

BRAVA

The Magazine for Madison Area Women



2026
MEDIA
KIT



Print • Digital • Events



Shayna Mace, Editorial Director
Dena Frisch, Advertising Sales Manager

BRAVA is the top influencer among women in the Madison area

Advertise with Influence

OUR REACH **15K+**
print subscribers
17.4K
website visits/issue

15K+
social followers
6.6K+
email subscribers

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

70% women average readership

TOPICS OUR READERS LOVE:

Health • Events • Food • Home • Travel • Business

SOME OF OUR CURRENT CLIENTS



EDITORIAL CALENDAR

2026

ISSUE EDITORIAL

ADVERTISING OPPORTUNITIES

JANUARY/FEBRUARY

Ad Close: 12/9
Materials Due: 12/16
Ship Date: 1/8

WOMEN TO WATCH ISSUE

FEATURES: Women to Watch, an inspiring home tour
DWELL: Midcentury modern design
BEAUTY & STYLE: Local jewelry brands
GO + DO: Valentine's Day ideas, creative regional getaways

EVENT SPONSORSHIP:
Women to Watch Celebration

MARCH/APRIL

Ad Close: 2/16
Materials Due: 2/23
Ship Date: 3/12

RAVES & FAVES ISSUE

FEATURES: Raves & Faves, the childcare shortage, women embracing the outdoors
DWELL: Maximalist décor, a cool home project
CAREER: Dealing with job loss
GO + DO: Artsy destinations

SPECIAL SECTION:
BRAVA At Home
Raves & Faves

MAY/JUNE

Ad Close: 4/9
Materials Due: 4/16
Ship Date: 5/6

THE HOME & GARDEN ISSUE

FEATURES: A beautiful abode, cool garden tours, the sandwich generation, local food
DWELL: What's hot in home décor, outdoor living
CAREER: A freelancer's guide to thriving
GO + DO: Food-themed fests

DESIGN PROFILES
FEATURED PARTNER SHOWCASE:
Summer Travel Adventures

JULY/AUGUST

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

SUMMER FUN ISSUE

FEATURES: Women finding joy, summer fun guide, Capital City Dogs
DWELL: Local designer inspiration, highlighting Madison creatives
MONEY: Investing in real estate
GO + DO: Exploring a Madison neighborhood

BRANDED SPONSORSHIP:
Capital City Dogs

SEPTEMBER/OCTOBER

Ad Close: 8/3
Materials Due: 8/10
Ship Date: 9/10*

WOMEN IN BUSINESS ISSUE

FEATURES: Secrets of successful women, friend getaways, arts and entertainment season preview
DWELL: Color trends
CAREER: How to build a personal brand
GO + DO: Hop over to New Glarus

EVENT SPONSORSHIP:
Women in Business Celebration
PARTNER CONTENT:
Cozy Autumn Escapes
Women in Business Profiles
BRAVA At Home

*Ship date dependent on 2026 Women in Business event date, TBD.

NOVEMBER/DECEMBER

Ad Close: 10/5
Materials Due: 10/12
Ship Date: 11/5

THE HOLIDAY ISSUE

FEATURES: Women of faith, what I've learned, delicious food
DWELL: Mantel decor, closet organization
CAREER: DEI in the workplace
GO + DO: Asian fusion restaurants

BRANDED SPONSORSHIP:
Community Giving Guide

SHOP LOCAL HOLIDAY GUIDE

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

PARTNER CONTENT

SIZE	
FULL PAGE	1,995
1/2 PAGE	1,155
1/3 PAGE	895

PROFESSIONAL PROFILES

SIZE	
FULL PAGE	1,755
1/2 PAGE	1,135
1/3 PAGE	895

BRAVA ADVERTORIAL SERIES

SIZE	
FULL PAGE	1,930

ASK THE EXPERT

SIZE	
FULL PAGE	2,275

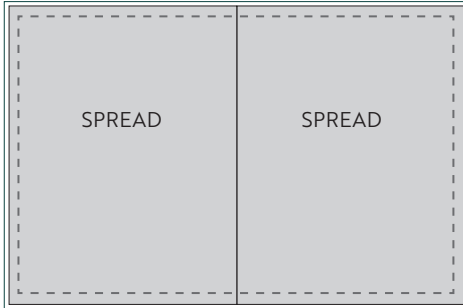
DESIGN PROFILES

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"
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"

THE LOCAL LIST:
2.365" X 3.926"

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.

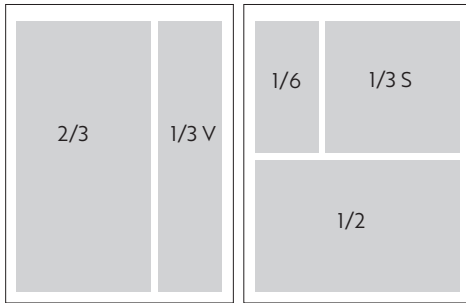
Any design or revision required to an ad after approval deadline will be invoiced at the standard rate of \$75 per hour.

