



the knot
WEDDING NETWORK

media kit



2012

the knot WEDDING NETWORK

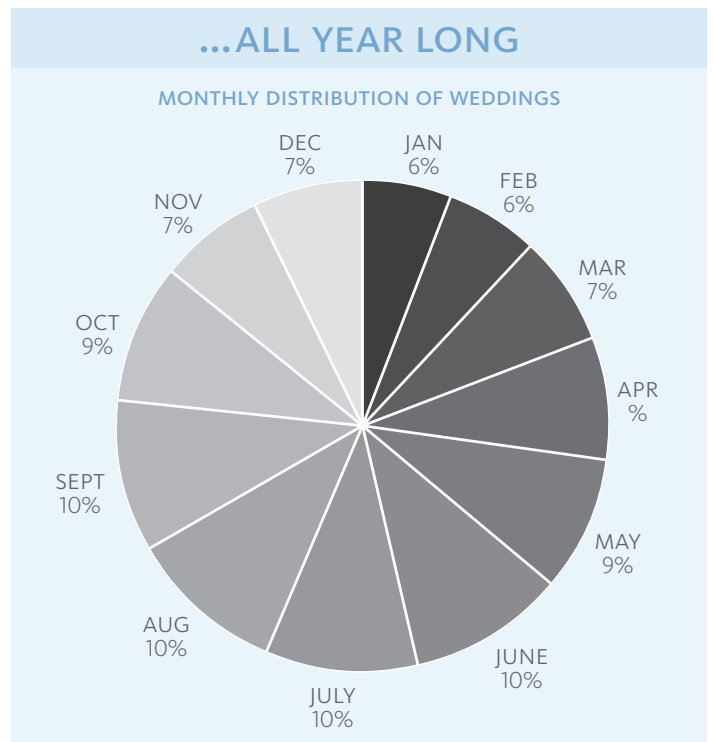
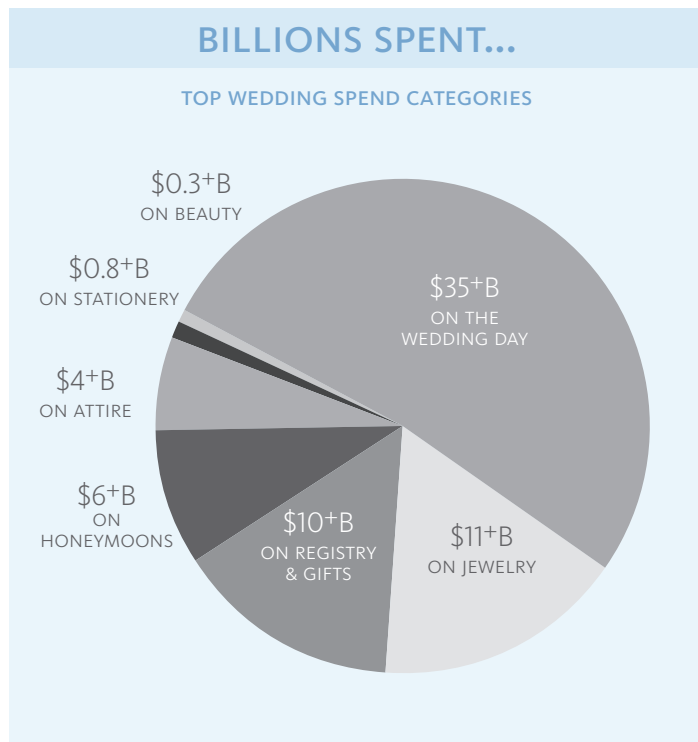
market overview



IMAGE: COLETTE DE BARROS

say “I do” to a \$70B industry WITH THE #1 WEDDING NETWORK.

Every year, 2.1 million marriages take place across the US. Billions are spent on fashion, jewelry, travel, gifts, health and beauty as brides prepare to put their best foot forward in front of family and friends on their big day.



