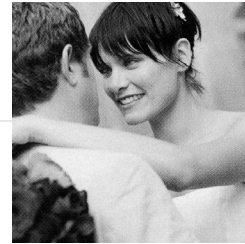


## LOS ANGELES WEDDINGS AT A GLANCE

### Celebrating the Best of Southern California's Bridal Style and Design



#### THE WEDDING MARKET

The wedding market in Southern California is booming. There are approximately 80,000 weddings in Los Angeles and Orange County annually. The average number of wedding guests is 175. This means that virtually every resident of Southern California will attend or participate in a wedding this year. Nearly every wedding purchase is made at a local level.

The Southern California bride is unlike any other across the country. She's glamorous, fashion-forward and heavily influenced by Hollywood. Her wedding day is her Oscar moment.

Published by the award-winning team of *Los Angeles* magazine, *Los Angeles Weddings* draws on the brand and authority that *Los Angeles* magazine has in the market. We reach this affluent and savvy bride in a way that no other magazine has done before.

#### DISTRIBUTION

**40,000 copies are distributed through the following outlets:**

- Sold on newsstands throughout Los Angeles County and Santa Barbara
- Distributed through Southern California retail outlets
- Distributed at high-end bridal shows
- Distributed to stylists and designers for the Hollywood studios

#### SAVE THE DATE

| Spring/Summer | 2008               | Fall/Winter   | 2008           |
|---------------|--------------------|---------------|----------------|
| Space close   | <b>November 13</b> | Space close   | <b>May 9</b>   |
| Materials due | <b>November 19</b> | Materials due | <b>May 12</b>  |
| On sale       | <b>January 22</b>  | On sale       | <b>July 10</b> |

**\*dates are subject to change**

LOS ANGELES  
WEDDINGS