



## Greater value for your advertising dollar

- ♥ Precisely timed to reach the bride-to-be at the two highest engagement periods of the year Chicago Wedding Resource magazine is published twice a year in June and December.
- ♥ Distribution through **leading retailers, reception sites, bridal shops, bridal shows and upon request** throughout the metro Chicago area places your ad in the hands of the brides-to-be when they are ready to buy. It is provided free to bridal shoppers at Jewel Supermarkets and Carson Pirie Scott gift registries.
- ♥ **Promotion and advertising** support for Chicago Wedding Resource magazine assures that the largest number of brides in our market will see your ads. CWR is promoted on an on-going basis in Pioneer Press Newspapers, the Doings Newspapers and North Shore Magazine. Each of the popular mediums directs the bride-to-be to order her own copy of Chicago Wedding Resource by visiting our web-site at [www.chicagoweddingresource.com](http://www.chicagoweddingresource.com) or by calling our offices.
- ♥ Our display advertisers are supplied names and addresses of nearly 2,000 brides-to-be per month that are actively planning their weddings.
- ♥ Each time a bride-to-be checks your listing on our web-site we send you an e-mail "Business Alert". We notify you with the contact information of the prospect. It's the next best thing to having the bride walk in your door.
- ♥ Chicago Wedding Resource is distributed at over 50 leading bridal shows in our marketplace and is displayed at various retail sites such as Northbrook Court.

For Advertising Information Contact: