

BRAVE

M A G A Z I N E



BY FLAGANDBANNER.COM



2018 MEDIA KIT

 MAGAZINE  WEBSITE  SOCIAL MEDIA 

2018

PHILOSOPHY

"I always like to work with people who are honest about making money. That is what we are all trying to do."

Kerry McCoy, President, FlagandBanner.com

When we explored how to expand our marketing efforts, we decided to increase our print media. We wanted to provide our customers with engaging stories intertwined with product promotion in a format that they would keep around the house for months.

That is why we decided to publish Brave Magazine.

This magazine has a pass-along circulation of more than 58,000 in Arkansas alone. We distribute to our database of residential and commercial customers. Our readers have two things in common: they are patriotic and they have disposable income (flags are a luxury item).

At present we publish bi-annually with vision to go quarterly. Through excellent writing, design and incredible photography we achieve our goal of being read cover-to-cover.

As a new advertising avenue for us, we ended up creating a brand new business model: a magazine in which content is built around you—the advertiser. It is unique, fresh, new and cutting-edge. We highlight stories that dovetail with your image, and allow you to choose additional states you would like to target. We also encourage you to increase circulation by adding your database to ours.

We look forward to working with you. 🇺🇸

Madison Monroe

Editor in Chief, Brave Magazine
editor@bravemagazine.com

BRAVE MAGAZINE
800 WEST 9TH ST.
LITTLE ROCK, AR 72201
501.255.5701
BRAVEMAGAZINE.COM

BRAVE
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SOCIAL MEDIA AND INTERNET

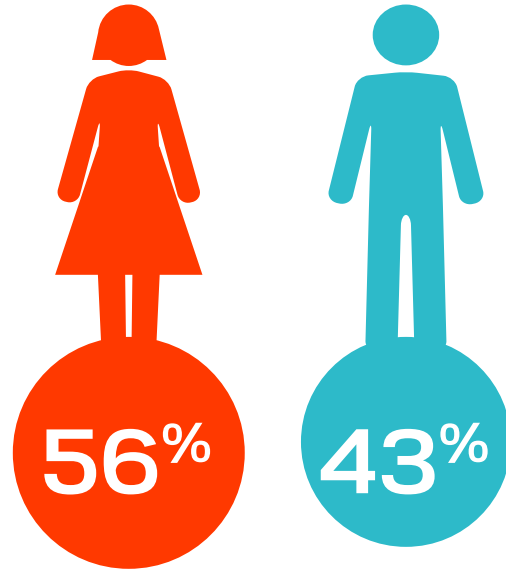
Brave Magazine has an online presence with the website www.bravemagazine.com that was launched in October 2014. We are also active on Facebook, Twitter, Pinterest and Flickr, covering our brand not only in print but online. The FlagandBanner.com Facebook also promotes Brave Magazine on a regular basis.



SOCIAL MEDIA

The Brave fan base is steadily growing. On Facebook, 48% of our followers are women and 52% are men.

Average age ranges from 35 to 64.



PRINT MEDIA

Brave readers are 56% women and 44% men, with some college education.

Average age ranges from 30 to 65.

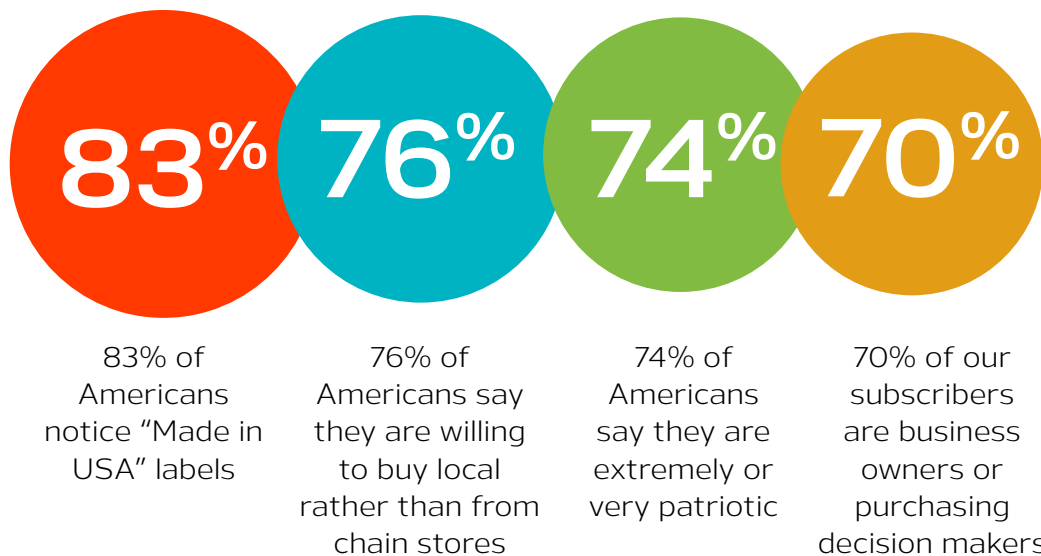


2018

READERSHIP

Brave readership is composed of patriotic subscribers, both residential and business, across the United States and our military installations.

