

# Don't miss the first Wedding Planner of the new year

*Advertise in the Valley Journals'*

# 2012 *Wedding* PLANNING GUIDE

Everything you need to prepare for your special day



This popular section will be distributed:

- At the major wedding shows
- At each of the vendors that are advertising
- Plus, we'll advertise your business as a pick-up point in all 12 Valley Journals — **314,000 households in January!**



## *Did you realize?*

Some important statistics about your audience:

- During the engagement period, couples buy \$4 billion in furniture, \$3 billion in housewares, \$400 million in tableware
- 175 guests are invited to an average wedding
- Average size of the wedding party is 12
- Most brides plan their wedding for 7-12 months
- \$22,000 is the average amount spent on a traditional American wedding
- \$72 billion is spent on weddings annually
- The average bridal gown is \$800
- The average ring costs \$2000
- Couples spend an average of \$4000 on their honeymoon

## *Be there when they are planning & buying*

Ad deadline

**December 14, 2011**

Arriving in homes

**January 2012**

The Valley  
**Journals**

[www.valleyjournals.com](http://www.valleyjournals.com)