



THE SMALL GLORIES



BRAVO LAKEWOOD MAGAZINE

2023/2024 MEDIA KIT

DENVER PERFORMING ARTS COMPLEX



APPLAUSE MAGAZINE is handed to patrons attending the Denver Center for the Performing Arts' Tony Award-winning productions and Broadway shows.



OPERA COLORADO MAGAZINE provides devoted patrons all the fine points to enhance a grand opera production.



SOUNDINGS MAGAZINE goes behind the scenes to provide Colorado Symphony audiences with high points of every diverse performance.



COLORADO BALLET MAGAZINE introduces dancers, provides fascinating details for each performance and chronicles the company's 50-plus years.



BOULDER PHILHARMONIC and BOULDER BALLET MAGAZINES update loyal audiences with performance details and highlights.



THE COLORADO SHAKESPEARE FESTIVAL MAGAZINE provides patrons with behind-the-scenes details that enhance every summer performance in Boulder.

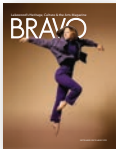


CU PRESENTS MAGAZINE engages readers with background on the Artist Series, CU Opera, Takács Quartet and Holiday Festival.



THE COLORADO MUSIC FESTIVAL MAGAZINE is the definitive source for all things related to Boulder's premier summer music festival.

SOUTH & WEST METRO ARTS



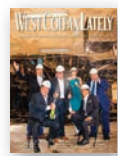
BRAVO LAKEWOOD MAGAZINE provides residents with details of the arts, classes and entertainment at the Lakewood Cultural Center.



NEWMAN CENTER PRESENTS MAGAZINE educates patrons about the eclectic and timely performances in the stunning University of Denver facility.



VIEW, the magazine of the Lone Tree Arts Center, features performing arts highlights and details about the happenings at the south metro area's state-of-the-art facility.



WEST COLFAX LATELY showcases Colorado's most famous avenue. The annual magazine dives deep on the creative communities and organizations around the west metro's commercial and cultural heart.

THIRST MAGAZINE



THIRST MAGAZINE is the journal of the Centennial State lifestyles and craft libations and food scenes, with vibrant and in-depth content highlighting activities for Colorado days and beverages and hot spots for Colorado evenings.



THIRSTCOLORADO.COM enhances the print magazine with even more content — breaking news from the craft food and drinks scenes, a curated weekly events roundup, profiles of Colorado characters and much more.



ColoradoArtsPubs.com

THE PUBLISHING HOUSE
303.428.9529
sales@pub-house.com
ColoradoArtsPubs.com



WHY IS ADVERTISING IN COLORADO'S PERFORMING ARTS PUBLICATIONS SO EFFECTIVE?

Colorado's Performing Arts Publications, including Bravo Lakewood magazine, deliver proven advertising that reaches thousands of engaged Colorado readers, and a targeted audience of affluent purchasers.

DELIVER TRUSTED MESSAGES

Amid the rise of digital advertising, print continues to deliver effective and efficient promotions. A recent study found that 82

percent of U.S. internet users trust print ads when making a purchase decision, more than any other advertising option.¹ And our arts publications take this one step further — every book is hand-delivered in the venue, ensuring your message is seen.

CAPTIVATE AUDIENCES

A new captive audience peruses every magazine before, during and after every

show. Print is luxurious, tactile and immersive. It also requires 21 percent less cognitive effort than reading on a screen.²

LEAVE AN IMPRESSION

A healthy return on investment requires targeted marketing. Print ads create lasting impressions on people who appreciate the arts. With attendance on the rise, arts publications are a sound investment.