All are verified FlagandBanner.com customers.



Sources: 2013 Gallup Poll -
Buckeye Promotions Group

Source: FlagandBanner.com
customer database by
customer type

\$3.8 MILLION

Annual sales for FlagandBanner.com reveal our consumers have disposable income to spend on luxury items like flags.

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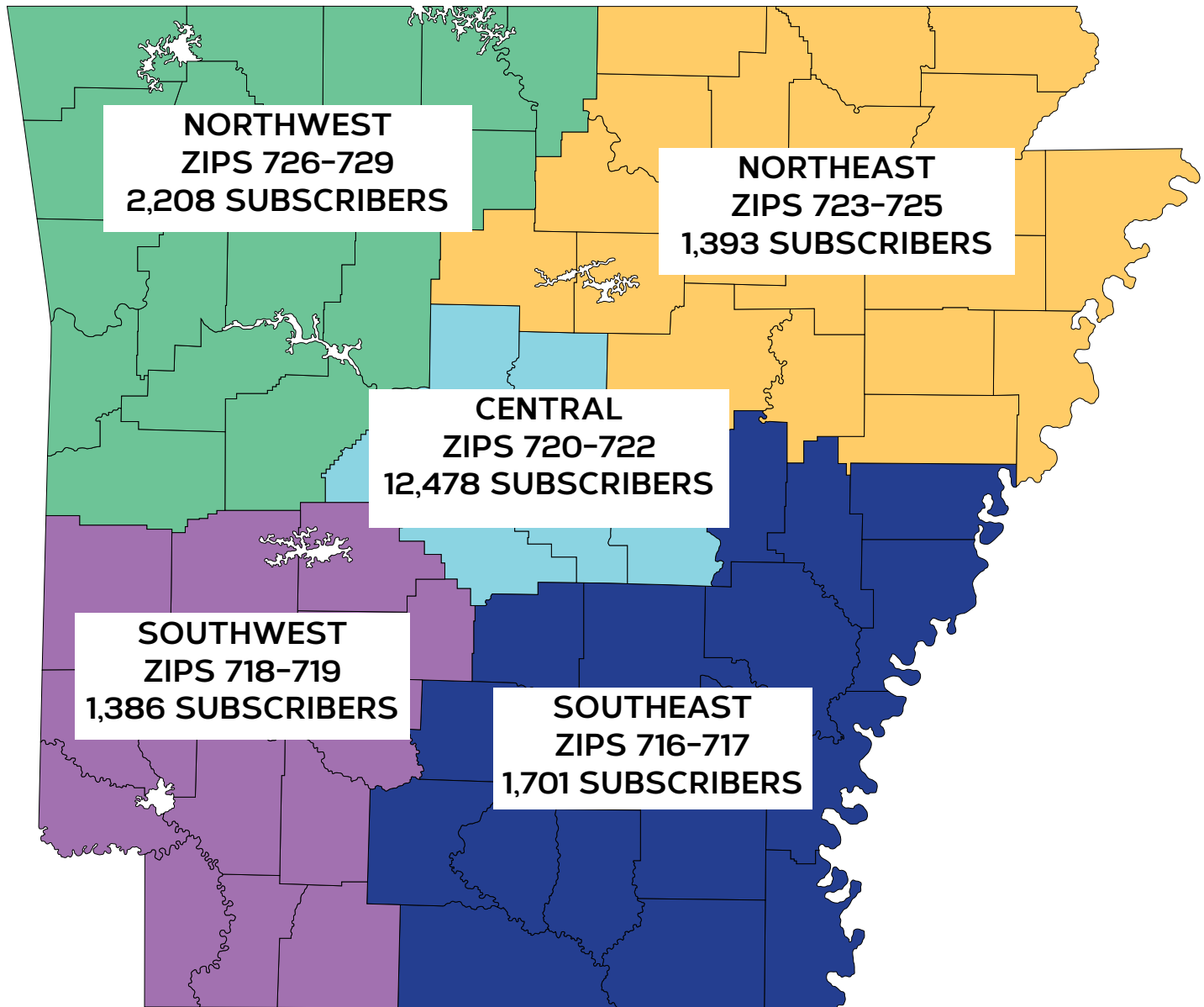
READERSHIP

Choose from our active database of more than 134,000 subscribers. Add your database to ours for a broader reach.

