

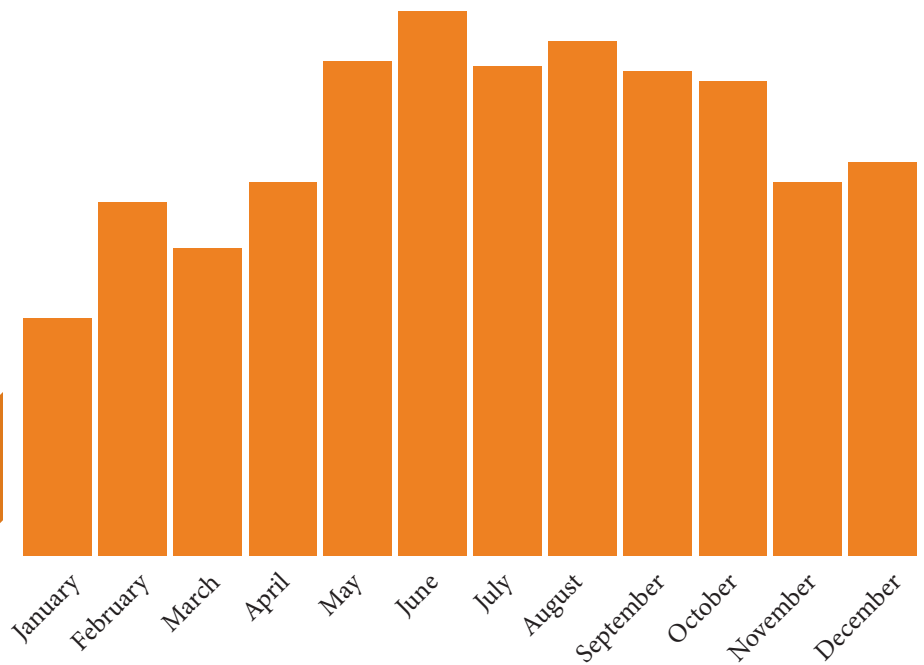
# DEMOGRAPHICS



Sophisticated Groom magazine is for engaged men 25-45 years old who are actively seeking information about their role in the wedding planning process. Once the wedding day has passed, newly married men turn to Sophisticated Groom for ideas on maintaining a healthy marriage.

Target Age Range	25 - 45
Circulation:	10,000
HHI:	\$51,591

There were an estimated 2.1 million weddings in 2009



“Planning a wedding is becoming a joint venture. It’s different than it was decades ago. It’s still her day to shine, for sure, but today’s groom doesn’t mind getting caught in the limelight.”

Andrew Wheeler, Grooms editor for WeddingBells Magazine

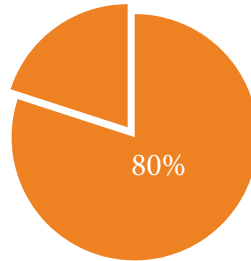
BECAUSE IT'S NOT JUST ABOUT THE BRIDE

# THE MARKET

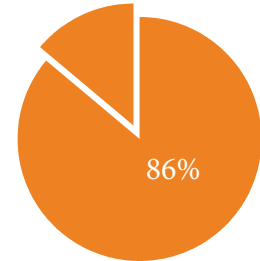


## GROOM'S INTEREST AND INVOLVEMENT AT ALL-TIME HIGH

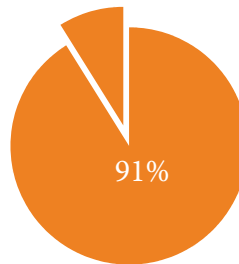
Nearly 1.7 million men are actively seeking advertisers and information related to weddings.



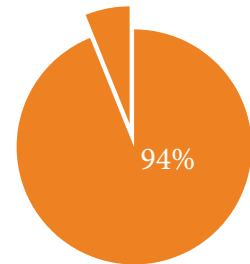
Over 1.8 million men are concerned with wedding patterns and styles.



About 2 million couples will register for various items for their new life together.

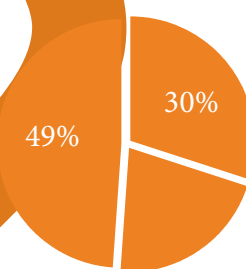


Almost 2 million men will participate in the selection of the registry items.

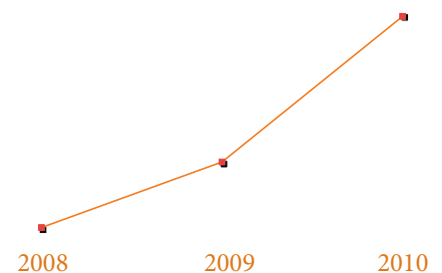


## GROWING FINANCIAL COMMITMENT CREATING ACTIVE GROOMS

Close to 1.7 million men will finance their wedding in part or whole.



Wedding costs have continually increased over recent years, with a 2010 expense of \$24,000.



