

BRAVA

MAGAZINE

2017 EDITORIAL CALENDAR



MONTH	EDITORIAL	ADVERTISING OPPORTUNITIES	BRAVA EVENTS
<p>IN EVERY ISSUE</p> <p>JANUARY WOMEN TO WATCH ISSUE</p> <p>Ad Close: 12/5 Materials Due: 12/9 Ship Date: 12/30</p>	<p>Features: Women to Watch, Cultivate Resiliency Thrive: Rev Your Metabolism, Salary Negotiation, Women + Poverty Dwell: Whole-House Palette, End Tables + Table Lamps Go+Do: Signature Spa Services, Museums, Milwaukee</p>	<p>Dining Guide, Buy Local Marketplace, BRAVA Kids</p> <p>Sponsored Content: Travel Getaways Professional Profile: Financial Services—Banking, Wealth Management + Advising Special Advertising Section: Home Remodeling Guides: Education + Enrichment, Yoga + Fitness, BRAVA Kids</p>	<p>W2W Soiree January 26</p>
<p>FEBRUARY SLEEP ISSUE</p> <p>Ad Close: 1/6 Materials Due: 1/12 Ship Date: 1/30</p>	<p>Features: Sleep Health, Downtown Madison Women Leaders Thrive: Yin + Nidra Yoga, Seasonal Affective Disorder, Sexual Health Dwell: Mattresses, Bedroom Design Go+Do: Romantic Experiences, Around the Square, Waunakee</p>	<p>Sponsored Content: Divorce Survival Guide Professional Profile: Health Care/Beauty + Wellbeing Providers Special Advertising Section: Retirement Living Guides: Downtown Madison Businesses, Madison Kids Expo, Museums</p>	<p>THRIVE Career Workshop February 22</p>
<p>MARCH ORGANIZE YOUR LIFE ISSUE</p> <p>Ad Close: 2/3 Materials Due: 2/10 Ship Date: 2/27</p>	<p>Features: Spring Clean Your Life, Home Organization Thrive: Productivity Hacks, Essential Oils, Permanent Makeup Dwell: Top Home Improvements, Home Decor Go+Do: Boutique Fitness Studios, Art Galleries, Sun Prairie</p>	<p>Sponsored Content: Organize Your Financial Life—Personal Finances, Estate Planning, Budgeting, Wills + More Professional Profile: Real Estate + Mortgage Lenders Guides: BRAVA Kids Summer Camps, Spas, Salons + Massage</p>	<p>Madison Kids Expo March 4-5</p>
<p>APRIL THRIVE ISSUE</p> <p>Ad Close: 3/6 Materials Due: 3/10 Ship Date: 3/31</p>	<p>Features: Thrive Conference Preview, Career Reinvention, Bridal Look Book Thrive: Healthy Boundaries, Mindful Eating, Pets Dwell: Outdoor Living Rooms, Welcoming Porches Go+Do: Mississippi River Towns, Happy Hour Roundup</p>	<p>Sponsored Content: Conversations with Aging Parents Checklist Professional Profile: Automotive Sales + Service Special Advertising Section: Outdoor Living Guides: Bridal Guide, BRAVA Kids Summer Camps, Pet Guide</p>	<p>THRIVE Conference April 28</p>
<p>MAY TRAVEL ISSUE</p> <p>Ad Close: 4/5 Materials Due: 4/10 Ship Date: 4/30</p>	<p>Features: Experiential Travel, Women Impacting the World Thrive: Bone Health, Lupus, Heroin Epidemic Dwell: Locally Handmade Furniture, Windows + Doors Go+Do: Hwy. 12 Baraboo + Sauk, Foodie Tours, Farm Visits</p>	<p>Sponsored Content: Dental + Orthodontic Care Professional Profile: Madison Men to Know Special Advertising Section: Outdoor Living Guides: Travel, BRAVA Kids Summer Camps</p>	<p>THRIVE Luncheon: May 18</p>