STATE	SUBSCRIBERS	PASS ALONG	STATE	SUBSCRIBERS	PASS ALONG
AR	19,606	58,818	IN	2,624	7,872
CA	13,730	41,190	MO	2,531	7,593
TX	10,590	31,770	LA	2,391	7,173
FL	8,594	25,782	CO	2,289	6,867
NY	7,789	23,367	CT	2,111	6,333
PA	6,298	18,894	AZ	2,004	6,012
VA	5,821	17,463	WI	1,987	5,961
IL	5,705	17,115	SC	1,834	5,502
NJ	4,676	14,028	MN	1,822	5,466
OH	4,132	12,396	AL	1,665	4,995
MI	3,917	11,751	KY	1,521	4,563
NC	3,801	11,403	OK	1,500	4,500
GA	3,863	11,589	OR	1,338	4,014
MA	3,724	11,172	KS	1,323	3,969
MD	3,397	10,191	MS	1,185	3,555
WA	2,745	8,235	IA	1,157	3,471
TN	2,646	7,938	NE	869	2,607

	SUBSCRIBERS	PASS ALONG
Armed Forces	840	2,520

ARKANSAS BRAVE SUBSCRIBERS



**TOTAL SUBSCRIBERS FOR THE
STATE OF ARKANSAS: 19,606**

BRAVE

M A G A Z I N E



BY FLAGANDBANNER.COM

Advertise in BRAVE Magazine
call 501.255.5701

Brave Magazine

800 West Ninth Street

Little Rock, AR 72201

2018

OUR ADVERTISERS

Advertisers from past issues of Brave Magazine are listed below showing the varied businesses and their customers who read and enjoy Brave stories from Arkansas and around the world.

These paid advertisers help keep Brave Magazine free.

- North Little Rock Visitors Bureau
- Arkansas Travelers
- Arkansas Capital Corp.
- Arkansas Inland Maritime Museum
- Annin Flagmakers
- Woodland Heights
- Centennial Bank
- Landers FIAT
- Colonial Wine & Spirits
- Joblin Acupuncture
- Stella Boyle Smith Trust
- Philander Smith College
- Arkansas Baptist College
- U.S. Pizza Co.
- FlagandBanner.com
- Dreamland Ballroom
- Mosaic Templars Cultural Museum
- LSC Marketing
- Advanced Aesthetics
- Carrington Electric
- Weekend Theater
- Porter Electric
- Razorback Gear
- City of Little Rock
- AFB Christmas Boutique
- Up In Your Business
- Kawasaki Sports Center
- Easter Seals
- Literacy Action of Little Rock
- SYSCO



LENDING
EMPOWERMENT
- together with your bank -

ARKANSAS
CAPITAL
arcapital.com



ENLIGHTENED
CONNOISSEURS
WITH A
SOUTHERN
ACCENT

Little Rock



WE SELL
CELEBRATIONS!

CELEBRATE MORE
WITH COLONIAL!

Be on the lookout for our
HOLIDAY GIFT GUIDE!
COMING IN NOVEMBER!

2018

IN MOST ISSUES



Balloon Race Harrison, Ark.
Photo courtesy of
Arkansas Media Room

ON TREND

Patriotism is always “on trend” for the readers of Brave magazine. Each issue features a trending idea for displaying Old Glory. We give you creative suggestions on how to show your colors in a variety of ways.

COVER STORY & FEATURES

Everyone has a brave story. The features covered in Brave Magazine are *your* stories. Every issue is filled with intriguing articles that shine a light on ordinary people making brave decisions.

TRAVEL & EVENTS

Our travel and events section lets you know what is going on, highlights interesting places to visit and fun family events that are off the beaten path.



BIGSTOCKPHOTO

BRAVE
MAGAZINE



FOOD

Every issue features a great recipe or two that is made with fresh seasonal ingredients. From desserts to main dishes, we give you food for thought.

HOW TO

The "how to" column is written by our publisher. Drawing on 40+ years of business experience, she offers guidance to anyone who wants to be brave and take control of their career.



FUN WITH FLAGS

We highlight the hidden history of famous and obscure flags to broaden your knowledge and tickle your fancy.

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OUR CONTENT

Brave Magazine tells stories of extraordinary people who have met a challenge head on and were brave enough to continue the battle.