Reach **8 out of 10** millennial brides on The Knot Wedding Network
—more affluent, more social, more loyal.

> **contact us!** Call your account representative or email nationalsales@theknot.com.

The Knot, TheKnot.com and WeddingChannel.com are part of XO Group Inc.

Sources: National Center for Health Statistics, 2009 Marriage Licenses; The Knot Market Intelligence, 2011



the #1 multiplatform brand dedicated to all things wedding

The Knot Wedding Network, consisting of The Knot and WeddingChannel, is dedicated to delivering fresh ideas, personalized tools and savvy advice to our 1.7 million annual members—nearly 8 in 10 US brides—as they plan one of the most important events in their lives.

Brides trust us and turn to us for help with key purchase decisions that are on display for all of their family and friends to see. Advertisers can trust we bring the consummate opportunity to connect, inspire and sell.

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the #1 wedding network
premium content on all platforms



IMAGE: BROOKE AND PEDRO PHOTOGRAPHY



#1 & #2 wedding websites



#1 wedding magazines

the knot WEDDING NETWORK



top wedding apps



#1 in local weddings



best wedding books

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IMAGE: DAYMON MARDER



our bride is passionately engaged

Comprised of TheKnot.com, the number one wedding site and WeddingChannel.com the number two wedding site, The Knot Wedding Network delivers women who are GEMS—Girls Engaged in Massive Spending. They are in the most acquisitive stages of their lives, and are forging brand loyalties that will last a lifetime.

	The Knot Wedding Network	TheKnot.com	WeddingChannel.com
Age 18–34	87%	88%	83%
College-Educated (4 year+)	73%	74%	70%
Employed Full-Time	74%	74%	75%
Median HHI	\$62,909	\$63,356	\$67,976

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WEDDINGS MAGAZINE

overview



The Knot weddings magazine

published 4x a year
330,000 distribution
95% newsstand sales

in every issue

wedding style

Hot color trends and inspiration from real weddings, plus innovative ideas for bouquets, cakes, invitations, wedding favors and much more

fashion & beauty

Gorgeous gowns, graceful hairstyles, expert makeup advice, spa-worthy beauty tips and fabulous accessories—making the bride her beautiful best

registry

Stylish trends, practical picks for the home and must-haves for entertaining, plus advice from real brides on what to add to that wish list

honeymoons

The hottest spots, the most romantic destinations, the coolest itineraries and the smartest advice—wherever she roams

regular features

Ask Carley: answers to etiquette questions every bride should ask;
Notebook: up-to-the-minute style ideas

who's reading*

Average Age	28
College-Educated (4 year+)	75%
Employed Full-Time	74%
Median HHI	\$64,976

*The Knot Wedding Network members who read The Knot magazine

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Note: Average Circulation 130,000 (Audit Bureau of Circulation, 2010)

the knot

WEDDINGS MAGAZINE

editorial calendar

*the best content.
the best brides.*

From ultimate planning guides and stunning gowns to the latest in bridal beauty and the most romantic honeymoon hot spots, The Knot gives real brides the “best of the best” on everything weddings.



spring 2012 THE FASHION ISSUE

HIGHLIGHTS:

- Biggest fashion blowout of the year—hottest trends, most beautiful dresses, special bridesmaids section, new accessories and more!
- 100+ ways to personalize your wedding—with style!
- Hottest honeymoon destinations

Distribution: 330,000

Ad close: 11/14/2011 • Materials close: 11/21/2011 • On sale: 1/23/2012



summer 2012 THE INSPIRATION ISSUE

HIGHLIGHTS:

- 25 new ways to wow your guests
- Hundreds of amazing real wedding photos
- Dream dresses and veils
- 30+ wedding-worthy hairstyles

Distribution: 330,000

Ad close: 2/13/2012 • Materials close: 2/20/2012 • On sale: 4/23/2012



fall 2012 THE COLOR ISSUE

HIGHLIGHTS:

