



BRAVA

MAGAZINE

2022 MEDIA KIT

ABOUT BRAVA

BRAVA Magazine encourages women in the greater Madison area to thrive in their lives through content and events that inspire, empower and initiate change.

BRAVA and BRAVAmagazine.com deliver timely and captivating feature content, including profiles of local businesses and influential women, lifestyle articles, entertainment options and more. And, we do it better than any other local publication. Our readers and followers trust BRAVA because they know we have their best interests at heart.

BRAVA is more than a bi-monthly magazine. It's a movement that empowers women from all walks of life – a mission unlike any other Madison media outlet. When you place advertising in BRAVA magazine, you are buying into a dynamic brand. Women trust BRAVA because of its commitment to the community, the informative and uplifting stories it shares in its pages, and through its web and social media channels, and its dedication to inspire women in their daily lives. Investing your marketing dollars in BRAVA invests in women throughout our community, and that's a worthy investment indeed.



Shelby Moyer,
Assistant Editorial Director
& Shayna Mace,
Editorial Director

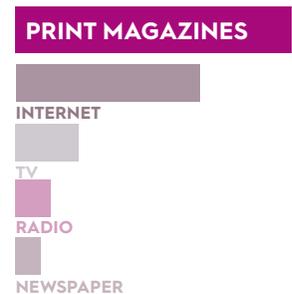


Dena Frisch,
Advertising Sales Manager

WHY PRINT?

62%
of readers **take action** after seeing a print magazine ad.

PRINT RANKS No.1
Print magazines rank No. 1 for **reaching** consumers with higher incomes.



ROI PRINT
Advertising in magazine media consistently **increases sales** across product categories.

PRINT ADS
Magazine readers are more **receptive to ads** than website visitors or TV viewers.

**Data provided by The Association of Magazine Media 2020 Factbook*

UnityPoint Health – Meriter has had a longstanding relationship with BRAVA Magazine and we’ve enjoyed having a connection to a community that provides resources and information to women in the greater Madison area!

–Kassie Martin, UnityPoint Health – Meriter

AUDIENCE DEMO

<p>77% of our readers are between the ages of 35-64</p>	<p>81% of our readers own their primary residence</p>	<p>93% say it is important to shop local businesses</p>	<p>78% want to read about things to do in Madison</p>
--	---	---	--

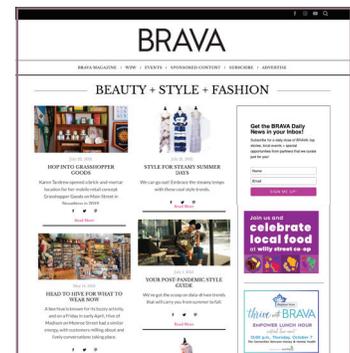
OUR REACH

Print & Digital

<p>15K bi-monthly circulation 650 newstand & lobby copies 5.1K email readers</p>	<p>9.3K Facebook followers 4.6k Instagram followers 12.2K website visits/issue</p>
---	---

TOP 5 TOPICS OUR READERS LOVE:

- | | |
|---------------------------------------|------------------------------------|
| <p>Health and Wellness</p> | <p>Travel and Day Trips</p> |
| <p>Food, Drinks and Dining</p> | <p>Retail and Shopping</p> |
| <p>Arts and Entertainment</p> | |



ADVERTISING RATES

All rates are net

SIZE	6X	3X	1X
FULL PAGE	1,745	1,810	1,930
2/3 PAGE	1,500	1,575	1,680
1/2 PAGE	1,085	1,125	1,200
1/3 PAGE	775	805	865
SHOP LOCAL	450	470	500
1/6 PAGE	435	450	480
SPREAD	3,400	3,570	3,800
BACK COVER	2,600	2,730	2,850
INSIDE COVERS + PAGE 1	2,400	2,520	2,595
FULL PAGE PLACEMENT GUARANTEED (pages 2-13)	1,985	2,075	2,200

SPONSORED CONTENT

SIZE	
FULL PAGE	1,930
1/2 PAGE	1,295
1/3 PAGE	865

PROFESSIONAL PROFILES

SIZE	
FULL PAGE	1,695
1/2 PAGE	1,095
1/3 PAGE	795

BRAVA ADVERTORIAL SERIES

SIZE	
FULL PAGE	1,930

ASK THE EXPERT

SIZE	
FULL PAGE	2,275

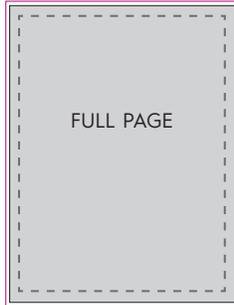
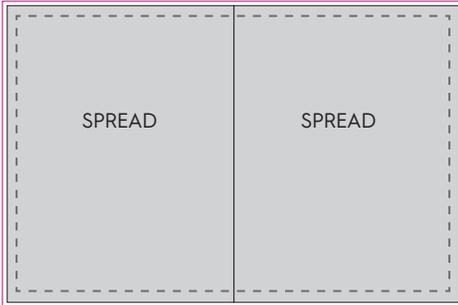
CHEF PROFILES

