



BRAVO! VAIL MAGAZINE

2024 MEDIA KIT



BRAVO! VAIL MAGAZINE

37

YEARS OF BRAVO VAIL

Bravo! Vail is a destination classical music festival at several stunning venues around Vail. The Gerald Ford Amphitheater hosts acclaimed orchestras, while more intimate concerts are presented at the Vilar Performing Arts Center, the Donovan Pavilion and in magnificent private residences.

Potential Audience
50,000

Frequency
1 per season

AUDIENCE DEMOGRAPHICS

65%

HAVE AT LEAST
A GRADUATE DEGREE

50%

HAVE A HOUSEHOLD
INCOME ABOVE \$200,000

85%

55 OR OLDER

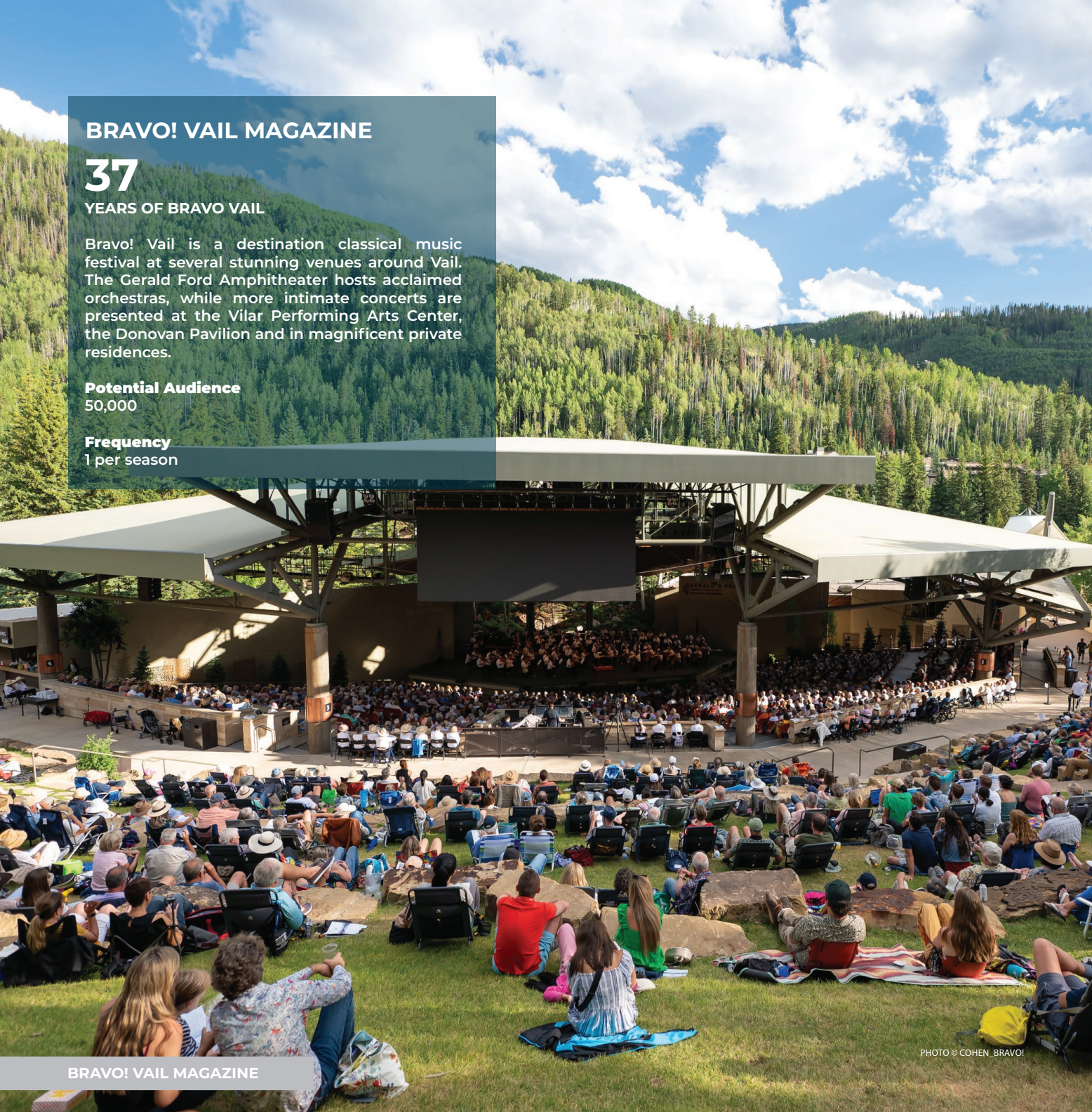


PHOTO © COHEN BRAVO!

