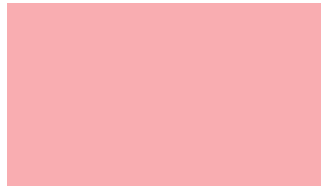


# BRAVA

MAGAZINE



2025  
MEDIA  
KIT



Print • Digital • Events



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 for its commitment to local businesses and organizations, its compelling and uplifting stories and its dedication to inspiring women. Partner with us and be a part of a trusted community that makes a difference.

AUDIENCE DEMO

75%

of our readers are between the ages of 25-64

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

15.4K website visits/issue

9.4K

f followers

5.3K

@ followers

6.4K+

✉ 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: 12/6  
Materials Due: 12/13  
Ship Date: 1/6

### WOMEN TO WATCH ISSUE

**FEATURES:** Women to Watch honorees, a beautiful home tour  
**MONEY:** Retirement financial strategies  
**CAREER:** Cultivating leadership skills  
**GO + DO:** Regional spa getaways

**EVENT SPONSORSHIP:**  
Women to Watch

### MARCH/APRIL

Ad Close: 2/10  
Materials Due: 2/17  
Ship Date: 3/5

### THE MONEY ISSUE

**FEATURES:** Women in venture capital, Black doulas, food adventures  
**MONEY:** Money-saving hacks  
**CAREER:** Tips for negotiating a raise  
**EATS + DRINKS:** Cheap eats, meal planning

**SPONSORED CONTENT:**  
Women in Law Profiles  
**SPECIAL SECTION:**  
BRAVA At Home

### MAY/JUNE

Ad Close: 4/7  
Materials Due: 4/14  
Ship Date: 5/5

### THE HOME & GARDEN ISSUE

**FEATURES:** Women in sports, what I learned from Mom, a gorgeous garden and house tour  
**DWELL:** Designer inspo, trends in home design  
**PERSPECTIVE:** Profiling LGBTQ+ leaders  
**GO + DO:** Mexican markets

**DESIGN PROFILES**  
**SPONSORED CONTENT:**  
Summer Travel Guide

### JULY/AUGUST

Ad Close: 6/6  
Materials Due: 6/13  
Ship Date: 7/7

### THE PETS ISSUE

**FEATURES:** Pet-tastic businesses, summer fun guide, the childcare shortage  
**MONEY:** Pet insurance 101  
**DWELL:** Pet-friendly spaces  
**EATS + DRINKS:** Where to eat with your pup

**SPONSORED CONTENT:**  
BRAVA's Ultimate Travel Guide  
**BRANDED SPONSORSHIP:**  
Capital City Dogs

### SEPTEMBER/OCTOBER

Ad Close: 7/31  
Materials Due: 8/7  
Ship Date: 9/9\*

### WOMEN IN BUSINESS ISSUE

**FEATURES:** Women in business, incarceration and the family, arts season preview  
**MONEY:** Talking to kids about money  
**CAREER:** Certificates and degrees for career success  
**EATS + DRINKS:** Women-owned food businesses

**EVENT SPONSORSHIP:**  
Women in Business Celebration  
**WOMEN IN BUSINESS PROFILES**  
**SPONSORED CONTENT:**  
Fall Travel Guide  
BRAVA At Home

\*Ship date dependent on 2025 Women in Business event date, TBD.

### NOVEMBER/DECEMBER

Ad Close: 10/8  
Materials Due: 10/15  
Ship Date: 11/5

### THE HOLIDAY ISSUE

**FEATURES:** Women of faith, the ultimate local shopping guide, fantastic food  
**WELLBEING:** Why fat matters  
**EATS + DRINKS:** Comfort food  
**GO + DO:** Holiday happenings

**SPONSORED CONTENT:**  
Small Town Holiday Travel  
**SPECIAL SECTION:**  
Chef and Food 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

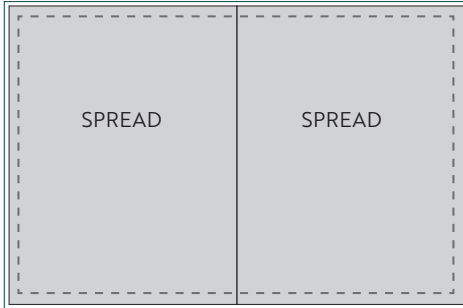
## DESIGN PROFILES

SIZE	
FULL PAGE	1,895
1/2 PAGE	1,195

### CONTACT US:

DENA FRISCH, SALES MANAGER | DENA@NTMEDIAGROUP.COM | 608.220.2120  
 951 KIMBALL LN., STE. 122 | VERONA, WI 53593 | 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](mailto: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.