SIZE	
1/4 PAGE	595

CONTACT US:

DENA FRISCH, SALES MANAGER | DENA@NTMEDIAGROUP.COM | 608.220.2120
 951 KIMBALL LN., STE. 104 | VERONA, WI 53593 | 608.848.6700 | BRAVAMAGAZINE.COM

ADVERTISING SPECIFICATIONS



SPREAD:
17.0" x 11.125"
(includes bleed)

FULL PAGE:
Trim size:
8.375" x 10.875"
Live area:
7.25" x 9.75"
Add 0.125" bleed:
8.625" x 11.125"

FILE SUBMISSION GUIDELINES:

PRINT-READY ADS

Your ad must be press-quality (300 dpi) designed with proper size and bleeds described to the left, CMYK preferred, flattened PDF. Ads containing spot colors or RGB color space will be automatically converted to 4-color process. Submit press-ready ads to ads@ntmediagroup.com.

AD DESIGN BY BRAVA

If you do not have an existing ad that meets our specs, our design department can create original artwork for you. Ad rates include one hour of design time at no charge.

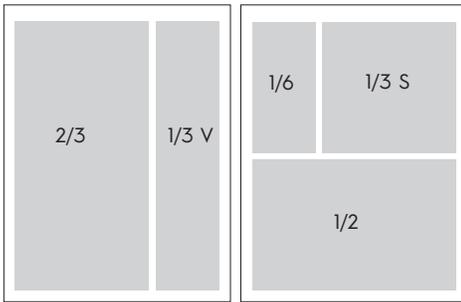
Any design or revision required to an ad after approval deadline will be invoiced at the standard rate of \$75 per hour.

PHOTOGRAPHY

All image resolutions must be at least 300 dpi, and CMYK preferred. JPEG, TIFF, and EPS are acceptable file formats. *Images downloaded from search engines will not be accepted.*

LOGOS

Submit original logo in EPS or AI (vector), or TIFF or JPEG (pixel) formats with a resolution of at least 300 dpi and CMYK preferred. RGB or Spot Pantone colors will be automatically converted. **All fonts must be outlined if supplying vector files.**



SHOP LOCAL

2/3 VERTICAL:
4.5" X 9.75"

1/2 HORIZONTAL:
6.875" X 4.75"

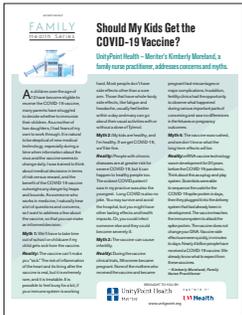
1/3 VERTICAL:
2.15" X 9.75"

1/3 SQUARE:
4.5" X 4.75"

SHOP LOCAL:
3.125" X 4.75"

1/6 VERTICAL:
2.15" X 4.75"

SPECIAL ADVERTISING EXAMPLES



BRAVA ADVERTORIAL SERIES



CHEF PROFILES



INTERIOR DESIGN SPONSORED CONTENT



ASK THE EXPERT



TRAVEL SPONSORED CONTENT



PROFESSIONAL PROFILES



SPONSORED CONTENT

Sponsored content and professional profiles:

See our editorial calendar for advertising opportunities specific to your industry and speak with Dena Frisch for rates and ad sizes.

EXCLUSIVE DIGITAL MONTHLY SPONSORSHIP \$575/MONTH

Ten sponsors per month will have the opportunity to touch every single person who visits any page on our website, reads our BRAVA Daily News emails and follows us on social media – a potential of 40,000 monthly impressions.

