



BRAVA
MAGAZINE

2027
Media Kit

THE BRAVA STORY

For 25 years, **BRAVA** has been the definitive voice celebrating women in the Madison area, connecting a loyal, engaged audience across print, digital and social platforms and events. BRAVA offers advertisers deep, sustained engagement with the women who shape our community.

**25
YEARS**

**Celebrating
Women in the
Madison Area**

7,000+
**Newsletter
Subscribers**

16,000+

**Print Circulation
Subscribers**

18 MINUTES

**Average Digital Issue
Read Time**

9,000

Monthly Website Visitors

15,000

Social Followers

PRINT HAS LASTING POWER

Digital gets **ATTENTION**. Print builds **CONNECTION**. In a world of scrolling, swiping and disappearing content, print invites people to slow down. BRAVA lives on coffee tables, kitchen counters and bedside tables. It is picked up, **SHARED, SAVED** and **REVISITED**.



In 2026, print media and niche magazines are staging a surprising comeback driven by digital fatigue, a craving for tangible community connections and Gen Z. Key highlights include: digital overload **BOOSTING PRINT EFFECTIVENESS**, niche and independent titles treating physical issues like **COLLECTIBLE LUXURY ITEMS** and non-media corporate brands **LAUNCHING PRINT**.

MEET THE BRAVA WOMAN

A **WOMAN** who is part of the BRAVA community is **CONNECTED. AMBITIOUS. COMMUNITY-MINDED.** She **SUPPORTS** local businesses, invests in her home and health, **DISCOVERS** new places and makes purchasing decisions for herself and her family. She's the woman businesses want to reach and the woman BRAVA has been building relationships with for 25 years.



ON AVERAGE:

- **84% Women**
- **77% Ages 35–64**
- **81% Own their home**
- **93% Say it's important to shop local**
- **78% Want to read about things to do in Madison**

INTERESTS: HEALTH | TRAVEL | DINING | HOME | EVENTS | CAREER

2027 EDITORIAL CALENDAR

JAN/FEB

AD CLOSE: 12/7
MATERIALS DUE: 12/10
SHIP DATE: 1/7

Women to Watch

Profiling and celebrating the women shaping what's next in the Madison area.

MAR/APR

AD CLOSE: 2/15
MATERIALS DUE: 2/18
SHIP DATE: 3/15

Raves & Faves - Reader's Choice

The votes are in. Raves & Faves showcases the local businesses, people and places our readers love most.

MAY/JUNE

AD CLOSE: 4/7
MATERIALS DUE: 4/12
SHIP DATE: 5/5

Home & Garden

Our annual lookbook of local home tours and inspiration, featuring the businesses who can help bring your most treasured spaces to life.

JULY/AUG

AD CLOSE: 6/7
MATERIALS DUE: 6/10
SHIP DATE: 7/5

Madison's Summer Guide + Capital City Dogs

Madison shines in the summer. We're sharing itineraries and ideas for places to go and things to see, plus our annual photo essay featuring local dogs.

SEPT/OCT

AD CLOSE: 8/2
MATERIALS DUE: 8/6
SHIP DATE: 9/9

Women in Business

Our biggest celebration of the women leading Madison's business community. We feature in-depth looks at businesses championing women, standout stories on the city's most talented women leaders, and our annual Women in Business Celebration.

NOV/DEC

AD CLOSE: 10/7
MATERIALS DUE: 10/11
SHIP DATE: 11/5

25th Anniversary Celebration Issue

Celebrating 25 years of connecting women in Madison, plus festive inspiration, gift ideas and our annual Give Where You Live guide, a special sponsored section highlighting local nonprofits making a meaningful impact in our community.

SPONSORSHIPS & EVENTS



WOMEN TO WATCH

FEBRUARY

Inspire.

RAVES & FAVES

MARCH

Discover.

WOMEN IN BUSINESS

SEPTEMBER

Connect.

25TH ANNIVERSARY

NOVEMBER

Celebrate.

