

WISCONSIN'S WEDDING MAGAZINE

*Veil*



# 2016 MEDIA KIT



Wisconsin's Wedding Magazine caters to the unique tastes of the most discerning brides-to-be searching for the finest artisans. Chosen by the Modern Day Wisconsin Bridal Couple as the most informative and comprehensive local wedding magazine.

# THE MAGAZINE

Two issues per 12 Months -  
Covering Spring, Summer, Fall, &  
Winter with seasonal covers  
**An Average Sell Through of 79%**



## Veil Magazine appeals to an affluent consumer

**96% couples budget between \$38,000 & \$64,000 for their wedding**

Median Income ..... \$59,250

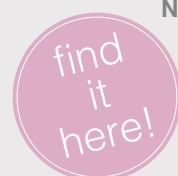
College - Educated ..... 67%

Median Age - Female ..... 26+

First Marriage ..... 59%

Median Age - Male ..... 28+

Second Marriage ..... 41%



**Newsstands:** bookstores, grocery stores, major chain stores including *Pick 'n Save, Walgreens*

**Jewelers**

**Promotional Circulation, Bridal Salons, Advertiser Circulation**

**Bridal Shows:** Exclusive Wedding Magazine CO-Sponsor of  
Milwaukee's Magnificent Bride Show since 2005, show date March 2017  
The Bridal Show at Overture since 2008, show date October 2016

## Brides love print!



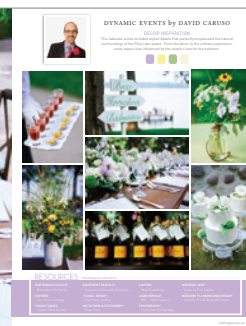
Stay up-to-date with the  
current bridal fashion!



Advertisers  
UpClose!



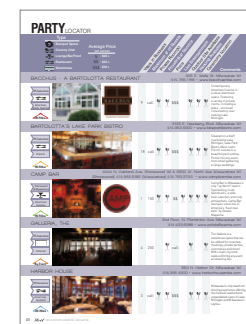
Explore different possibilities for  
table décor from Event Designers!



Featured stories that help  
every bride-to-be!



Local Wisconsin couples  
share their love story!



The directories!

**Veil Magazine also offers ideas and planning advice from local resources.**