

» VOICE of the GTA «  
**TORONTO STAR**  
thestar.com

# National BRIDAL SHOW

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## FALL 2009 MEDIA CAMPAIGN

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**TORONTO'S MOST AGGRESSIVELY PROMOTED BRIDAL SHOW  
MEDIA BUDGET VALUED AT OVER \$250,000.**

### PRINT COVERAGE:

- **THE TORONTO STAR:** A series of 10 half Page display ads will start running 2 weeks prior to the show.  
TOTAL PRESS RUN 3 MILLION COPIES.
- **METROLAND COMMUNITY NEWSPAPERS:** A series of 4 quarter page ads will commence 2 weeks prior to the show.  
TOTAL PRESS RUN 5.6 MILLION COPIES.
- **THE TORONTO SUN:** A total of 4 display ads will start running 1 week prior to the show.  
TOTAL PRESS RUN 1.2 MILLION COPIES.
- **SING TAO NEWSPAPERS:** A total of 6 display ads plus 7 promotional ads will run 2 weeks prior to the show.  
TOTAL PRESS RUN 300,000 COPIES
- **METRO:** A total of 3 @ quarter page ads and 4 @ quarter page promo ads will run 2 weeks prior to the show.  
TOTAL PRESS RUN 1.2 MILLION COPIES
- **GLOBE AND MAIL:** A total of 3 display ads will run 1 week prior to the show.  
TOTAL PRESS RUN 950,000 COPIES

### ELECTRONIC MEDIA:

- [www.premierconsumershows.com](http://www.premierconsumershows.com)
- [www.toronto.com](http://www.toronto.com)
- [www.weddingbells.ca](http://www.weddingbells.ca)
- [www.nationalbridalshow.com](http://www.nationalbridalshow.com)
- links with major industry magazine radio and exhibitor sites

### VERTICAL MAGAZINES:

- **WEDDINGBELLS:** Full page, display ad.  
TOTAL PRESS RUN 35,000 COPIES.
- **TODAY'S BRIDE:** Full page, display ad.  
TOTAL PRESS RUN 42,000 COPIES
- **WEDDING ESSENTIALS:** Full page, display ad.  
TOTAL PRESS RUN 54,000 COPIES.
- **PERFECT WEDDING GUIDE:** Full page, display ad.  
TOTAL PRESS RUN 30,000 COPIES.
- **WEST OF THE CITY:** Half page, display ad.  
TOTAL PRESS RUN 25,000 COPIES
- **FASHION (Toronto Life)**

### RADIO:

- Dynamic paid advertising and promotional contests will commence 1 week prior to the show on 3 stations to be determined by our targeted demographics and BBM ratings.

