

christine breaux WEDDING STYLE

- Our average reader is a 27 year old woman
- Average span of engagement is 13.4 months
- Average wedding in 2010 cost \$28,385
- December is the month with the most engagements, while June is the month for the most weddings.

RESEARCH is showing that despite economic challenges brides are committed to having a memorable event for their wedding day while incorporating minor cost saving ideas to stay within their budget .

- Weddings continue to become multiple-day affairs on average is three days. Approximately 87% of couples had a rehearsal dinner costing \$1,163 on average and nearly 30% of couples hosted an after-party the day of their wedding.
- In today's challenging economic climate, the bride's parents are contributing somewhat more to the wedding budget, on average 46% of the budget, followed by the bride and groom with 40%. Grooms' parents also contributed 12%.

CATEGORY

Reception Venue	\$12,838
Reception Band	\$3,288
Reception DJ	\$892
Photographer	\$2,444
Videographer	\$1,481
Wedding/Event Planner	\$1,728
Wedding Gown	\$1,134
Florist/Decor	\$2,093

CATEGORY

Invitations	\$509
Wedding Cake	\$559
Ceremony Musicians	\$451
Catering (cost per head)	\$63
Wedding Transportation	\$692
Favors	\$292
Rehearsal Dinner	\$1,163
Engagement Ring	\$5,847