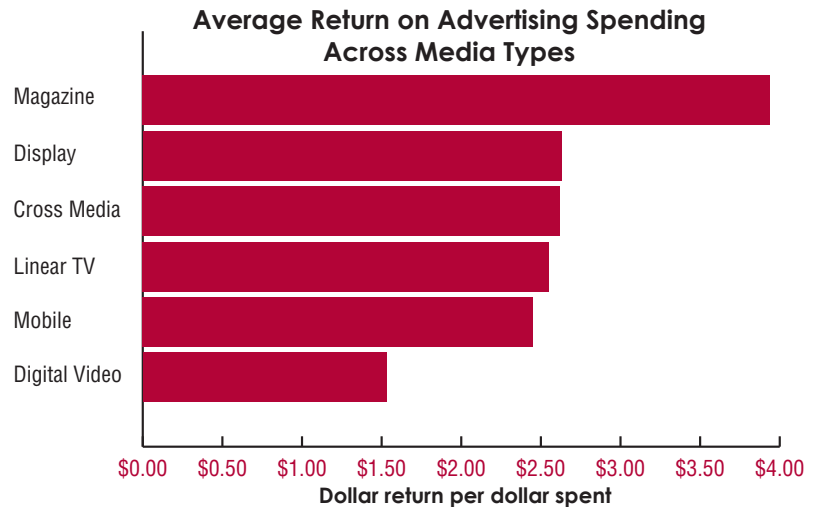
WHAT NEUROSCIENCE SAYS ABOUT WHY PRINT MAGAZINE ADS WORK

Paper readers remember more.⁴



HOW MAGAZINES STACK UP AGAINST COMPETITIVE MEDIA

Across 1,400 advertising campaigns, magazines show the highest return on advertising spend—the ultimate key performance indicator.⁵



¹ MarketingSherpa
² Canada Post
³ Colorado Business Committee for the Arts
⁴ Assoc. of Magazine Media
⁵ Nielson Catalina Solutions

BRAVO LAKEWOOD MAGAZINE

Bravo Lakewood provides the western suburbs with a comprehensive resource detailing cultural activities. Departments in Bravo Lakewood include gallery exhibitions, information on the Lakewood Heritage Center and descriptions of Lakewood Cultural Center performances. Each issue offers feature articles on community events, such as Heritage Days and Cider Days. Bravo Lakewood is directly mailed to patrons and is available through the Lakewood City Center and at Lakewood Presents events throughout the year. Additionally, Bravo Lakewood racks are located at more than 30 premium restaurant and retail locations throughout Jefferson County.



Potential Audience

118,000 per season

Frequency

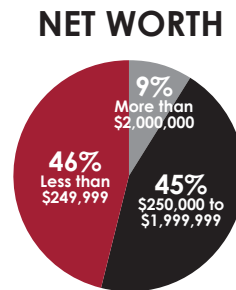
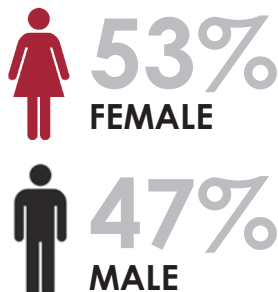
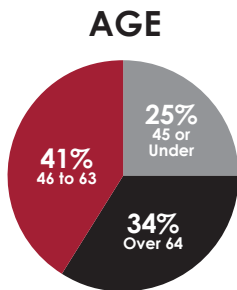
3 issues per season

LAKEWOOD HERITAGE, CULTURE & THE ARTS

The mission of the City of Lakewood's Heritage, Culture & the Arts Division is to build a sense of community and to serve the residents through education and programs. The performances, exhibits, classes and outreach offered to the community by Lakewood Heritage, Culture & the Arts

attract nearly 100,000 people annually. Situated in Denver's thriving western suburbs across from the Belmar Shopping Area, the 38,000-square-foot Lakewood Cultural Center offers a state-of-the-art, 316-seat theatre, the Artisan Showcase gift shop, rotating juried exhibits, meeting spaces and art classrooms.

A DESIRABLE DEMOGRAPHIC



INTERESTS

- Health & Beauty
- Art
- Travel
- Home & Garden

SOURCE: TARGET RESOURCE GROUP



A National Endowment for the Arts survey ranked Colorado **No. 1** in performing arts visits

SOURCE: THE DENVER POST

BRAVO LAKEWOOD MAGAZINE 2023/2024 SCHEDULE

**September-December
2023 Issue**

Mails mid-August
Ad Deadline: July 7

- ALL THINGS APPLE
- LAKEWOOD CULTURAL CENTER PRESENTS 2023/2024 SEASON
- ARTS INSTRUCTORS & CLASSES
- UPCOMING PERFORMANCES
- HOLIDAY EVENTS
- MUSEUM EXHIBITIONS
- EXPLORE THE FACILITIES
- MORE NEWS, EVENTS AND PROFILES ABOUT THE LAKEWOOD CULTURAL CENTER, HERITAGE LAKEWOOD & WASHINGTON HEIGHTS ARTS CENTER

