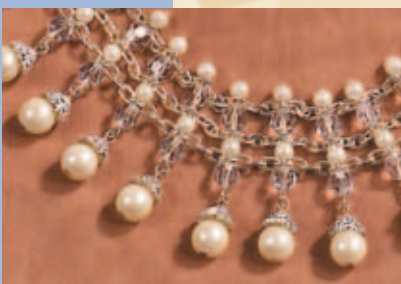
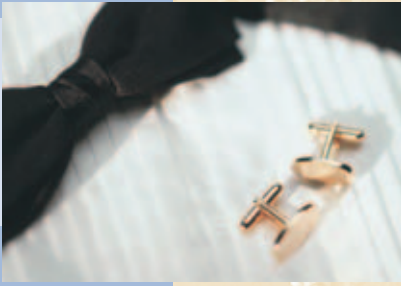


BRIDE & GROOM™

Magazine



BRIDE & GROOM[™] Magazine

Content covers all aspects of wedding planning, from selecting a reception venue to planning a honeymoon.



History

In 1982 Chevalier Associates, Inc., producers of the successful *Original Wedding Expo*[™], realized a new opportunity to help local wedding professionals promote their businesses: **BRIDE&GROOM**[™] Magazine. Created as a complimentary supplement to the *Expo*, this publication gave the bride (and groom) valuable planning information—and gave the advertiser an opportunity to “go home” with prospective clients.

The inaugural issue, with a printing of 5,000 copies, was the only one published that year. Today, three issues of **BRIDE&GROOM**[™] are published each year with an annual total printing of approximately 75,000 copies, which are distributed throughout Central New England. Each issue is printed in full color on high-quality paper, making it the most attractive complimentary planning resource in the region.

Benefits of advertising

- **Exposure, exposure, exposure.**
25,000 copies of *each* issue are circulated through 200+ locations throughout the region and at all Original Wedding Expo™ bridal shows.
- **Targeted editorial content.**
Local specialists are regularly interviewed and quoted. Three different issues each year means consistent, fresh material.
- **We know your market!**
Chevalier Associates, Inc. has always been in Central New England, which gives us detailed and intimate knowledge of its wedding industry.

Editorial

- All aspects of wedding planning are covered in each issue through features, articles, pictorials, planning departments, and in profiles of local couples.

Advertising

- Graphic design and production assistance is available for your display ad—whether it's minor changes to an existing design, or creating a fresh and exciting campaign specifically for *your* business.
- Competitive rates give you the best promotion for the money. Discounts are offered for multiple space reservations and to recognized ad agencies.
- A complimentary listing in our *Wedding Resource Directory* is included with every display advertisement.

Production

- B&G is printed using the most advanced computer technology available. We work in a completely digital environment, which allows for greater flexibility in design/layout capabilities.
- Each issue of B&G is printed using a four-color process on high-quality paper, resulting in a professional and elegant presentation of both content and advertising.

For 25 years,
BRIDE&GROOM™
Magazine has been helping Central New England's engaged couples plan their weddings.

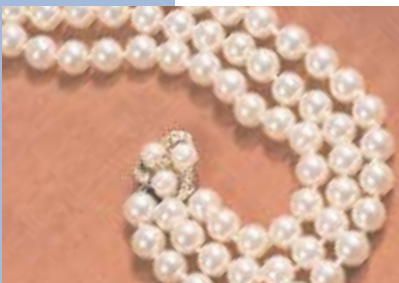
It is the only **free and local** planning resource of its kind in this area.



Fast facts about BRIDE&GROOM™

Issues	Pub dates
Spring/Summer	May 1st
Fall	September 1st
Winter	January 1st

In every issue:
Advertiser directories
Near-by Nuptials
Fashion trends
Planning advice
Honeymoon section
Features and articles
Local news you can use



