

BRAVA

MAGAZINE



2023 MEDIA KIT



Shayna Mace, Editorial Director
& Dena Frisch, Advertising Sales Manager

BRAVA Magazine encourages women in the Madison area to thrive in their lives through content that inspires, empowers and initiates change. Now, in its 20th year of publication, BRAVA is the only women's magazine in our community and is highly sought after for its timely and captivating features.

Our permission-based audience trusts BRAVA because of its commitment to local businesses and organizations, the informative and uplifting stories it shares, and its dedication to inspire women in their current season of life.



AUDIENCE DEMO

77%

of our readers are between the ages of 35-64

81%

of our readers own their primary residence

93%

say it is important to shop local businesses

78%

want to read about things to do in Madison

OUR REACH

15K bi-monthly circulation
650 newstand & lobby copies
12.8K website visits/issue

9.1K followers
4.9k followers
5.3K email readers

TOP 5 TOPICS OUR READERS LOVE:

Health and Wellness • Food, Drinks and Dining • Travel and Day Trips
Retail and Shopping • Profiles of Local Women

SOME OF OUR CURRENT CLIENTS



EDITORIAL CALENDAR

IN EVERY ISSUE:
 • ASK THE EXPERT
 • DINING GUIDE
 • SHOP LOCAL
 • BRAVA SERIES
 • BRAVA ADVERTORIAL 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: Pro decorating tips and tricks
BEAUTY & STYLE: Worth-it professional skin treatments
GO + DO: Winter fun

EVENT SPONSORSHIP:
 Women to Watch (Print + Digital + Event)
PROFESSIONAL PROFILES:
 Women in Leadership
SPECIAL SECTION:
 Celebrations (Weddings & Parties)

MARCH/APRIL

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

THE MONEY ISSUE

FEATURES: Women and money, portraits of Madison creatives, sexual assault
DWELL: Vintage flair, organization to-dos, designer mood board
GO + DO: Spa-worthy escapes, plant-based meals

PROFESSIONAL PROFILES:
 Women in Health Care
SPECIAL SECTION:
 BRAVA Health
 BRAVA At Home

MAY/JUNE

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

THE HOME & GARDEN ISSUE

FEATURES: Gorgeous home before-and-afters, garden delights, mother-daughter businesses
DWELL: Bathroom trends, outdoor living
GO + DO: Dog-friendly Madison, Door County weekend

SPONSORED CONTENT:
 Summer Travel Escapes
SPECIAL SECTION:
 Home and Garden

JULY/AUGUST

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

SUMMER FUN ISSUE

FEATURES: Small-town travel, stories of Madison immigrants
DWELL: Beautiful, local bouquets; guide to flooring
GO + DO: Glamping; picnic essentials

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: Business leaders, an amazing house tour
CAREER: Continuing education
DWELL: Downsizing your home
GO + DO: Local wineries

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

NOVEMBER/DECEMBER

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

THE FAMILY ISSUE

FEATURES: Native Madison, family-owned restaurants
DWELL: Tips for working with a contractor, holiday tablescape
GO + DO: Family-friendly activities, fun date nights

SPONSORED CONTENT:
 Travel Escapes: Small Town Holiday
SPECIAL SECTION:
 Senior Care

**The preceding Friday will serve as the deadline when dates fall on a weekend.*

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	1,995
1/2 PAGE	1,345
1/3 PAGE	895

PROFESSIONAL PROFILES

SIZE	
FULL PAGE	1,755
1/2 PAGE	1,135
1/3 PAGE	825

BRAVA ADVERTORIAL SERIES

SIZE	
FULL PAGE	1,930

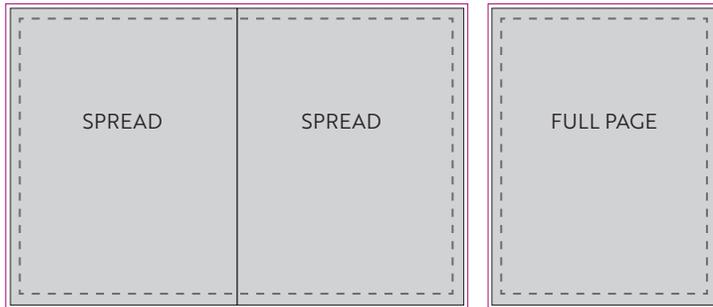
ASK THE EXPERT

SIZE	
FULL PAGE	2,275

CONTACT US:

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 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"

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"

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 four-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.

