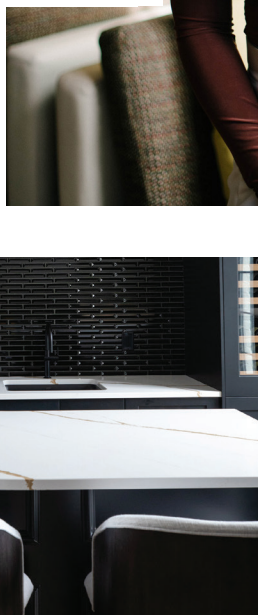
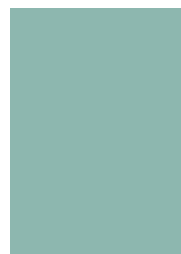


2024 MEDIA KIT



BRAVA

MAGAZINE



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.

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 newsstand & lobby copies

13.5K website visits/issue

9.2K  followers

5.1K  followers

5.9K  email subscribers

TOP 5 TOPICS OUR READERS LOVE:

Health • Things to do • Food • Home & Garden • Travel

SOME OF OUR CURRENT CLIENTS



EDITORIAL CALENDAR

IN EVERY ISSUE:
• SPONSORED CONTENT
• FOOD & DRINK
• SHOP LOCAL
• BRAVA ADVERTORIAL SERIES

ISSUE EDITORIAL

ADVERTISING OPPORTUNITIES

JANUARY/FEBRUARY

Ad Close: 12/10
Materials Due: 12/15
Ship Date: 1/4

WOMEN TO WATCH ISSUE

FEATURES: Women to Watch, an inspiring home tour
BEAUTY & STYLE: Upping your brow game
DWELL: A designer-inspired room, guide to choosing flooring
GO + DO: Spa-worthy escapes

EVENT SPONSORSHIP:

Women to Watch
(Print + Digital + Event)

PROFESSIONAL PROFILES:
Female Leaders in Real Estate,
Mortgage & Insurance

SPECIAL SECTION:
Senior Living Communities & Lifestyle

MARCH/APRIL

Ad Close: 2/10
Materials Due: 2/9
Ship Date: 3/5

THE MONEY ISSUE

FEATURES: Expert answers to your money questions, finding purpose after pain, secondhand shopping guide
DWELL: Color cues, tips for decluttering and donating
GO + DO: Exploring a Madison neighborhood

PROFESSIONAL PROFILES:

Women in Law

SPECIAL SECTION:
BRAVA At Home
Women's Health

MAY/JUNE

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

THE HOME & GARDEN ISSUE

FEATURES: A fabulous house tour, garden delights, women and incarceration, second acts after retirement
DWELL: What's hot in home décor, outdoor living ideas
GO + DO: Free, family-friendly activities

PROFESSIONAL PROFILES:

Women in Dental

SPONSORED CONTENT:
Summer Travel Guide

JULY/AUGUST

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

THE WELLNESS ISSUE

FEATURES: Hormones and your health, summer fun guide, cool couples
DWELL: Timeless design style, keeping your home healthy
GO + DO: Summer festivals

SPONSORED CONTENT:

Memory Care
Interior Design Profiles

SEPTEMBER/OCTOBER

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

WOMEN IN BUSINESS ISSUE

FEATURES: Secrets of successful women, exploring the impact of upcoming elections, arts and entertainment season preview
DWELL: New home build trends, interior design tips
GO + DO: Exploring the Driftless Area

PROFESSIONAL PROFILES:

Women in Business

SPONSORED CONTENT:
Fall Travel Guide
BRAVA At Home

NOVEMBER/DECEMBER

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

THE HOLIDAY ISSUE

FEATURES: On the front lines with first responders, women in Madison's food industry, winter fun
DWELL: Holiday mantel décor, closet organization
GO + DO: Fun date nights

SPONSORED CONTENT:
Small Town Holiday Travel
Senior Care

SPECIAL SECTION:
Chef Profiles

**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	2,095
1/2 PAGE	1,445
1/3 PAGE	995

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

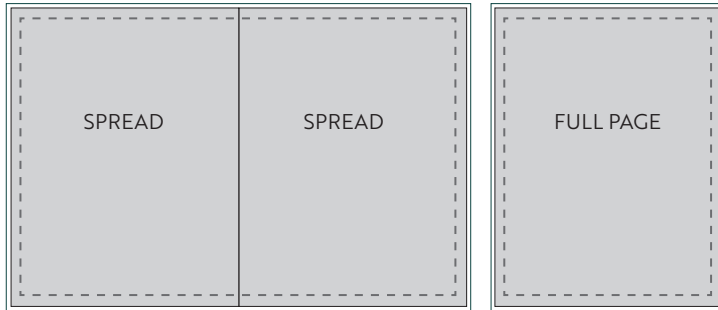
DESIGN PROFILES

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

CONTACT US:

DENA FRISCH, SALES MANAGER | DENA@NTMEDIAGROUP.COM | 608.220.2120
951 KIMBALL LN., STE. 122 | 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.

