

Heading to the Altar - Brides to Be

387,263 TOTAL UNIVERSE / BASE RATE \$95.00/M
29,507 Monthly Hotline +\$10.00/M

LIST TYPE

Consumer



Description:

He proposed and she said "yes!" Now these American Brides to Be are busy preparing for the day they say "I do." These newly engaged women have started planning their wedding and are making important decisions like choosing the venue, flowers, and cake as well as making honeymoon travel plans. Finding the perfect dress is a momentous part of the process, all of this leading up to a moment most women have dreamed of since they were little girls. Reach these soon-to-be brides who are ready to spend to make their big day a memorable event.

Some Interesting Stats:

- Roughly 2.4 million weddings are performed each year in the U.S.
- Brides spend an average of \$30,000 on their wedding, and 1 in 8 brides spend more than \$40,000 (not including engagement ring & honeymoon).
- CA is the most expensive place to get married with \$259,911 being the average spent. NY is the second most expensive place, \$259,609 is the average spent.
- Destination weddings account for 24% of all weddings.
- Average spent on a wedding dress: \$1,357.
- During the engagement period, 13-18 months on average, brides spend overall \$4 billion on furniture, \$3 billion on housewares and \$400 million on tableware in the U.S.
- 89% of brides use at least one mobile app and 45% use a social media app to help plan, shop for or register for their wedding.

Source:

Online Bridal Registrations & Online Bridal Offer Responders

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.



Focus USA

95 North State Route 17, Suite 109
Paramus, NJ 07652
Tel: (201) 489-2525
Fax: (201) 489-4499
E-mail: info@focus-usa.com
Web: www.focus-usa.com

SELECTS

Age	\$6.00/M
Catalog Shoppers	\$10.00/M
Credit Card Holders	\$10.00/M
Ethnicity by Type	\$10.00/M
Income	\$6.00/M
Multi-Buyers	\$10.00/M
Online Shoppers	\$10.00/M
State, Zip, SCF	\$5.00/M
Wedding Date	\$10.00/M

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000

DEMOGRAPHICS

100% Female
Median Age: 29
Median Household Income: \$37,000

ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$6.50/M
ZIP+4	\$6.50/M