

# GROOM

[groominc.com](http://groominc.com)



## THE MAGAZINE FOR THE DISCERNING GROOM

The modern groom demands more: More choices in style, more help with the ceremony, and more involvement in the wedding.

GROOM INC is for the man who wants to make the most of his marriage. From planning the proposal to preparing for the honeymoon, GROOM INC is there with expert advice, timely fashions, insightful articles, and humorous real life stories.

Printed on premium 70# matte stock, GROOM INC enjoys the discerning clientele shared by our sister publication, SPOSA Magazine.

GROOM INC is distributed throughout Canada and major U.S. cities via newsstand, select retail outlets, and bridal shows.

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Rosebud Publishing 55 York Street, Suite 202 • Toronto • Ontario • M5J 1R7 Canada  
T: 416.364.5899 • F: 416.364.5996 • E: [sales@groominc.com](mailto:sales@groominc.com) • W: [groominc.com](http://groominc.com)

### Fashion:

Should you wear a double-breasted tuxedo if you are tall? What type of lapel is appropriate? Should it be notched or peak? GROOM INC will help you with all your fashion needs.

### Advice:

GROOM INC features “Grill the Expert,” a column where guys are able to get advice on the tough questions, including lingerie shopping, creative ways to propose, ring selection and costs, in-laws, and wedding etiquette. It’s real answers for real grooms.

### Bachelor Parties:

This section provides the modern groom with advice on how to make the big evening memorable... without being regrettable. From the responsibilities of planning the event to the classic pitfalls to avoid, it’s a must-read for anyone attending a bachelor party.

### Honeymoon:

Why go on an average honeymoon when you can travel to a truly once-in-a-lifetime adventure? GROOM INC gives you the scoop on the best places and the best deals.

### A Woman’s Eye View:

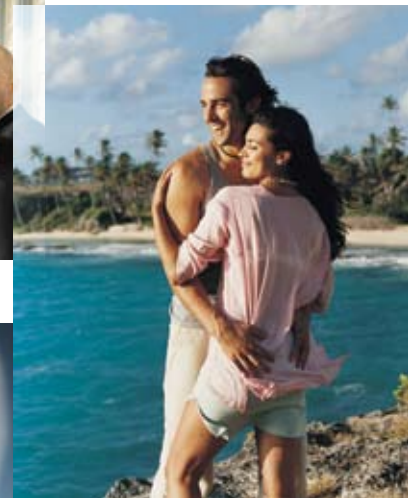
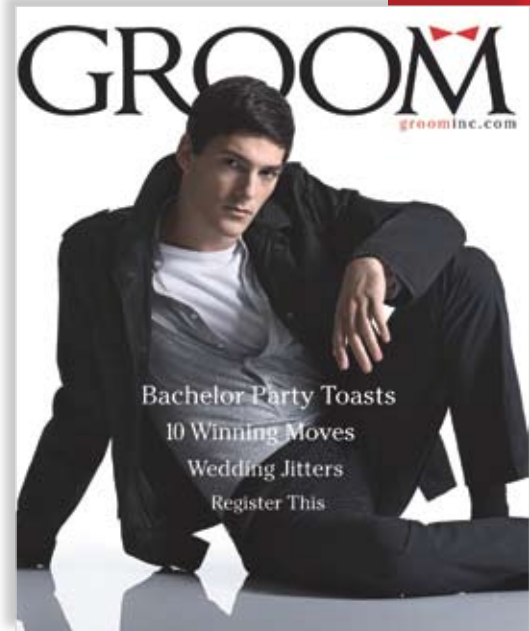
A spinoff of “A Man’s Eye View,” a popular feature in SPOSA (our sister publication), this section gives the bride a forum to chime in on a myriad of topics. It is an informative look into the mind of a typical bride.

### Register This:

If there was a gift registry for guys, these are the items they would choose. From high-end electronics and automobiles to the latest in must-see toys, these gadgets for grooms are always amazing.

### Features:

Did you know that 80% of men’s cologne is purchased by women? You would if you read GROOM INC! In every issue, the magazine features topical articles, humorous insights, and interesting statistics geared toward the modern groom.



## GROOM INC is available online!

The website is a great resource for additional articles and features, plus links to sponsors and suppliers geared toward the modern groom. For advertisers, it's a great way to keep in touch with your target audience. Check us out at [groominc.com](http://groominc.com).



THE MAGAZINE FOR THE DISCERNING BRIDE

GROOM INC is the first spin-off of Canada's wildly successful **SPOSA Magazine**.

For fifteen years, Sposa has been the standard in bridal excellence, featuring highly regarded features and gorgeous photography. With the launch of [Sposa.com](http://Sposa.com), readers worldwide are able to view the magazine.



Our Readers	
Medium Annual Income	\$100,000
Medium Age	27
University/College Educated	75%
Work in managerial/professional capacity	89%
Target Market	
Own or lease at least one vehicle	94%
Own a computer	92%
Have a major credit card	88%
In the market to purchase real estate	82%
In the Last Three Months	
Purchased a CD or DVD	90%
Purchased clothing and/or shoes	78%
Attended a concert or sporting event	62%
Purchased electronics (over \$500)	53%
Traveled via airplane	47%



**DISTRIBUTION 50,000 IN USA AND CANADA. READERSHIP 250,000.**

Available nationwide at select newsstands, retail stores and bridal shows, including Chapters, Indigo, International News, Great Canadian News and these fine retailers...

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	1x	2x	Dimensions
One Page	4200	3750	9" x 10.875"
Two Thirds Page	3520	3150	5" x 10.125" (V)
Half Page	3075	2750	3.75" x 10.125" (V) 8.25" x 4.75" (H)
One-Third Page	2480	2100	5" x 4.75" (Sq) 2.25" x 10.125" (V)
Showcase 1/6 <sup>th</sup> Page	1350	1200	2.25" x 4"
DPS	6025	5425	18" x 10.875"
PRIME POSITION PAGES			
IFC + Pg.1 IBC + Last Page	6350	6075	18" x 10.875"
Back Cover	7900	6850	9" x 10.875"

Multiple page discounts and insert prices available upon request

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 Software: Adobe InDesign, Quark XPress, Adobe Illustrator, Adobe Photoshop, Tiff or Eps. Publisher will only accept ads on CD or FTP (FTP proof charge will apply). Include hi-res files in EPS format and use CMYK colors only. No RGB files accepted. All fonts and logos must be on the CD and proof supplied. If proof is not supplied, a proof will be made by Publisher and billed to Advertiser. CD's will not be returned.

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