

SEATTLE METROPOLITAN

Bride & Groom

Seattle's #1 Magazine Launches New Title for Contemporary Brides

One year after the most successful launch in Seattle's magazine history, *Seattle Metropolitan* announces the July 1, 2007, launch of *Seattle Metropolitan Bride & Groom*. The oversized, coffee-table-ready publication will establish new standards with sophisticated photography, insightful style advice, and ingenious tips that brides and grooms from Bellingham to Battle Ground can use to transform their wedding-day fantasies into memorable realities. "Bridal magazines haven't changed in 30 years, but brides—and grooms—have," says *Seattle Metropolitan* publisher Nicole Vogel. "*Seattle Metropolitan Bride & Groom* will serve as the essential resource for the contemporary wedding."

Today's soon-to-be-weds are as passionate as ever about multi-tiered cakes and elaborate bouquets, but they're equally interested in balancing ceremony with innovation. "We'll help them honor tradition—and create new traditions, too," says editor Laura Cassidy, familiar to Seattle readers for her lifestyle coverage in *Seattle Metropolitan*. As modern couples embark on their happily-ever-after, they seize the opportunity to enhance their wedding day with personal flourishes and statement-making moments. Whether they're blending families or margaritas on their big day, *Seattle Metropolitan Bride & Groom* will offer wedding consumers an elegant idea book full of thoughtful solutions. From primers on etiquette in the e-mail age to beautiful photographs of must-have gowns, from destination ideas for the eco-conscious to guidelines for everything from hemlines to hotel selection, *SMBG* has what today's couples need and dream of—all presented in the authoritative voice local readers have come to expect from *Seattle Metropolitan*.

Guided by *Seattle Metropolitan* Lifestyle Editor Laura Cassidy, and featuring the stunning fashion photography of Rafael Astorga, *Seattle Metropolitan Bride & Groom* is primed to attract the most focused and passionate wedding audience in the Seattle metropolitan area. Published twice yearly and available on better newsstands and in specialty boutiques throughout the Northwest, *SMBG* will make Seattle weddings more beautiful and Seattle love lovelier—one couple at a time.

Publisher

Nicole Vogel is the President and Publisher of *Portland Monthly*, *Portland Monthly Bride & Groom*, *Seattle Metropolitan* and *Seattle Metropolitan Bride & Groom*. She co-founded *Portland Monthly* with her brother, Scott Vogel, in 2003, which grew 62% in its first 15 months and is now Portland's #1 selling magazine. *Seattle Metropolitan*, releasing its first issue March 2006, represents the largest magazine launch in Seattle's history, and is currently Seattle's #1 selling magazine. All four publications are centered around thought-provoking journalism, lively reporting and energetic design.

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