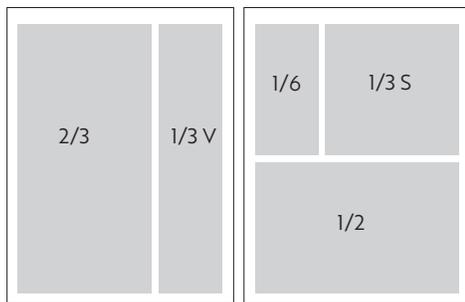
Any design or revision required to an ad after approval deadline will be invoiced at the standard rate of \$75 per hour.

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.*

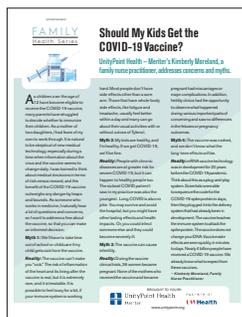
LOGOS

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

SPECIAL ADVERTISING EXAMPLES



BRAVA ADVERTORIAL SERIES



INTERIOR DESIGN SPONSORED CONTENT



ASK THE EXPERT



SPONSORED CONTENT



PROFESSIONAL PROFILES



SPONSORED CONTENT

Sponsored content and professional profiles:

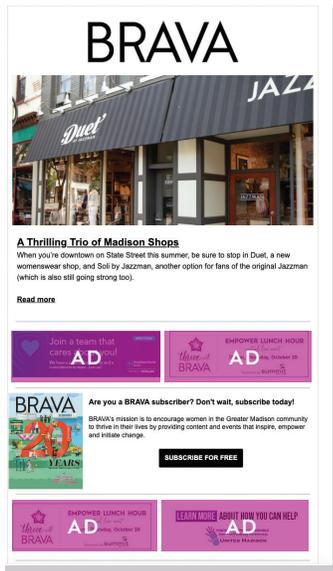
See our editorial calendar for advertising opportunities specific to your industry and speak with Dena Frisch for rates and ad sizes.

EXCLUSIVE DIGITAL MONTHLY SPONSORSHIP \$575/MONTH

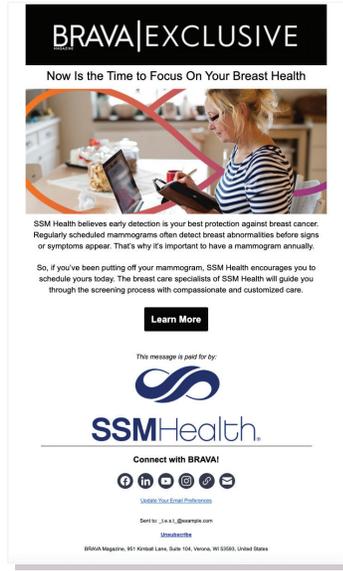
Ten sponsors per month will have the opportunity to touch every single person who visits any page on our website, reads our BRAVA Daily News emails and follows us on social media — a potential of 40,000 monthly impressions.

EXCLUSIVE DIGITAL SPONSOR BENEFITS

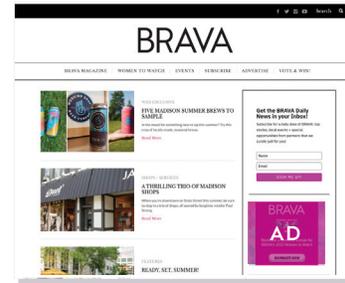
- Maximum visibility with high-impact ad positions in our **BRAVA Daily News** email and on our website: Your logo appears on our website and in every BRAVA Daily News and Friday Recap email (3-5 times per week).
- Your **web banners** will rotate in ALL web and email positions. No other ad positions 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 9,100-plus followers.
- One **BRAVA Exclusive E-Blast** per three-month sponsorship — reach 5,300-plus 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.)