Below is a summary of each issue's feature story.

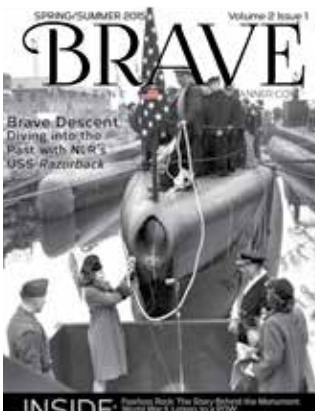


Brave Dream

Restoring Little Rock's Dreamland Ballroom

West Ninth Street is a little quieter than it was in its heyday but the restoration of the Taborian Hall has given the area new purpose.

At the heart of the efforts, is one brave woman who fell in love with the building. "I know I am the person who was called to save Taborian Hall and its Dreamland Ballroom" says Kerry McCoy.

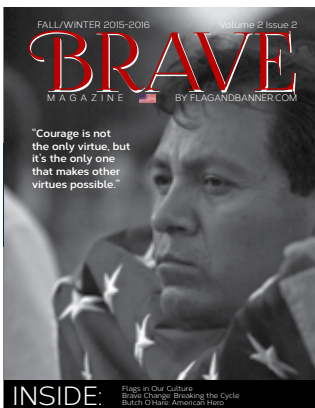


A Brave Decent

The History of North Little Rock's USS Razorback

Even a dedicated US Naval historian may not know what 'Swordfish Phase' of Operation Dominic was. It takes a true Arkansan to know and appreciate that one.

Although the USS Razorback was a hearty and worthy sub, as the hatch closed on May 5th, 1962, she was about to test her ultimate limits.



Brave Change

Breaking the Cycle

By the age of 15, Tianska Mitchell had experienced the worst that life has to offer. She had been raped by her step-father, run away from home and attempted suicide.

As a high school drop-out and teenage mother of twins, her options were limited. Mitchell said goodbye to her past and pressed forward. Education changed her life and now she changes the lives of others as an educator.

Brave Gift

Turning the End Chapter into a Tree of Life

It's not every day strangers can unite over tragedy, but for two Arkansas families, it's exactly how their story began. Labor Day Weekend of 2009 marked the end of Aaron Webster's life.

In his mother's despair, one brave action to remember Aaron's words and honor his legacy assured another's life would continue on and do so in a normal, healthy way. Two families, forever one.



Brave Move

Into the White House

During the time the new American President is sworn in on the Capitol stairs and walks the parade route down Pennsylvania Avenue, a flurry of behind the scenes activity is taking place at the White House.

The old President is being moved out and the new President is being moved in simultaneously. This is one Arkansan's eye witness account of the coordinated chaos that happened the day Bill Clinton took office.



Brave Hope

Purple Reign

One woman's need to honor a disheartened veteran and bring change for her daughters' future sparked a movement that would inspire an entire Rhode Island town to raise a flag of Hope.

Read what a poem about a purple scarf, a concession speech wardrobe choice and a custom flag have in common.

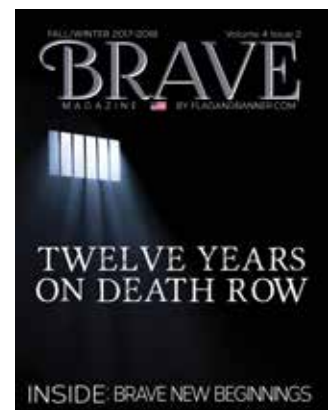


Brave Beginnings

12 Years on Death Row

Starting over requires strength. Starting over after being falsely accused requires forgiveness. Getting the chance to start over after spending 12 years on death row requires the Innocence Project's intervention.

The good-old-boy system and dirty Mississippi politicians are exposed.



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AD RATES

Brave Magazine offers the best advertising rates, not just in Arkansas, but the entire region. Brave has the ability to focus on any city, state, industry or region to make your advertising dollar go further. You aren't just buying an ad, you are telling *your* Brave story.

ADVERTISING RATES FOR ARKANSAS DISTRIBUTION*

Cooperative Advertising Partner

Front & Feature Story. \$4,000

Full Page Ad plus 1 Page Story \$2,250*

Position	1st insert	2nd insert
Full inside front cover	\$1,950	\$1,699
Full back cover	\$1,999	\$1,750
Full page ad	\$1,499	\$1,280
Half page	\$699	\$599
Half page vertical	\$699	\$599
Quarter page	\$399	\$325

* Rates for additional advertising plans and additional state distribution lists are available, ask your sales representative. Rates subject to change.

