

RENO GAZETTE-JOURNAL presents

RenoLakeTahoeWeddings.com



RenoLakeTahoeWeddings.com is the online destination for all brides-and grooms-to-be planning their big day, honeymoon and “happily ever after.” Whether you’re interested in a quick and simple chapel

ceremony, an extravagant wedding and reception, or anything in between, visitors to this site will find everything they need to plan their memorable wedding day and honeymoon.

Reach couples who are planning major purchases

■ **Of the 8% of online users who are engaged to be married, 48% go online to plan their weddings.**

- 65% of brides register 6 months before their wedding.
- 60% plan on spending at least \$800 on their wedding gown.

■ Morgan Stanley recently showed that the

- 27% **Internet**

■ Primary sources for wedding info in 2000 for brides-to-be:

- 29% **Internet**
- 25% **Friends & Family**
- 26% **Bridal Magazines**

- 6% **Wedding Planners**
- 4% **Bridal Fairs**

■ **Roper & Starch Worldwide Inc.**, research firm reports that **engaged women age 20 to 29 have in the past year:**

- purchased or changed all types of insurance, **43%**
- moved, **42%**
- purchased/leased new car, **41%**
- got a new job, **37%**
- opened a new bank account, **36%**
- redecorated home/apartment, **28%**
- changed long-distance carrier, **25%**
- changed cell phone, **24%**
- purchased primary home/apartment, **20%**
- bought stocks or bonds, **20%**

■ According to **Bride Magazine** the percentage of newlyweds who have either bought the following furniture/decor items in the past year, or plan to do so in the next year is:

- couch/sofa, **32.8%**
- patio/outdoor furniture, **31.8%**
- figurines/collectibles, **25.3%**
- coffee tables/chairs, **24.2%**
- bed, **23.6%**
- dresser/armoire/vanity, **22.2%**
- dining room chairs, **20.6%**
- hutch/buffet, **19.0%**
- dining room table, **19.0%**
- other living room furniture, **18.6%**
- refrigerator/freezers, **19.7%**
- barbecue grills, **27.9%**
- washing machines, **23.6%**

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