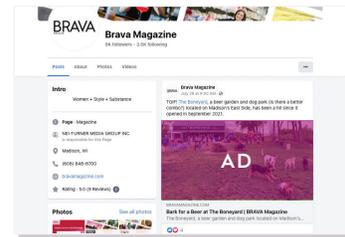
BRAVA DAILY NEWS



BRAVA EXCLUSIVE E-BLAST



BRAVA WEBSITE



BRAVA FACEBOOK

“I use the power of BRAVA’s print magazine audience, digital advertising, social media and email marketing to create custom campaigns that are working for my clients. I offer excellent customer service and real results.”

– Dena Frisch, Advertising Sales Manager

GO FARTHER - ADD MORE DIGITAL SERVICES

TARGETED DISPLAY

Our targeted display platform can show your specific message to the right person at the right time:

- Target your customers once they visit your website or a competitor's website
- Target based on the keywords they search
- Target based on articles and content they read online
- Target based on a location they visit
- Target households based on demographics, interests and buying behavior
- Target during and after events they attend

Rates: competitive packages start at \$10 CPM



WHERE ARE MY ADS BEING SERVED?

RIGHT MESSAGE



WHEN THEY ARE CHECKING THE WEATHER

RIGHT TIME



WHEN THEY ARE PLAYING A GAME

RIGHT PERSON



WHEN THEY ARE READING ABOUT THEIR FAVORITE CELEBRITY



PAID SOCIAL MEDIA

Our Facebook and Instagram campaigns include ads optimized for awareness, traffic and lead generation:

- Awareness ads help you reach people who are near your location. Target further based on demographics, interests or behaviors. Drive specific objectives with call-to-action buttons.
- Traffic ads increase your website visits and increase the likelihood visitors will take a valuable action. Connect with people who are looking for your product or service, reaching an audience with a need for what you offer.
- Lead generation ads allow you to find people who may be interested in your product or service, and collect information from them, such as an email or mailing address.

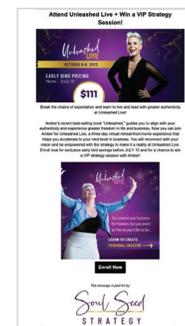
Rates: awareness ads start at \$500/month



TARGETED EMAIL MARKETING

Target new customers by sending an e-mail to a permission-based list of prospects, carefully selected by geography, individual demographics and interests. Introduce new projects, special offers or promote an upcoming event. Comprehensive reporting and analytics are provided post-campaign.

Rates: starting at \$1,000 for an eblast to 50,000 prospects



STREAMING VIDEO

Video solutions can help brands tell a story to a desired target audience in real time, at any time, anywhere in the world. OTT (over-the-top) advertising is delivered directly to viewers over the internet through streaming video services or devices, such as smart or connected TVs (CTV). Now you can advertise with the same impact as TV commercials but to specific, targeted audiences.

Programmatic pre-roll video (15 or 30 seconds) increases brand recognition and is a strategic way to target a specific audience online.

Rates vary by campaign



ABOUT NEI-TURNER MEDIA GROUP

Founded in 1997 with the launch of **At The Lake** magazine for the Lake Geneva area, **Nei-Turner Media Group** has grown exponentially over the past two decades with new magazine launches, contract publishing and acquisitions.

Today we publish more than 40 magazine issues per year, including BRAVA magazine, Lakeshore Living, Chicago Style Weddings, Atlanta Style Weddings, Midwest Meetings, Wisconsin Meetings, Experience Wisconsin and the Geneva Lakes Area Visitors Guide.

Nei-Turner also publishes high quality, regional guides and magazines for tourism organizations and trade associations. Our comprehensive publishing packages include advertising sales, design and layout, editorial content, photography, prepress and printing. Located near Lake Geneva in southeastern Wisconsin, we are just an hour's drive from Milwaukee, Madison, Rockford, and Chicago.

Our mission is to provide quality magazines for our clients and for the public, with engaging articles and eye-catching design. To find out more about how we can help your business with a custom publication, contact us today.



CONTACT US:

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