

# Reader Profile

Alaska Bride & Groom magazine reaches an impressive market.  
Here are a few figures (based on a recent reader survey):



99%

are planning to take a honeymoon



88%

have not yet decided on their honeymoon destination

Average age of bride: 27

Average age of groom: 29

Average engagement period: between 14-17 months

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***During the 6 months prior to and following a wedding, the average couple will purchase more products and services than at any other time in their lives, making them highly receptive to marketing initiatives.***

What they will do to prepare for their wedding day?

58% will visit a hair salon

51% will go to a health club

50% will visit a spa

35% are considering cosmetic skin and/or dentistry treatments

Nearly 1/2 of our readers (46%) do not currently own a home. What will this group be purchasing in the 1st year of marriage?

Nearly 60% will buy a new home

Nearly 50% will buy furniture

32% will purchase insurance

25% will buy a new car