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IN EVERY ISSUE		Dining Guide, Buy Local Marketplace, BRAVA Kids Child Care + Enrichment Guide	
JUNE HOME + GARDEN Ad Close: 5/7 Materials Due: 5/12 Ship Date: 5/29	Features: Inspiring Homes + Gardens, Color Schemes Thrive: PTSD, FeMANists, Conflict Resolution Dwell: Home Accessories, Home Entertaining Go+Do: Janesville/Beloit, Lake Michigan Shoreline Ramble, Horticultural Gardens	Sponsored Content: Design Trends + Updates—Interiors + Exteriors Professional Profile: Attorneys Guides: Building + Remodeling	THRIVE Career Workshop June 28
JULY SAVOR SUMMER ISSUE Ad Close: 6/8 Materials Due: 6/12 Ship Date: 6/30	Features: Madison–Area Summer Fun, Nature Deficit Disorder, Ethnic Food Scene Thrive: Domestic Abuse + Women of Color, Working Remotely, Summer Fashion Dwell: Outdoor Structures, Landscape Lighting, Farm-to-Table Style Go+Do: Bike Trails, River Adventures, Lake Geneva Area	Sponsored Content: Savings + Investment Strategies Special Advertising Section: Retirement Living Professional Profile: Culinary/Tastemakers Guides: Education + Enrichment, Go+Do Summer Events, Expanded Dining Guide	
AUGUST WOMEN IN BUSINESS ISSUE Ad Close: 7/9 Materials Due: 7/14 Ship Date: 7/31	Features: Entrepreneurs, Nontraditional Careers, Best Places for Women to Work Thrive: Mentorships, Managing Chronic Pain, Creating Your Personal Brand Dwell: Urban + Front-Yard Gardens, Office Style Go + Do: Lake Mills/Ft Atkinson, B+B Getaways, Al Fresco + Farm-to-Table Dining	Sponsored Content: Creating First Impressions Cosmetic Procedures Professional Profile: Women in Business Special Advertising Section: Meeting Planning Guides: BRAVA Kids Fall Activities, Best Places for Women to Work	THRIVE Luncheon August 31
SEPTEMBER THE ARTS ISSUE Ad Close: 8/6 Materials Due: 8/11 Ship Date: 8/31	Features: Arts Preview, Suicide Prevention Thrive: Career Change, Medical Test Checklist—for Women + Men, Financial Planning for College Dwell: Flooring, Rugs + Unique Floor Coverings; Original Art Go+Do: Hwy 69 towns (Verona, Paoli, New Glarus), Supper Clubs, Oktoberfests	Sponsored Content: Inspiring Kitchens + Bath Transformations Professional Profile: Dental/Orthodontics Special Advertising Section: Retirement Living + Planning	THRIVE Career Workshop September 27
OCTOBER WELLNESS + FALL FASHION ISSUE Ad Close: 9/8 Materials Due: 9/11 Ship Date: 9/30	Features: Mental Wellbeing, Cancer Survivor Stories, Fall Fashion Thrive: Migraine Management, Healthy Money Mindsets, Fitness Classes, Know Your Cancer Risk Factors Dwell: Countertops + Cabinets + Cabinetry Pulls, Basement Finishing, Natural Accents Go+Do: Kettle Moraine, Game Day Hangouts, State Street Scene	Sponsored Content: Memory Care Professional Profile: Designer Showcase, Automotive Sales + Service Guides: Fall + Winter Travel	THRIVE Luncheon October 19
NOVEMBER RAVES & FAVES / MWE / SERVING OTHERS ISSUE Ad Close: 10/9 Materials Due: 10/12 Ship Date: 10/30	Features: Raves & Faves, Madison Women's Expo, Alzheimer's: Stories + Strides Thrive: Impactful First Impressions, Nutritional Supplements, Memory Boosters, Diabetes Dwell: Backsplashes, Dining Tables + Chairs, Entry + Front Door Hardware Go+Do: Green Bay Dinner + A Show, Destination Shopping	Sponsored Content: Back + Joint Health Professional Profile: Women in Business Guides: Raves & Faves Winners, Madison Women's Expo, Holiday Gift Giving	THRIVE Career Workshop November 8 Madison Women's Expo November 18-19
DECEMBER LIVING WITH PURPOSE ISSUE Ad Close: 11/4 Materials Due: 11/6 Ship Date: 11/25	Features: Purpose Before Profit, The Art of Forgiveness Thrive: Gift Guide, Winter Skin Care, Women + Alcoholism, Menopause Dwell: DIY Home Projects, Hearth + Mantel Updates Go+Do: North Woods Winter Getaways, Brunch Spots	Sponsored Content: Year-End Tax Planning Checklist Professional Profile: Financial Services—Tax and Insurance Guides: Holiday Gift Giving, Charitable Giving and Volunteering	