

Brides-to-Be

Total Universe: 318,707

Base Rate: \$125.00/M



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Description Summary

He finally popped the question and she said yes! Getting married is a major milestone in a woman's life. Each bride-to-be in our database will walk down the aisle to "tie-the-knot" in a matter of months. Make sure you reach these brides-to-be while they are getting their wedding details in order! Brides-to-be have impressive spending power and are ready to make what ever purchase necessary to make their wedding day magical. Reach out to these newly engaged and highly responsive ladies with your product that will be the "something new" every bride-to-be needs before saying, "I do."

How our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider the facts:

- The average cost of a wedding ring is \$5,229
- The most popular month to get engaged is December
- 30% of men wear an engagement ring
- 69% of couples take engagement photos
- The average cost of a wedding is \$28,671
- The average wedding dress cost \$1,211
- The average age of brides-to-be is 29
- 24% of weddings are destination weddings

Recommended Usage

Our Brides-to-be database is perfect for event coordinators, wedding consultants, caterers, photographers, florists, decorators, bridal shops, tuxedo rentals, banquet halls and venues, insurance offers, financial offers, and bridal publications.

Market Type

U.S. Consumer

Geography

U.S.

List ID

ALD493

List Channels

Postal

Source

Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$625.00

Net Name

Floor: 85%

Minimum Quantity: Inquire

Run Charge: Flexible

Exchanges

Not Available

Reuse

Available 50%

Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

Selects (may incur additional charges)

Age \$5.00/M

Income \$5.00/M

Geography \$10.00/M

Wedding Date \$10.00/M

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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