- Teal, raspberry, gold, cobalt—the prettiest wedding colors and how to use them
- The best colors for bridesmaids
- The ultimate by-color flower guide

Distribution: 330,000

Ad close: 5/14/2012 • Materials close: 5/21/2012 • On sale: 7/23/2012



winter 2012 THE IDEAS ISSUE

HIGHLIGHTS:

- 1,000's of ideas, from the ceremony to the honeymoon
- How to pull off a *perfect* wedding (we didn't miss a detail!)
- Dresses, rings, veils and shoes

Distribution: 330,000

Ad close: 8/13/2012 • Materials close: 8/20/2012 • On sale: 10/22/2012

Please note: Subject to change.
For issue-specific circulation numbers, please contact your sales representation

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the knot

WEDDINGS MAGAZINE

rates & dates



DISPLAY PAGE RATES

# of full pages	Frequency discount	Cost per page (gross)
1	0%	\$26,979
3	3%	\$26,200
6	6%	\$25,422
9	9%	\$24,644
12	12%	\$23,730
Fractional rates ¹		
1/3		\$12,193

¹Must run across from a P4CB. Limited number of placements.

PREMIUM POSITIONS

Unit	Premium	Cost per unit (gross)
COVER 2	20%	\$32,427
COVER 3	15%	\$31,129
COVER 4	25%	\$32,724

Inserts, special units and advertorials are available.

2010-2011 DATES

issue	space close	materials close	on-sale date
Spring 2012	November 14, 2011	November 21, 2011	January 23, 2012
Summer 2012	February 13, 2012	February 20, 2012	April 23, 2012
Fall 2012	May 14, 2012	May 21, 2012	July 23, 2012
Winter 2012	August 13, 2012	August 20, 2012	October 22, 2012

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AD SIZE	BLEED WIDTH X DEPTH	BLEED LIVE AREA	NON-BLEED	TRIM
single page	8 3/8" x 10 3/4"	(CENTERED) 7 1/8" x 10"	6 7/8" x 9 3/8"	8 1/8" x 10 1/2"
spread	16 1/2" x 10 3/4"	(CENTERED PER PAGE) 7 1/8" x 10"	(CENTERED PER PAGE) 6 7/8" x 9 3/8"	16 1/4" x 10 1/2"
1/2 page			6 7/8" x 4 3/4"	
1/3 page	3" x 10 3/4" *	(ALIGN TOWARD GUTTER) 2 5/8" x 10"	2 1/2" x 9 3/4"	2 7/8" x 10 1/2"
covers	SAME AS SINGLE-PAGE DIMENSIONS			

SUBMIT ALL MATERIALS TO

CONTACT
Stacy Kuker,
Account Executive

SHIP TO
11106 Mockingbird Dr.
Omaha, NE 68137

PHONE
(800) 843-4983 x127

EMAIL
skuker@theknot.com

FTP INSTRUCTIONS

PC
ftp://stacy:stacy
@flowergirl.theknot.com

MAC
HOST: **flowergirl.theknot.com**
USER ID: **stacy**
PASSWORD: **stacy**

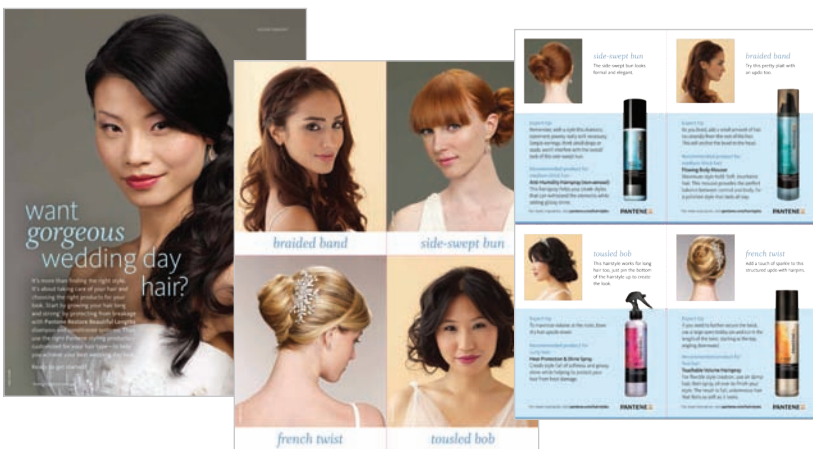
Compressed files only, no folders. Please name file with advertiser's name.