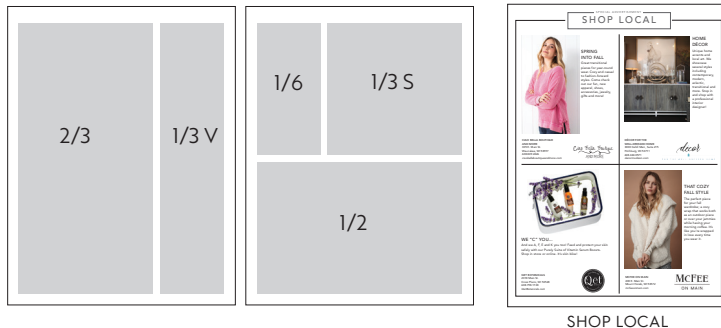
Any design or revision required to an ad after approval deadline will be invoiced at the standard rate of \$75 per hour.

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.**



SPECIAL ADVERTISING EXAMPLES



ASK THE EXPERT



INTERIOR DESIGN PROFILES



BRAVA ADVERTORIAL SERIES



TRAVEL SPONSORED CONTENT



PROFESSIONAL PROFILE



BRAVA AT HOME

Sponsored content and professional profiles:

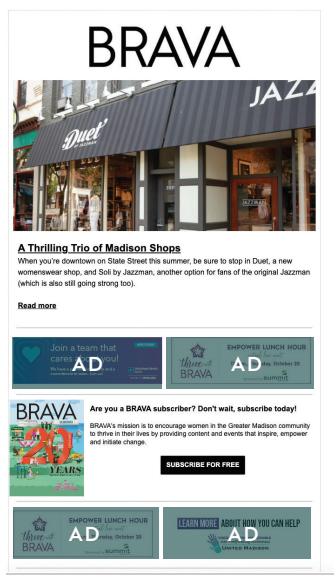
See our editorial calendar for advertising opportunities specific to your industry and speak with Dena Frisch for rates and ad sizes.

EXCLUSIVE DIGITAL MONTHLY SPONSORSHIP ————— \$575/MONTH

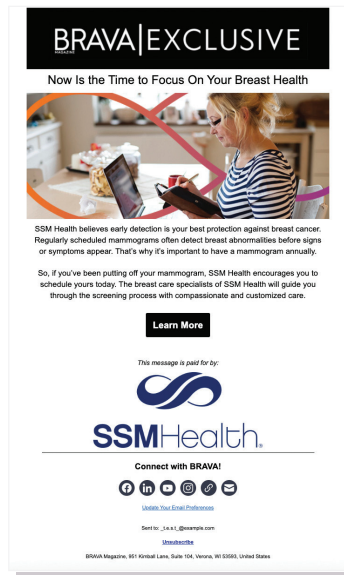
Ten sponsors per month will have the opportunity to touch every single person who visits any page on our website, reads our BRAVA Daily News emails and follows us on social media — a potential of 78,500 monthly impressions.

EXCLUSIVE DIGITAL SPONSOR BENEFITS

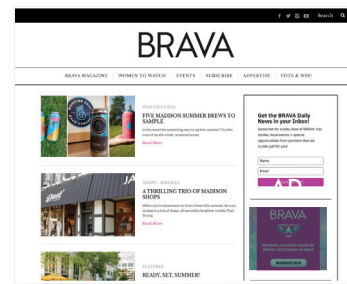
- Maximum visibility with high-impact ad positions in our **BRAVA Daily News** email and on our website: Your logo appears on our website and in every BRAVA Daily News and Friday Recap email (three to five times per week).
- Your **web banners** will rotate in ALL web and email positions.
- One monthly **Facebook post** on the BRAVA page, reaching 9,200-plus followers.
- One **BRAVA Exclusive E-Blast** per three-month sponsorship.



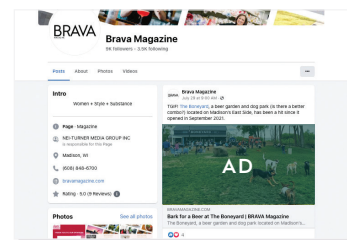
BRAVA DAILY NEWS
DIGITAL AD SIZE: 300X100 PX



BRAVA EXCLUSIVE E-BLAST



BRAVA WEBSITE
DIGITAL AD SIZE: 300X250 PX



BRAVA FACEBOOK



"We started working with BRAVA in one way or another shortly after we launched in 2013, and it's always been great. Dena and her team are quick to respond to questions and are helpful in pointing our brand in the right direction to increase awareness and engagement. Their efforts help to bring us closer to our customers, which helps our business continue to grow. From putting together local campaigns to helping us reach our national customers, they're up for all of it and are always ready to put the right plan in place. Thanks, BRAVA!"