BRAVO! VAIL MAGAZINE 2024 SCHEDULE

2024 Season Issue

June 20 - August 1
Ad Deadline: May 3

ORQUESTA SINFÓNICA DE MINERÍA

June 20-23

LINDA & MITCH HART SOIRÉE SERIES

June 20 - August 1

CHAMBER MUSIC SERIES

June 25 - July 22

DALLAS SYMPHONY ORCHESTRA

June 26 - July 1

THE PHILADELPHIA ORCHESTRA

July 4-12

PUCCINI'S *LA BOHÈME* - THE PHILADELPHIA ORCHESTRA

July 10-12

IMMERSIVE EXPERIENCES

July 15-16

NEW YORK PHILHARMONIC

July 17-24

CLASSICALLY UNCORKED EVENTS

July 30 - August 1

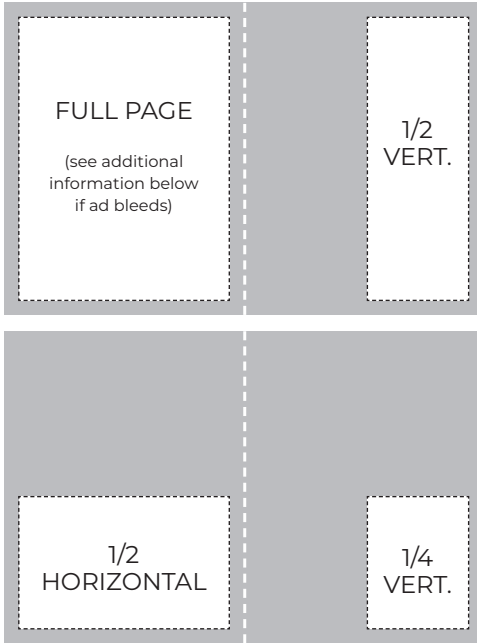


Programming is subject to change and shows can be added, postponed or canceled.

“The delightfully friendly Bravo! Vail is an entirely different kind of affair.”

— The New York Times

BRAVO! VAIL MAGAZINE ADVERTISING SPECIFICATIONS



SUBMISSIONS OF DIGITAL ADVERTISEMENTS

- Please ensure that all photos and artwork used in finished ads are at 300dpi, CMYK process
- Embed all fonts and images in PDF submission
- Please do not include crop or bleed marks in the file

POSITION

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

E-MAIL ADS

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

ISSUE	RELEASE DATE	AD DEADLINE
2024 Season	June 20 - August 1	May 3

AD SPACE SIZES & DIMENSIONS

All dimensions are listed in INCHES, width X height.

Full Page Trim.....	8.5 x 11
Full Page Live.....	7.5 x 9.75
Full Page Bleed.....	8.75 x 11.25
1/2 Horizontal.....	7.25 x 4.75
1/2 Vertical.....	3.5625 x 9.75
1/4 Vertical.....	3.5625 x 4.75

FULL-PAGE ADS

- Bleeds: Add 1/8" all sides beyond trim size
- Keep text & graphics a minimum of .375" away from trim edge

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

\$34 MILLION

ECONOMIC IMPACT FROM AUDIENCES ON THE TOWN OF VAIL AND EAGLE COUNTY. THIS INCLUDES \$8.9 MILLION SPENT ON LODGING AND \$5.6 MILLION ON DINING.

— Bravo! Vail Music Festival

\$4

RETURN PER DOLLAR SPENT ON PRINT ADVERTISING (COMPARE TO \$2.50 FOR TV OR \$1.50 FOR DIGITAL VIDEO)

— Nielsen Catalina Solutions study of 1,400 ad campaigns

47 %

OF SHOPPERS ARE MOST LIKELY TO START AN ONLINE SEARCH AFTER SEEING A MAGAZINE AD

— The Retail Advertising and Marketing Associates

82 %

OF CONSUMERS TRUST PRINT ADS THE MOST WHEN MAKING A PURCHASE DECISION

— Harvard Business Review

PRINT ADVERTISING MAKES A LASTING IMPACT. IT REQUIRES LESS COGNITIVE EFFORT AND RESULTS IN GREATER BRAND RECALL THAN DIGITAL MESSAGES.



“Our ad more than paid for itself and we both gained new supporters and reached some donors that had lapsed in their giving in recent years. In fact, the ad was so successful that we are placing ads in additional publications with Colorado Performing Arts.”

— Melissa Grosjean
Longmont Humane Society

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.



SOUNDINGS MAGAZINE goes behind the scenes to provide Colorado

Symphony audiences with high points of every diverse performance.



OPERA COLORADO MAGAZINE provides devoted patrons all the

fine points to enhance a grand opera production.



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.



CU PRESENTS MAGAZINE engages readers with background on the Artist

Series, CU Opera, Takács Quartet and Holiday Festival.



THE COLORADO SHAKESPEARE FESTIVAL MAGAZINE provides

patrons with behind-the-scenes details that enhance every summer performance in Boulder.



THE COLORADO MUSIC FESTIVAL MAGAZINE is the definitive

source for all things related to Boulder's premier summer music festival.



THIRST MAGAZINE explores the diverse Colorado experience

by highlighting our distinct lifestyles and the dedication of our state's craft artisans. We guide adventurers to the people, destinations, events and experiences that deepen their appreciation of the Centennial State.



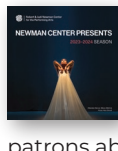
THIRSTCOLORADO.COM delivers timely features, events and a comprehensive calendar designed to keep readers out until after dark.

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.



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.



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.

MOUNTAIN ARTS



BRAVO! VAIL spotlights the diverse and acclaimed performances of Eagle

County's destination summer music festival, which draws national crowds to several Vail venues each summer.



THE PUBLISHING HOUSE

303.428.9529

sales@pub-house.com

ColoradoArtsPubs.com