

Engage readers with a wedding magazine or supplement

> Use **extended licensing** to create niche products and monetize AP's comprehensive content

The St. Petersburg Times knew anything wedding would draw readers and was confident the wedding circuit was a niche it could "own" and monetize with new advertising inventory. Editors asked The Associated Press to help identify expanded wedding content for the February debut of its magazine bliss, which included a story on how young men still are asking a dad's permission before they pop the question. The "purse-size" wedding planner was again published in July to coincide with a bridal show and included AP stories on creating your own cake topper and how many people to invite for a rehearsal dinner, among others.

Member Choice's extended licensing gave the niche publications manager access to AP's entire special edition package as well as other related content for the 6-by-9-inch glossy magazine. The AP stories and photos were combined with the paper's own content into a must-have publication for engaged couples.

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Member Choice helped the St. Petersburg Times create a magazine supplement about weddings.

"I like that kind of content that is more newsy than is advertorial. Content that is fresh and relevant, rather than canned."

Gretchen Letterman
Editorial/Creative Director
Times Targeted Media

Member Choice is AP's comprehensive content, technology and licensing solution. In addition to all of the English-language text, photos, agate and graphics the AP produces each day, it also offers:

- > **AP Exchange**, a browser-based application that helps organize and find the content most important to your market
- > **Marketplace**, the easiest way to share your content with other news organizations
- > **Extended Licensing**, which gives you the ability to use AP stories in niche and weekly publications within your market
- > **Money & Markets**, the AP's insightful personal finance and investing package of graphics and data

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