### SOURCES

Association of Bridal Consultants, Bridal Guide, Fairchild Bridal Group "American Bridal Report", Fairchild Bridal Group "American Weddings" Survey 2005, National Center for Health Statistics, US Census Bureau, The Knot, The Association for Wedding Professionals International, Bride's Millennium Report: Wedding Love & Money, Bride's magazine, Powell II the People Media, LLC, NPD Market Research

BECAUSE IT'S NOT JUST ABOUT THE BRIDE

# PURCHASES

Pre-engaged, engaged and newlywed men spend \$70 billion annually.



PRODUCT	% OF MEN WHO WILL PURCHASE
Airplane Travel	76%
Bachelor Party	51%
Budget Tools	41%
Camera	31%
Car Rental	60%
Ceremony Location	66%
Facial	8%
Financial Planner	64%
Gifts and Favors	66%
Groom Accessories	22%
Gym Membership	26%
His and Her Rings	88%
Home Electronics	24%
Honeymoon Clothing	70%
Honeymoon Travel	99%
Hotel or Resort Stay	77%
Insurance	35%
Legal Services	37%
Limo Rental	66%
Luggage	50%
Photography	88%
Reception Venue	88%
Rehearsal Dinner	66%
Skin Care	8%
Sports Equipment	7%
Sunglasses	70%
Sunscreen	58%
Swimsuits	70%
Tanning Salon	12%
Tools	12%
Tooth Whitening	83%
Tux	88%
Video Camera	37%
Videography	66%
Wedding Cake	88%
Weight Loss Methods	46%

BECAUSE IT'S NOT JUST ABOUT THE BRIDE

# EDITORIAL



Sophisticated Groom magazine reaches the growing number of men taking an active role in planning their weddings. Sophisticated Groom opens the discussion to wedding planning, relationships and the man's role in the relationship by maintaining an informative yet witty approach to important issues.

Before "I Do"  
(Prep & Planning)

Your responsibilities don't stop at "Will you marry me?" What happens next? How to do it and actually enjoy the process.

Getting Hitched  
(Wedding Day)

Best men, rings, cakes and more... here's exactly what's going to happen and the roles you're expected to play.

Health + Fitness  
(Personal Wellness)

Trying to look and feel better and want everybody else to notice? The best ways to improve physical and mental health.

Style  
(Fashion)

Now is the time to look your best, suggestions to look good during your special day, honeymoon and for life.

Fantastic Voyage  
(Travel)

Honeymoon or vacation, tips on where to go, what to wear, what to buy and how to get there.

Billfold  
(Money)

New wife, new life, new cash flow and new expenses...the best way to plan for everything that effects your wallet.

Ball + Chain  
(Marriage & Family)

Now that the "I Do's" have been said, life really starts. Tools and tips that will help you navigate the marriage waters.

Regular features and columns

The Groom's Journal, gift guides, planning tips, new technology features and stories that have absolutely nothing to do with weddings... everything needed to stay on schedule regardless of the issue you're reading.

## CALENDAR

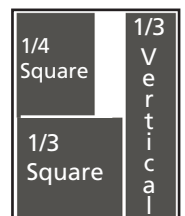
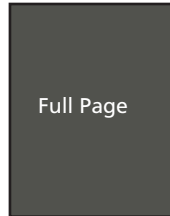
Issue	Content
Spring	Fashion Issue
Summer	Last-Minute Preparation Issue
Fall	Proposal Issue
Winter	Jewelry Issue

BECAUSE IT'S NOT JUST ABOUT THE BRIDE

# AD SPECS



PAGE SIZE	LIVE AREA	TRIM	BLEED
Full Page	8.125" x 10.625"	8.375" X 10.875"	8.5" x 11"
Two Page Spread	16.25" x 10.625"	16.75" x 10.875"	17" x 11"
1/2 Horizontal	8" x 5.25"	-	-
1/3 Vertical	2.7" x 10.875"	-	-
1/3 Square	5.25" x 5.25"	-	-
1/4 Square	3.875" x 5.25"	-	-
Coupon	3.5" x 1.625"	-	-



## DIGITAL MATERIALS

Ad materials must be submitted in electronic format and meet the following conditions:

Resolution is set to 300 dpi.

All files must be readable by Adobe InDesign CS4 or Adobe Photoshop 9.0.

Convert all colors used to CMYK and delete any unused colors from file.

All EPS, TIFF, JPEG and any other supporting files must be included with ad layout files on disk.

All screen and printer fonts used in ad must be included on disk. Ad materials should be supplied on readable CD on or before ad material due dates.

Advertiser will be responsible for cost of film outputs and proofs.

All disks become the property of Powell II the People Media, LLC and cannot be returned.

**Disk Types:** Files should be in Macintosh format and should be saved to CD Rom disks.

**Proofs:** A laser-printed proof and a Matchprint or comparable color proof must accompany the disk.



## CONTACT INFORMATION

George DeMan - Travel and Home Advertising Guru

Denise Fattal - Wedding Advertising Guru

Phil Goff - Men's Advertising Guru

1532 Bubbling Creek Rd.

Atlanta, GA 30319

Phone: 866-959-PIIP (7447)

[www.PIIPmedia.com](http://www.PIIPmedia.com)

[www.SophisticatedGroom.com](http://www.SophisticatedGroom.com)