter issue
July 28	for printing and July mailing of . . .	3rd Quarter issue
October 27	for printing and October mailing of . . .	1st Quarter issue

Wedding Planner MAGAZINE

The wedding industry's only magazine dedicated to wedding planners, professionals and designers.
Produced 4 X per year by hard copy. Digital version available at www.abcweddingplanners.com



*Wedding Planner Magazine is published by Wedding Planner Magazine LLC.
Main office questions can be forwarded to Association of Bridal Consultants ("ABC"),
ABC Wedding Planners, 632 Federal Road, Brookfield, CT 06804*

☎ Phone 860-355-7000 / Fax 203-775-0037

The wedding industry's only magazine dedicated to wedding planners, professionals and designers.
Produced 4 X per year by hard copy. Digital version available at www.abcweddingplanners.com.

Stats Page



3454



6,590



8,714



1.2k



126

What Are They and How Can I Get Some?

OR: All my backgrounds go to the edge; isn't that good enough?

It seems like it should be just fine. You're designing a magazine and you've got some cool backgrounds you want to use and you'd like them to bleed. So in your page layout document, which you set up at 8.375 x 10.875 (a standard web size), you drop in a Photoshop background file that's 8.375 x 10.875. It exactly fills the page in your document. Perfect, right? Well, not exactly. Read on for the mystery of bleeds revealed!

Whether your job is printed on a sheetfed press or a web press, the signatures are printed on paper that's actually larger than the finished size of your book. Then these large signatures are folded down so the pages end up in the correct order. After that, they're assembled and made into your finished piece, for example, a saddle-stitched book. Finally, the books are trimmed so that all the pages have a nice, clean, finished look.

In web printing, large rolls of paper feed through a press at hundreds of feet a minute. At these speeds, the paper can move slightly, which means that the content of some of the pages may be a bit closer or further away from the edge than in your original file.

At the trimming stage, if your original layout doesn't bleed properly and the trim is slightly less than expected, it's possible that your background graphic will not reach the trim edge, leaving your page with an unintentional white margin.

To ensure that this doesn't happen, anything that's supposed to bleed has to actually extend ***beyond the trim edge of the document page***, out onto the pasteboard. Our minimum bleed is .125 inches and we prefer .25 inches.

To the right are screen captures for both InDesign and Quark, showing the windows where you can set bleed marks.

You'll be able to see at a glance on each page of your layout whether your bleeds have been extended far enough.

So back to your cool background graphic. If you want it to bleed and you're planning to do our minimum .125-inch bleed, your Photoshop file needs to be 8.625 x 11.125. Now when you drop it into your document and center it, the image will completely fill the page and the extra .125 inches on *each side* will correctly bleed out onto the pasteboard, all the way out to the red bleed lines. With this little bit of insurance, even the minor variations associated with printing won't create a situation where your graphic stops short of the edge of the page.



1001 Commercial Court • Onalaska, Wisconsin • 800.658.9032 • www.crescentprinting.com

INDESIGN

Above is a screen capture of InDesign's Document Setup window. It shows a bleed value set to .125 inches as indicated by the red line which is outside of the actual page boundary.

To the right is a screen capture of an InDesign file showing the background extending beyond the document edge out onto the pasteboard.

QUARK

Above is a screen capture of Quark's Create Bleed & Safety Guides window. It shows a bleed value set to 9 points (.125 inches) as indicated by the red lines which are outside of the actual page boundary.

To the left is a screen capture of a Quark file showing the background extending beyond the document edge out onto the pasteboard.

Screen captures of the print windows in InDesign and Quark where you'll set the bleed information to be sure the bleeds are included in your Press Quality PDF.

INSERTION ORDER ... for Wedding Planner Magazine

Company Name: _____

Contact Person: _____

Company address: _____

City, State, Zip: _____

Best E-mail: _____

Best Phone: _____ Fax: _____

(Ad Agency if applicable & contact name & e-mail) _____

Total # of issues: _____ Total price: \$ _____

Select issues: 1st Quarter Nov 15 copy 2nd Quarter February 15 3rd Quarter May 15 4th Quarter August 15

Payment by: Check Credit Card

Checks Payable to: Wedding Planner Magazine, LLC ... or ... Association of Bridal Consultants.

Credit Cards: VISA MASTERCARD AMEX DISCOVER

Credit Cards #: _____ Exp Date: _____ V-Code: _____

Advertiser (or Agency) ... I agree to the above advertising plan and payment terms ...

Signature: _____ Date: _____

Printed Name: _____

Thank you for advertising with Wedding Planner Magazine,
which is published quarterly by Wedding Planner Magazine LLC.

Payments may be mailed to:

Association of Bridal Consultants, 632 Federal Road -
Suite 2, Brookfield, CT 06804



 860-355-70000

 203-775-0037

 info@bridalassn.com



INSERTION ORDER . . . for Wedding Planner Magazine

GRAB YOUR ORDER HERE

WEDDING PLANNER MAGAZINE

INSERTION ORDER - for Wedding Planner Magazine

Complete Name: _____
Company Name: _____
Company Address: _____
City, State, ZIP: _____
Phone: _____ Fax: _____
E-Mail: _____
Total of Issues: _____ Total Price: \$ _____

Send Issues: _____
Check Issues: _____
Payment by: _____
Check Payment to: _____
Credit Card: _____
Advertiser (if Agency): _____
Signature: _____
Printed Name: _____

Thank you for advertising with Wedding Planner Magazine, which is published quarterly by Wedding Planner Magazine LLC. Payment may be made to: Association of Bridal Consultants, LLC, 10000 Lakeside Blvd., Suite C, Birmingham, AL 35244. Phone: 800-255-7267 or 205-755-2027. E-Mail: info@weddingplanner.com

**Standard for
Wedding Excellence**

www.abcweddingplanners.com

ASSOCIATION OF

ABC

BRIDAL CONSULTANTS

Wedding Planner MAGAZINE



The Standard for
Wedding Excellence