EXCLUSIVE DIGITAL SPONSOR BENEFITS

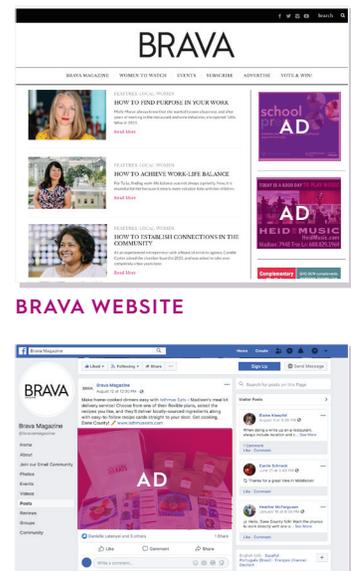
- Maximum visibility with high-impact ad positions in our **BRAVA Daily News** email and on our website: Your logo appears on our website and in every BRAVA Daily News and Friday Recap email (3-5 times per week).
- Your **web banners** will rotate in ALL web and email positions. No other ad positions will be sold – this is the only way to reach BRAVA’s website and email readers with digital display advertising.
- One monthly **Facebook post** on the BRAVA page, reaching 9,300+ followers.
- One **BRAVA Exclusive E-Blast** per three-month sponsorship – reach 5,100 readers via an email blast that exclusively promotes your business and effectively delivers your message with an enticing special event or offer. (Included with a minimum three consecutive month commitment)



BRAVA DAILY NEWS



BRAVA EXCLUSIVE E-BLAST



BRAVA WEBSITE

BRAVA FACEBOOK

With the help of BRAVA’s collective team expertise, we’ve been able to not only build that clear brand messaging, but connect with people and families in a way that truly impacts their lives because they now understand the value we can bring them.

—Joanna G. Burish, Northwestern Mutual

EDITORIAL CALENDAR

IN EVERY ISSUE:
• ASK THE EXPERT
• DINING GUIDE
• SHOP LOCAL
• BRAVA SERIES

ISSUE EDITORIAL

ADVERTISING OPPORTUNITIES

JANUARY/FEBRUARY

Ad Close: 12/10
Materials Due: 12/15
Ship Date: 1/5

WOMEN TO WATCH ISSUE

FEATURES: Women to Watch honorees, An inspiring home tour
DWELL: Color creativity, House buying 101
GO + DO: Winter fun, Hot drinks, Kids and music
FINANCE: Estate Planning

SPONSORED CONTENT:
Retirement Lifestyle
PROFESSIONAL PROFILES:
Inspiring Women
SPECIAL SECTIONS:
Women to Watch Sponsorship
(Print + Digital + Event)

MARCH/APRIL

Ad Close: 2/10
Materials Due: 2/15
Ship Date: 3/5

THE FAMILY ISSUE

FEATURES: Accessible Madison; Raising strong, independent women
DWELL: Eco-friendly homes, Smart appliances
GO + DO: Local bookshops, Seasonal dishes
FINANCE: College savings strategies

SPONSORED CONTENT:
Women's Health
SPECIAL SECTION:
BRAVA Home

MAY/JUNE

Ad Close: 4/10
Materials Due: 4/15
Ship Date: 5/5

THE HOME & GARDEN ISSUE

FEATURES: Stunning home tour, Children and gender identity
DWELL: Expert gardening tips, Outdoor living
GO + DO: Madison by bike, Summer eats
WELLBEING: Infertility treatment

SPONSORED CONTENT:
Summer Travel Escapes
PROFESSIONAL PROFILES:
Finance & Investments
SPECIAL SECTION:
Chef Profiles

EDITORIAL CALENDAR

IN EVERY ISSUE:
• ASK THE EXPERT
• DINING GUIDE
• SHOP LOCAL
• BRAVA SERIES

MONTHLY EDITORIAL

ADVERTISING OPPORTUNITIES

JULY/AUGUST

Ad Close: 6/10
Materials Due: 6/15
Ship Date: 7/5

SUMMER FUN ISSUE

FEATURES: Food insecurity, Summer fun in the city
CAREER: Professional networking
DWELL: Renos with the best ROI
GO + DO: Glamping, Water activities

SPONSORED CONTENT:
Memory Care
SPECIAL SECTION:
Interior Design Profiles

SEPTEMBER/OCTOBER

Ad Close: 8/10
Materials Due: 8/15
Ship Date: 9/5

WOMEN IN BUSINESS ISSUE

FEATURES: Women in business, Homelessness
CAREER: Leadership development
DWELL: Vintage flair, Home maintenance guide
GO + DO: Fall festivals, Supper clubs

SPONSORED CONTENT:
Fall Travel Escapes
PROFESSIONAL PROFILES:
Women in Business
SPECIAL SECTION:
BRAVA Home

NOVEMBER/DECEMBER

Ad Close: 10/10
Materials Due: 10/15
Ship Date: 11/5

THE LOVE ISSUE

FEATURES: Love stories, Comfort food
FINANCE: Insurance guide
DWELL: Guestroom necessities, Home trends
GO + DO: Great drinks, Weekend getaways

SPONSORED CONTENT:
Senior Care
Bone and Joint Health
Travel Escapes: Small Town Holidays