

## Get Married - the trilogy

Get Married, the US TV programme with an online presence announced yesterday, Thursday, 27 May 2009, the launching of *Get Married* magazine, to complete the trilogy.

Tagged as the "new shopping and trend guide for the savvy bride", *Get Married* magazine offers a fresh perspective to wedding planning in a free, glossy publication, scheduled to publish its first issue in October 2009.

"Get Married magazine rounds out our truly integrated approach to wedding planning, and will continue to capture the excitement of brides who watch, surf and read their way through designing every moment of their wedding celebration," said Stacie Francombe, founder and president of Get Married and GetMarried.com. "*Get Married* magazine will reinterpret the rules and translate the latest wedding trends, while offering a new perspective in an uplifting, edgy voice for creatively innovative and inspirationally driven brides."

Former *skirt!* magazine editor Stephanie Davis, who has written for *GQ*, *Self*, *Brides* and *Gourmet*, is the executive editor of *Get Married* magazine, spearheading the editorial, creative and integration with its show on lifetime television and with GetMarried.com. She is working closely with Jill Meister, the editor-in-chief of GetMarried.com and former CBS Early Show producer.

### 300 000 distribution

In addition to offering a platform for wedding experts to share tips and ideas, the magazine will offer brides choices and guidance, and the first several issues will be distributed to approximately 300 000 brides. According to *Magazine Publishers of America's 2008 Survey*, magazine readership is growing. In fact, 85% of Americans read magazines, and readership grew during the last five years, with audience growth more than all other media except the Internet. Likewise, the average number of issues read by 25-34 year olds has increased by 11.5% since 2004, an important factor for *Get Married's* target demographic.

The magazine will grow its audience in this tough economy with the first few issues being free for brides, retailers, wedding and industry professionals, and bridal show and event producers through direct mail, signing up for a single copy, or in bulk on GetMarried.com, or at select local retailers and events.

For more information on how to receive a free copy or in bulk, contact .

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