* REQUIRED IF ADJACENT PAGE IS COMPANION, FULL-PAGE BLEED AD

AD PREPARATION SPECS

- Macintosh-formatted CD-ROM or DVD
- Adobe InDesign CS5 (or lower) or PDFx1a files
- Scans 300 dpi (minimum)
- Interior pages, c2, c3 and c4 printed at 175 line screen

please note
All submissions must be accompanied by a contract proof for color proofing purposes.



CUSTOM EDITORIAL CONTENT: SPECIAL SECTION WITH PERFORATED "GET THE LOOK" CARDS

The Knot Wedding Network offers multiple opportunities for savvy brands to reach young women during the key spending events in their lives:

- High-impact branding units
- Editorial and custom sponsorships
- Community engagement programs
- Video
- Direct emails and e-newsletters
- Sweepstakes, contests and games
- Mobile and tablet applications



CONTENT INTEGRATION, AD UNITS, AND SPONSORED VIDEO



IPHONE APP SPONSORSHIP

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the knot the buzz



Reaching 180+ million viewers

Carley Roney and The Knot editorial team are the most sought-after wedding experts in America.

- In 2011, Carley and her team reached over 180 million viewers through appearances on *Today*, *Good Morning America*, *The Early Show*, *Entertainment Tonight* and *ABC Nightline*.
- In addition, the brand was seen in over 1,000 magazine and newspaper placements.

Talk of the media town

Newsweek "Other 'wed' sites aspire to be The Knot."

Vogue "The chicest wed site in cyberspace."

Businessweek "Don't get hitched without The Knot."

The Wall Street Journal "It's nearly impossible to get engaged without quickly growing addicted to TheKnot.com."

Carley and the entire executive team were recently seen ringing the bell at the NYSE to introduce the new corporate name: XO Group Inc.



Top Partnerships

For the past 10 years, TheKnot.com has been the go-to wedding expert for *Today* show's "Today Throws a Wedding" series.

Men's Health has partnered up with TheKnot.com to throw an annual he said/she said joint proposal survey for proposal season.



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WeddingChannel®

the buzz



US Weekly

WeddingChannel.com & US Weekly got hitched and planned and promoted a celebrity-inspired "Dream Wedding Contest."

Reaching 52 million viewers

With an eye on the best products for gifts to give (and receive), WeddingChannel.com editors appear on top entertainment and news shows, including *The Early Show*, *Access Hollywood Live*, *Forbes.com*, *Fox @ Friends*, *Dr. Phil* and more.

Talk of the media town

The Wall Street Journal "Rating: Platinum. Easy to use and rich in information and useful tools for helping you plan your wedding."

Businessweek "WeddingChannel's online bridal registry is the best thing since the invention of the five-tiered buttercream cake."

Entertainment Tonight "Finding the perfect gift for a celebrity bride and groom can be a challenge. That's where WeddingChannel.com comes in."

Multimedia Daily "WeddingChannel takes the cake."

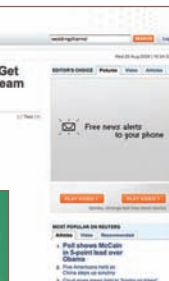
Top Partnerships

WeddingChannel.com got hitched to *US Weekly* magazine to plan and promote the celebrity-inspired "Dream Wedding Contest."

WeddingChannel.com partnered with *The Price is Right* for its first-ever wedding-themed show.



USMagazine.com



Reuters.com



The Price is Right



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