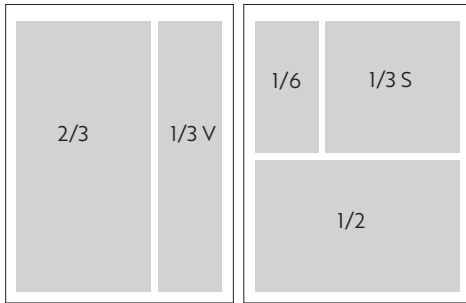
Any design or revision required to an ad after approval deadline will be invoiced at the standard rate of \$75 per hour.

### 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



ASK THE EXPERT



INTERIOR DESIGN PROFILES



BRAVA ADVERTORIAL SERIES



TRAVEL SPONSORED CONTENT



PROFESSIONAL PROFILE



BRAVA AT HOME

## Sponsored content and professional profiles:

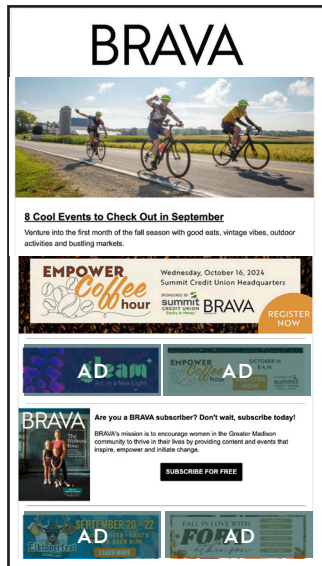
See our editorial calendar for advertising opportunities specific to your industry and speak with Dena Frisch for rates and ad sizes.

## BRAVA DIGITAL PARTNERSHIP \$575/MONTH

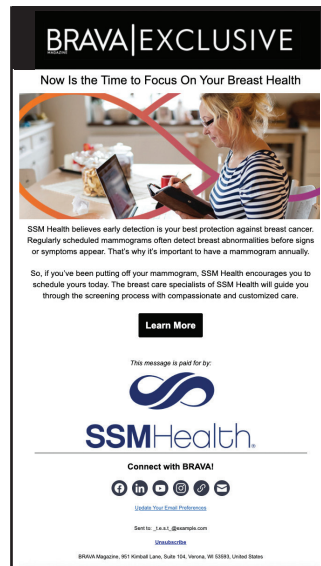
Ten sponsors per month will have the opportunity to touch every single person who visits any page on our website, reads our BRAVA Daily News emails and follows us on social media — a potential of 78,500-plus monthly impressions.

### EXCLUSIVE DIGITAL SPONSOR BENEFITS

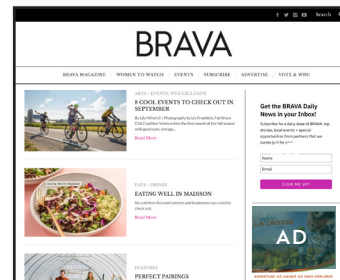
- Maximum visibility with high-impact ad positions in our **BRAVA Daily News** email and on our website. Your logo appears on our website and in every BRAVA Daily News and Friday Recap email (three to five times per week).
- Your **web banners** will rotate in ALL web and email positions.
- One monthly **Facebook post** on the BRAVA page, reaching 9,400-plus followers.
- One **BRAVA Exclusive E-Blast** per three-month sponsorship. Average open rate of over 25%.



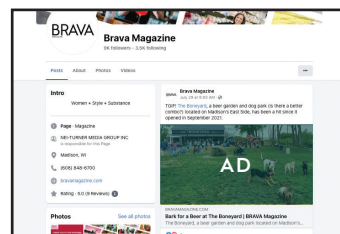
**BRAVA DAILY NEWS**  
DIGITAL AD SIZE: 300X100 PX



**BRAVA EXCLUSIVE E-BLAST**



**BRAVA WEBSITE**  
DIGITAL AD SIZE: 300X250 PX



**BRAVA FACEBOOK**

### EVENT SPONSORSHIP



Since 2012, BRAVA has honored women in the Dane County area with visionary plans for the coming year. Nominations are submitted by the community and Women to Watch are featured in the January/February issue. Our annual Women to Watch event celebrates this extraordinary group of women.



Launched in 2024 due to the success of our annual Women in Business issue (September/October), the Women in Business event is about connecting and uplifting professional women in our community. A combined launch party/networking event, this evening has a festive atmosphere.

# GO FURTHER - 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

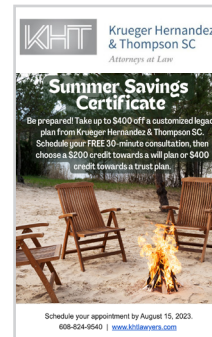
Campaigns start at \$500/month.



## 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, the Geneva Lakes Area Visitors Guide and Persona.

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:

DENA FRISCH, SALES MANAGER | [dena@ntmediagroup.com](mailto:dena@ntmediagroup.com) | 608.220.2120  
 951 KIMBALL LN., STE. 122 | VERONA, WI 53593 | [bravamagazine.com](http://bravamagazine.com)