

# BRAVA

MAGAZINE

## 2017 EDITORIAL CALENDAR



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

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