"We choose to advertise with BRAVA magazine to connect with a diverse and vibrant audience of women from all walks of life. Their engaging and thoughtful content aligns perfectly with our values, allowing us to support and empower Madison area women in their lifestyles and professional careers. Authentic and easy to work with, BRAVA is the ideal partner to help us reach, inspire, and make a positive impact on women in our community."

GO FARTHER - ADD DIGITAL SERVICES

TARGETED DISPLAY

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

Tactics include:

Retargeting • Keyword Search • Geofencing • Curated Audiences • Event Targeting

Competitive packages start at \$10/CPM



PAID SOCIAL

Our Facebook and Instagram campaigns offer ads optimized for awareness, traffic and lead generation, and can be used for a variety of campaigns.

Awareness Campaign • Traffic Campaign • Lead Generation Campaign

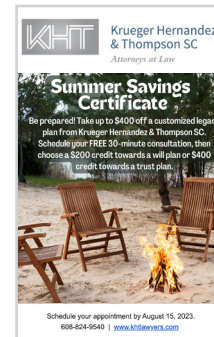
Campaigns start at \$500/month



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.

Email Marketing starts at \$750 for an e-blast of 42,000 email addresses



ADVERTISE ON STREAMING NETWORKS

BRAVA offers OTT! Over-the-top marketing 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.



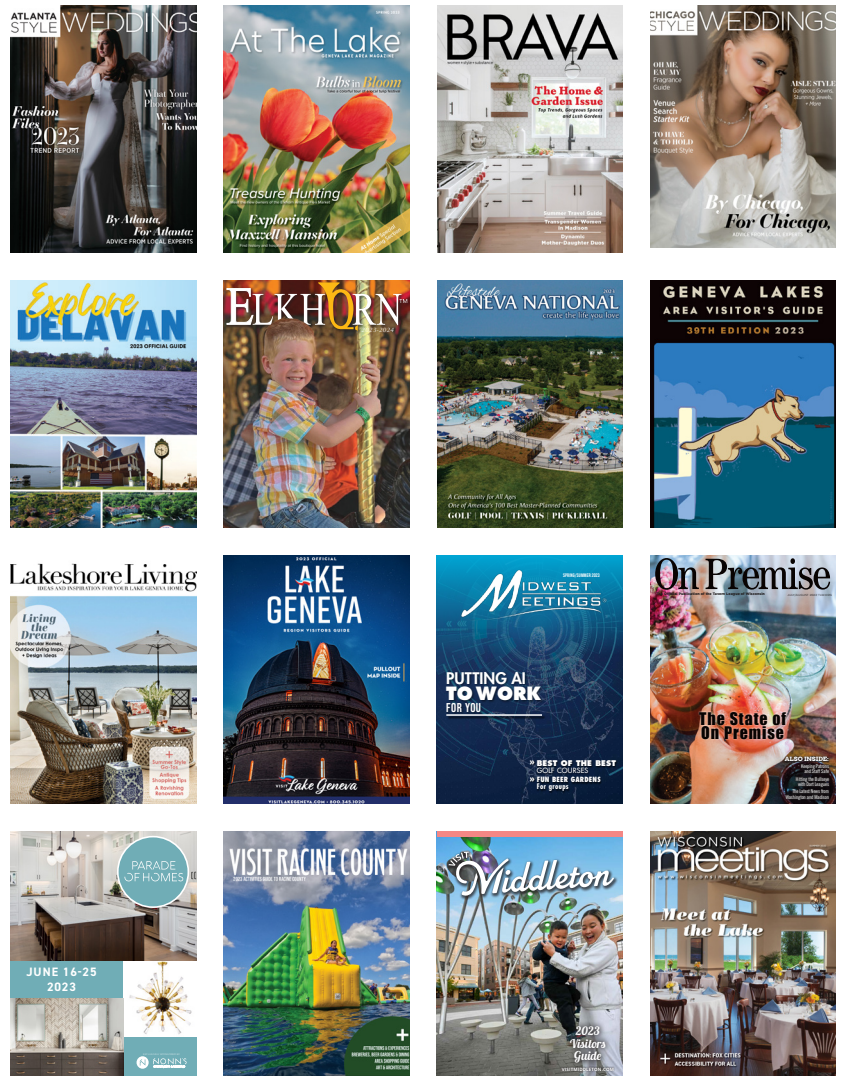
ABOUT NEI-TURNER MEDIA GROUP

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 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.

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



CONTACT US:

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951 KIMBALL LN., STE. 122 | VERONA, WI 53593 | 608.848.6700 | bravamagazine.com