Major Distribution Locations

- A. A. Transportation, Inc.
- Admiral T.J. O'Brien's
- D'Alonzo's Shell Station
- Arrowhead Acres
- Arthur Murray Dance Studio
- Asa Waters Mansion
- Auburn Florist
- Awesome Blossom by Helen
- TD Banknorth-Shrewsbury
- Bean Counter Cake & Pastry Shop
- Bed Bath & Beyond:
Auburn, Burlington,
Danvers, Framingham,
Holyoke, Shrewsbury
- Beechwood Hotel
- Best Value Photography
- Best Western Royal Plaza
Fitchburg and Marlborough
- Blissful Meadows
- Bocado Tapas Wine Bar
- Bonardi's Formalwear
- Bradford Stephen
at Tatnuck Square
- Brew City
- Bridals By Rochelle
- Carboneau's Shoes
- Cardoos Gourmet Caterers
- Castellana's
- CC Lowell
- Celebrations! Invitations
- Charter Oaks Country Club
- Chocksett Inn
- Chrisanne Bridal and Tux
- Maxwell Silverman's
- Cocke 'nKettle Restaurant
- Colonial Hotel
- Colonial Tea House
- Confetti & Lace Bridal
& Formalwear
- Courtyard By Marriott
- Crown Bakery
- Crowne Plaza Hotel
- Culpepper's Bakery
- CVS Pharmacy: Multiple locations
- Danielson Flowers
- DCU Center
- Dianne Rockwell -The Cake Lady
- Dino's Restaurant
- D'Iorio's Salon
- Doros Photography
- Doubletree Hotel-Westborough
- Dreams Come True Invitation
and Gift Shop
- Earle A. Johnson Florist
- Edible Arrangements
Framingham
- Elsa's Bushel & Peck
- Encore Party Rentals
- Eric's Limousine
- Floral Elegance
- Flor-Al's
- Four Points Hotel - Leominster
- Gerardo's Italian Bakery:
Shrewsbury, West Boylston
- Gold's Gym
- Goldstein, Swank & Gordon:
Auburn and Marlborough
- Gray's Limousine
- Handy House
- Hebert Candies, Inc.: Bolton,
Shrewsbury, Sturbridge
- Herbert E. Berg Florist
- Hilton Garden Inn
- HJM Wedding Photography
- Holiday Inn - Boxborough,
Marlborough
- Holmes-Shusas Florist
- Hopkinton Country Club
- Image Hair Salon
- Indian Meadows Country Club
- Jeffrey Robert Salon and Spa
- Kabloom - Shrewsbury
- Leicester Country Club
- Leo's Ristorante
- Linens & Things: Fitchburg,
Framingham, Marlborough,
Millbury, Sturbridge
- Loren's Bridal
- Macy's: Auburn Mall,
Natick Mall, Sears Town Mall,
Solomon Pond Mall
- Marlborough Country Club
- Mechanics Hall
- Memories Bakery
- Men's Wearhouse: Framingham,
Marlborough
- Mr. Tux: 50 locations
- Myers Studio
- Overlook Catering
& Reception Room
- Paul Conzo Day Spa
and Hair Salon
- Peppercorn's Restaurant
- Pepper's Fine Foods Catering
- Periwinkles
- Phillip DePalma Fine Salons
& Day Spas
- Piccadilly Pub Restaurant:
Auburn, Franklin,
Marlborough, Sturbridge,
Westborough, Worcester
- Pleasant Valley Country Club
- Point Breeze Restaurant
- Pronuptia Bridals
- Regis Limousine
- Riverview Restaurant
- Rovezzi's Ristorante
Sturbridge, Worcester
- RussRo Photography
- Salem Cross Inn
- Serene-Scape Day Spa & Salon
- Sh-Booms
- Sheraton Framingham
- Springhill Suites
& Conference Center
- Sterling National Country Club
- Stow Acres Country Club
- Struck Café
- Sturbridge Host Hotel
- Sunshine Tent
- Tatnuck Bead
- The Bride's Photographer
- The Gift Chalet
- The Grafton Inn
- The Harding Allen Estate
- The Harrington Farm
- The Manor Restaurant and
Function Facility
- The Special Event Bridal Shoppe
- The Publick House
- The Shoe Horn
- Tinker's Cart
- TiNovo
- Tower Hill Botanic Garden
- Town & Country Jewelry
- Tu Moda Day Spa
- Tuckerman Hall
- Union Station - The Restaurant
- Viva Bene Italian Ristorante
- Wachusett Mountain
- Wachusett Village Inn
- Wayside Inn
- Wedding Cake Wonders
- West Boylston Flower & Gift
- West Side Grille
- White Cliffs
- Wholly Cannoli
- Worcester Art Museum
- Worcester County Convention
& Visitors Bureau
- Worcester Fitness
both Worcester locations
- Worcester Hotel &
Conference Center
- Zukas Hilltop Barn

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