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.**

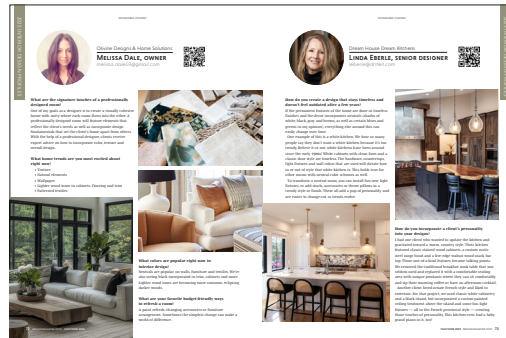


THE LOCAL LIST

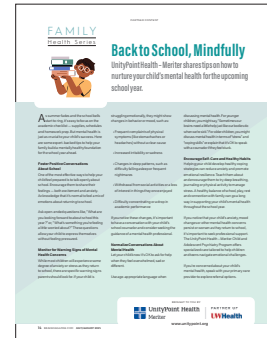
SPECIAL ADVERTISING EXAMPLES



ASK THE EXPERT



INTERIOR DESIGN PROFILES



BRAVA ADVERTORIAL SERIES



TRAVEL SPONSORED CONTENT



PROFESSIONAL PROFILE



BRAVA AT HOME

Sponsored content and professional profiles:

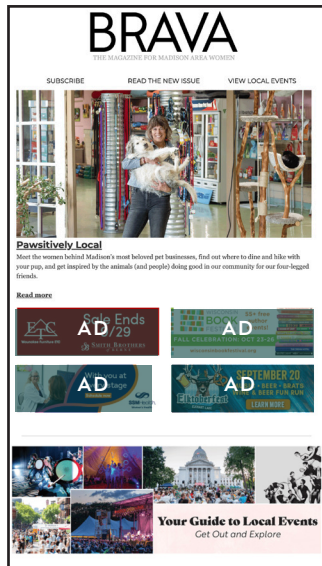
See our editorial calendar for advertising opportunities specific to your industry and speak with Dena Frisch for rates and ad sizes.

BRAVA DIGITAL OPPORTUNITIES

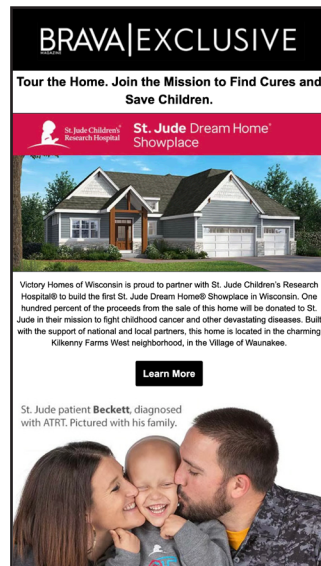
- Monthly digital package
- BRAVA Daily News newsletter
- **NEW!** BRAVA Business Monthly newsletter. Size 300x250 px, Format JPG, PNG or GIF, File size under 256 KB.
- **NEW!** BRAVA Business Directory
- **NEW!** BRAVA Pop Ad. Size 1000x1400 px, minimum width 1000 px.

EXCLUSIVE DIGITAL SPONSOR BENEFITS

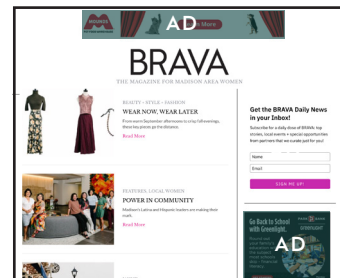
- Maximum visibility with high-impact ad positions in our **newsletters** and on our website. Your logo appears on our website and in every BRAVA Daily News and Friday Recap newsletter (three to five times per week).
- Your **web banners** will rotate in ALL web and email positions.
- One monthly **Facebook post** on the BRAVA page.
- One **BRAVA exclusive email campaign** per three-month sponsorship. (Average open rate of over 30%.)



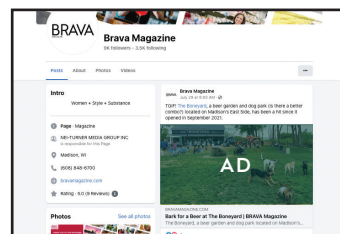
BRAVA DAILY NEWS NEWSLETTER
DIGITAL AD SIZE: 300X100 PX



BRAVA EXCLUSIVE EMAIL
CAMPAIGN



BRAVA WEBSITE SIZES:
300X250 PX AND 728X90PX



BRAVA FACEBOOK POST

BRAVA SPONSORSHIP OPPORTUNITIES



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.

AMPLIFY YOUR MESSAGE WITH DIGITAL



PROGRAMMATIC DISPLAY

Reach the right audience, at the right time, with the right message. Household-level audience curation, geo-fencing, site retargeting, keyword/search retargeting, addressable geo-fencing, luxe list targeting and event targeting with your display ad program. 24/7 transparent reporting and hands-on optimizations.



PAID SOCIAL

Reach customers through Instagram and Facebook using a variety of ads along with custom audiences and expanded reporting.



STREAMING TV(OTT/CTV)

Reach hyper-targeted audience through non-skippable, immersive content and be seen on premiere streaming channels.



PROGRAMMATIC VIDEO

Reach a hyper-targeted audience with pre-roll, mid-roll, post-roll, and in-banner video ads throughout the web.



SEARCH ENGINE MARKETING(SEM)

Be seen higher up on search pages such as Google to ensure optimal site visits for users searching your keywords and phrases.



STREAMING AUDIO

Have your ads be heard by highly engaged listeners throughout streaming audio content such as podcasts, music, and online radio.



SEARCH ENGINE OPTIMIZATION (SEO)

Establish your website as an authority and trusted information source while linking with other trusted sites and brands online.



TARGETED EMAIL CAMPAIGNS

Reach potential shoppers right in their inbox. Promote your special offers and unique products. One-to-one marketing that allows you to capture their undivided attention.

BRAVA



No matter where you are in your marketing and advertising plans, one thing is for certain — digital is everywhere right now. Everywhere you look, people are on mobile devices, laptops or tablets. But you would be making a big mistake if you underestimate or dismiss the **power of print**.

CONTACT US:

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