

# Engaged

FROM THE EDITORS OF **Rhode Island**  
MONTHLY

Your guide  
to planning  
the **perfect**  
wedding!

**ENCHANTING GOWNS**  
for every budget

Set sail on a romantic  
**HONEYMOON CRUISE**

How to throw a  
**COCKTAIL PARTY  
RECEPTION**

6 inspiring  
**LOCAL WEDDINGS**

Create your own  
**WEDDING WEBSITE**

ENGAGED 2011 \$4.95  
Engaged.RIMonthly.com



Rhode Island Monthly's **Engaged**,

*is filled with information for newly engaged brides-to-be and features planning tips, creative ideas, wedding fashion trends, local weddings to inspire and more. Engaged is the local publication for brides-to-be with a focus on Rhode Island and the Southeastern Massachusetts area.*

# Engaged,

from the editors of *Rhode Island Monthly*, is *the* publication for local brides-to-be to get information on planning the perfect wedding in the Rhode Island and Southeastern Massachusetts area. It is chockfull of helpful information on everything from planning on a limited budget to finding the perfect gown, using only *local* resources. Registry gifts, honeymoon options, inspiring invitation and decorative ideas, reception trends and what's fresh for brides in 2012 will also be included. This local focus makes *Rhode Island Monthly's Engaged* a unique and essential resource for local couples preparing to tie the knot.

## Why advertise?

*Rhode Island Monthly's Engaged* offers you the most value for your advertising dollar in the area's bridal market. By purchasing an ad in the publication, you benefit from:

- ◆ A year-long presence in the market's premier bridal publication
- ◆ Strong local content and great quality from the publishers of *Rhode Island Monthly*
- ◆ Targeted, guaranteed market-wide distribution of 20,000 magazines
- ◆ Ongoing online exposure, through our bridal website and Engaged e-newsletter
- ◆ Promotion via key local media
- ◆ An exciting honeymoon giveaway, promoted year-round, prompting brides-to-be to pick up the magazine and visit our website
- ◆ Ongoing online exposure through Engaged.RIMonthly.com, our bridal website.
- ◆ Sponsorships available to further increase your visibility and brand awareness
- ◆ Select advertisers, also receive a long list of added-value benefits including:
  - a presence on our dedicated *Engaged* website digital edition, with the option of purchasing enhanced listings/links
  - qualified leads lists of brides-to-be
  - complimentary copies of *Engaged* to distribute to customers
  - inclusion of marketing materials within our exclusive *Engaged* tote bags distributed at local bridal shows in January and February



“Last year, I opted to be the bag sponsor and I got a great response. Not only did I receive all the bride leads from the show where the bags were passed out, I also receive leads periodically from online inquiries. The leads help me to be in constant contact, so my business is always in front of brides-to-be through the magazine, bag sponsor, emails, website and mailings. I will definitely be advertising with Rhode Island Monthly's **Engaged** magazine again and again. Thank you for increasing my business!!! —Kristen Marrah, Owner, Gloss & Glamour”

## Reaching brides-to-be

*We implement a multi-platform approach to reach brides and grooms-to be.*

### Engaged e-newsletter

A quarterly newsletter from the editors of *Engaged*, sent to more than 4,500 brides-to-be and filled with tips and trends from local bridal businesses.



### Engaged.RIMonthly.com

Our bridal website features a host of ways for brides-to-be to interact with us and each other, as well as view information from our bridal advertisers.

Features include:

- ◆ Digital edition of *Engaged* magazine
- ◆ Honeymoon giveaway entry
- ◆ Downloadable wedding workbook
- ◆ Resource guide
- ◆ Audio and video clips for related advertisers
- ◆ Slide show of photography clients
- ◆ Links to engagement and wedding photos from local brides

### Social Media

Promotion of publication on our dedicated social media sites, for use in promoting various contests, newsletters and local advertiser events.

facebook

twitter

*65% of brides surveyed were likely to patronize businesses featured in Engaged.*

## New for 2012!

*We're offering three new advertiser-friendly sections in the 2012 edition of Engaged:*

- ◆ **Real Weddings** A special section featuring local weddings with a focus on the role that select bridal vendors played in the big day, from cakes, gowns, jewelry, photography and more
- ◆ **Trends & Traditions** Photo pages featuring wedding-related products, with descriptions, from our advertisers.
- ◆ **Wedding Stories** Providing newlyweds the opportunity to share their special day through their personal wedding photos and story



PHOTOGRAPH: STEFAN VAN THUYNE

## Distribution of *Engaged*

*Rhode Island Monthly's Engaged* magazine targets all couples planning their weddings in Rhode Island and Southeastern Massachusetts. As an expert in the wedding industry, you offer crucial advice, products and services every day to couples who are planning memorable celebrations. Just like the bride-to-be, you have to be in a million places at once. Knowing this, we're helping you get your message out there in as many ways as possible. Our guaranteed circulation of 20,000 copies, distributed throughout the region, includes the following:

- ◆ *Engaged* magazine is available for purchase at more than 100 newsstand locations throughout the market — and is highlighted in special in-store displays within CVS/Pharmacy, Borders and Barnes & Noble.
- ◆ *Engaged* is distributed free of charge by mail, to fulfill inquiries received in response to ongoing year-round promotion within *Rhode Island Monthly*, online and in other major local media.
- ◆ *Engaged* is distributed free of charge through more than 100 advertiser locations across Rhode Island and nearby Massachusetts.
- ◆ *Engaged* is distributed at key bridal events every year, including the Southern New England Bridal Expo at the Rhode Island Convention Center and The Grand Wedding Expo at the Venus de Milo.



- ◆ *Engaged* is available year-round at several key tourist information locations throughout the state including the Newport Gateway Visitor's Center and the Rhode Island Convention Center.
- ◆ A digital edition of *Engaged* magazine is available online, with links available to advertiser web sites.

**Rhode Island**  
MONTHLY

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