January-April 2024 Issue

Mails mid-December
Ad Deadline: November 10

- LAKEWOOD CULTURAL CENTER PRESENTS SERIES
- ARTS INSTRUCTORS & CLASSES
- UPCOMING PERFORMANCES
- MUSEUM EXHIBITIONS
- EXPLORE THE FACILITIES
- MORE NEWS, EVENTS AND PROFILES ABOUT THE LAKEWOOD CULTURAL CENTER, HERITAGE LAKEWOOD & WASHINGTON HEIGHTS ARTS CENTER

May-August 2024 Issue

Mails mid-April
Ad Deadline: March 8

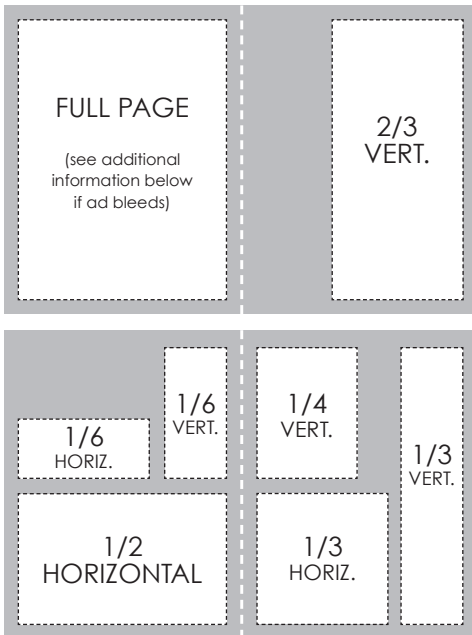
- INSPIRE ARTS WEEK
- SOUNDS EXCITING! SUMMER CONCERT SERIES
- ARTS INSTRUCTORS & CLASSES
- UPCOMING PERFORMANCES
- MUSEUM EXHIBITIONS
- EXPLORE THE FACILITIES
- MORE NEWS, EVENTS AND PROFILES ABOUT THE LAKEWOOD CULTURAL CENTER, HERITAGE LAKEWOOD & WASHINGTON HEIGHTS ARTS CENTER

Programming is subject to change, and shows can be added, postponed or canceled.



ALIAN OUTDOOR

BRAVO LAKEWOOD MAGAZINE ADVERTISING SPECIFICATIONS



AD SPACE SIZES & DIMENSIONS

Full Page Trim	8.25”w x 10.75”h
Full Page Live	7.25w x 9.75h
Full Page Bleed.....	8.5w x 11h
2/3 Vertical	4.75w x 9.75h
1/2 Horizontal	7.25w x 4.75h
1/3 Horizontal	4.75w x 4.75h
1/3 Vertical	2.25w x 9.75h
1/4 Vertical	3.5w x 4.75h
1/6 Horizontal	4.75w x 2.25h
1/6 Vertical	2.25w x 4.75h

PRODUCTION

The Publishing House has complete design and production facilities available. Ad design is complimentary with purchase.

SUBMISSIONS OF DIGITAL ADVERTISEMENTS

We prefer advertising submitted in PDF format. PDFs must be high resolution, CMYK format with fonts converted to outline or embedded. (Pantone colors and spot colors should be converted to CMYK.) If a PDF requires any editing, a new file will need to be provided by the advertiser. We cannot guarantee the quality of JPEGs, GIFs or PDFs provided to us that are not

high resolution. If supplying a TIFF or EPS, they must be CMYK and at least 300 dpi, and fonts must be converted to outline or embedded.

COLOR

4-color process.

POSITION

Positioning of advertisements is at the discretion of the publisher unless guaranteed premium position is contracted.

FULL-PAGE ADS

- Bleeds: Allow 1/8” all sides beyond trim size
- If provided as a PDF, please make page size 8.5”w x 11”h
- Trim Size: 8.25”w x 10.75”h
- Safety Image Area: 7.25”w x 9.75”h

E-MAIL ADS

Send to your sales representative or sales@pub-house.com.

ISSUE	MAIL DATE	AD DEADLINE
Sept - Dec 2023	Mid-Aug	Jul 7
Jan - Apr 2024	Mid-Dec	Nov 10
May - Aug 2024	Mid-Apr	Mar 8