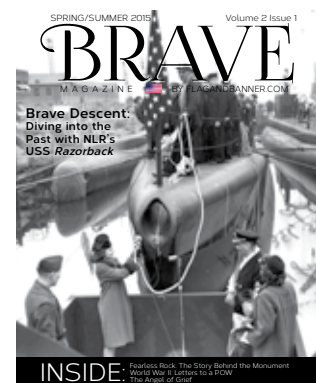
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AD SIZES

<p>Full page ad 7.8333 in x 10.1467 in or 8.5 in x 11 in add 1/8 in bleed</p> <p>\$1,499</p>	<p>Full back cover 8.5 in x 11 in add 1/8 in bleed</p> <p>\$1,999</p>	<p>Inside front cover 8.5 in x 11 in add 1/8 in bleed</p> <p>\$1,699</p>
<p>Half vertical 3.9236 in x 10.1467 in</p> <p>\$699</p>	<p>Half page ad 7.8333 in x 5 in</p> <p>\$699</p>	<p>Quarter page ad 3.9236 in x 5 in</p> <p>\$399</p>



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AD REQUIREMENTS

ART REQUIREMENTS

If art is supplied by an advertiser it must meet our guidelines. Adobe Acrobat PDF files are preferred created at 300 DPI in CMYK. Make sure all fonts are embedded. Allow 1/8" bleed on full page ads. Please note that Microsoft Publisher Files cannot be accepted. Call 501.375.7633 ext. 117 to ask about other art submission options.

AD SIZES

Please see chart for ad sizes and specs. If your ad does not conform to these sizes, we will make our best effort to fit the design to our guidelines. If this is not easily done without distortion, we will contact you for new or redesigned art.

AD DESIGN SERVICES

Brave Magazine staff are available to provide design, provide copy-writing and photography services upon request. Additional design work such as photo retouching and logo design will be charged to the client at \$75 per hour.

COMMON CHARGES: WITH SUPPLIED ART AND COPY

Full page ad	\$150
1/2 and 1/4 page ads	\$125
1/6 page and digital ads	\$100

Other work incurred on clients behalf to create an ad suitable for 4-color printing will be charged at the \$75 hourly rate.

PRODUCTION CHARGES

Files sent in acceptable high resolution Adobe PDF format will not incur any production charges. However, ads submitted which do not meet the listed specifications will either be returned to the advertiser for corrections or will incur digital production charges at the \$75 hourly rate at the discretion of Brave Magazine.

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DISTRIBUTION REQUEST FORM

State(s) choices: Please circle all states you want to distribute in.

ALABAMA	KENTUCKY	OHIO
ARIZONA	LOUISIANA	OKLAHOMA
ARKANSAS	MARYLAND	OREGON
CALIFORNIA	MASSACHUSETTS	PENNSYLVANIA
COLORADO	MICHIGAN	SOUTH CAROLINA
CONNECTICUT	MINNESOTA	TENNESSEE
FLORIDA	MISSISSIPPI	TEXAS
GEORGIA	MISSOURI	VIRGINIA
ILLINOIS	NEBRASKA	WASHINGTON
INDIANA	NEW JERSEY	WISCONSIN
IOWA	NEW YORK	
KANSAS	NORTH CAROLINA	U.S. ARMED FORCES

Advertisers database add-on. Please provide number of contacts and any comments:

DATABASE MUST BE SUPPLIED IN MICROSOFT EXCEL

Contact signature: _____

Date: _____

Brave representative signature: _____

Date: _____

DATE: _____

2018

AD ORDER FORM

CUSTOMER INFORMATION

Contact Name: _____

Business Name: _____

Street Address: _____

Street Address: _____

City: _____ State/Province: _____ Zip: _____

Phone: _____ Email: _____

ORDER INFORMATION

Publication Date	Ad size (V or H)	Net Rate	Deadline

PAY BY CREDIT CARD

Credit Card Type: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number: _____ Security Code: _____

Cardholder Name: _____

Cardholder Signature: _____

Billing Address: _____

City: _____ State/Province: _____ Zip: _____

It is agreed that the advertisement(s) will run as set out above. ADVERTISER AGREES THAT IT HAS READ AND UNDERSTANDS THE TERMS OF THIS AGREEMENT. The signee states that it has full authority to execute this agreement and accepts full responsibility for payment of advertising costs, space or production charges. SIGNATURE BELOW GUARANTEES ALL PAYMENTS OR, IF REPRESENTING A COMPANY OR AN AGENCY, THEY GUARANTEE ALL PAYMENTS.

Advertiser/Agency (print) _____

Signature: _____ Date: _____

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