ADVERTISING RATES

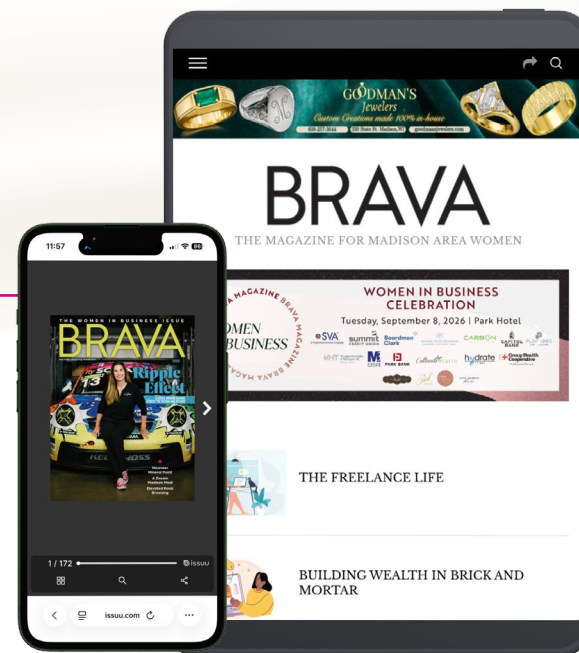
SIZE	6X	3X	1X	PARTNER CONTENT	BRAVA ADVERTORIAL SERIES
FULL PAGE	1,745	1,810	1,930	FULL PAGE 1,995	FULL PAGE 1,930
2/3 PAGE	1,500	1,575	1,680	1/2 PAGE 1,155	
1/2 PAGE	1,085	1,125	1,200	1/3 PAGE 895	
1/3 PAGE	775	805	865		ASK THE EXPERT
SHOP LOCAL	450	470	500		FULL PAGE 2,275
1/6 PAGE	435	450	480	PROFESSIONAL PROFILES	
SPREAD	3,400	3,570	3,800	FULL PAGE 1,755	DESIGN PROFILES
BACK COVER	2,600	2,730	2,850	1/2 PAGE 1,135	FULL PAGE 1,895
INSIDE COVERS + PAGE 1	2,400	2,520	2,595	1/3 PAGE 895	1/2 PAGE 1,195
FULL PAGE PLACEMENT GUARANTEED (pages 2-13)	1,985	2,075	2,200		

All rates are net.

Sign up for BRAVA Business Monthly, a curated, monthly newsletter for women in Madison area business community.

Sign Up

DIGITAL OPPORTUNITIES



EXCLUSIVE DIGITAL SPONSORSHIP

3 Months • \$1,725

- **WEBSITE BLOCKAD:** your ad rotates in the sidebar on webpages and articles
- **NEWSLETTER BANNER AD:** your ad rotates in each BRAVA Daily News and Friday Recap newsletter
- **FACEBOOK POST:** one post per month (3 total) on the BRAVA Facebook page
- **EXCLUSIVE EMAIL CAMPAIGN:** one dedicated send to BRAVA email subscribers
- **LOGO PLACEMENT ON THE BRAVA WEBSITE** and each Daily News and Friday Recap Newsletter

À LA CARTE DIGITAL OPTIONS

Individual placements; no frequency requirement

- **POP-UP PLACEMENT ON BRAVA HOME PAGE** for 7 consecutive days – \$750
- **BRAVA BUSINESS MONTHLY NEWSLETTER BANNER AD** (1 month) – \$250
- **LEADERBOARD AD** on BRAVAMagazine.com (1 month) – \$695

MEET OUR TEAM

For 25 years, **BRAVA** has helped Madison women discover what's next.
Let us help your brand become part of the story.



LEFT TO RIGHT: Anna, Dena and Shayna

Dena Frisch

Associate Publisher
608.220.2120
dena@ntmediagroup.com

Anna Hockett

Sales Manager
608.772-2588
anna@ntmediagroup.com

Shayna Mace

Editorial Director
shayna@ntmediagroup.com