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trading as



**A TOUCH OF  
ROMANCE**

BRIDAL • FORMAL

*Where dreams come true*

SENSATIONAL SHOWROOMS AT:

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Queensland ☎ Australia

Thursday, October 9, 2008

Ideal Bride  
PO Box 1183  
CLEVELAND QLD 4163

Dear Mick

I am writing in relation to this company's experience with your magazine *Ideal Bride*, with the purpose of commending you on the fruits which it is yielding in terms of attracting new leads.

As you will appreciate, the Bridal industry is well-followed and researched by Brides-to-Be. In this company's eight year experience, Brides will buy the two or three leading magazines and subscribe to key websites to be 'fed' ideas and information with which to plan their Dream Days.

I have no doubt that your magazine and incredibly powerful website is always within those top choices. It is fresh enough to generate high interest, and new in that it has not been around for so long that fresh content ideas are limited. Further, the cover is always totally captivating and the *Ideal Bride* brand is backed up by a very real presence in the Bridal community, especially in terms of expos and charitable support.

This company actively measures the origin of all new leads and I can therefore confidently recommend your Magazine and associated marketing vehicles to other prospective advertisers and other bodies, including, most importantly, Brides-to-Be.

We also appreciate your willingness to listen to feedback and create packages that work on a win-win basis.

We wish you every success, and look forward to long-standing, continued relationship.

Yours sincerely,

David B. Walker  
General Manager / Co-Owner: Financial Strategy & Concept Partner