



**BELLA**  
MAGAZINE

*Media Kit*



# Live Your Most *Beautiful Life*

BELLA Magazine is a premiere subscription and newsstand-based women's luxury lifestyle publication offering an insider's guide to some of the most affluent areas in America.

At BELLA, we spotlight the ideal that "Life is Beautiful" and offer a sophisticated combination of fashion, beauty, health, philanthropy, arts and culture, cuisine, travel, celebrity and entertainment.



*BELLA Team with Jaime Xie*

# BELLA is Everywhere Your Consumer Is

Our brand delivers information and inspiration about what matters most to women - Fashion, Beauty, Wellness, Travel, Arts & Culture, Dining, Shopping and more. And, we're in all the places your consumers are — from our unmatched retail presence to our promotional distribution through local businesses, residences and exclusive partners.

{ 300,000+ }  
*women reached every issue*



*National*  
+  
*International*  
DISTRIBUTION

*plus* 

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Paid Subscriptions  
& Promotional Distribution

# BELLA is your *direct route* to engaged, passionate women who are the purchase decision-makers in their families.

- Unrivaled access to shoppers who spend millions on direct purchases each year
  - Increased efficiency through multi-platform advertising
- BELLA's in-book and online resources provide valuable information for building and executing a comprehensive media program, including our action-inspiring print magazine and digital edition, coupled with unique marketing and event opportunities.

## Who is the BELLA Reader?

At BELLA, we interact daily with women who embrace their own definition of beauty, whether it be beauty, fashion, fitness, personal growth, health, travel and/or entertainment.



TWITTER  
8,000+  
FOLLOWERS



FACEBOOK  
12,400+ FOLLOWERS  
WEEKLY REACH 15K



INSTAGRAM  
54,000+  
FOLLOWERS



BELLAMAG.CO  
125,000+  
MONTHLY USERS



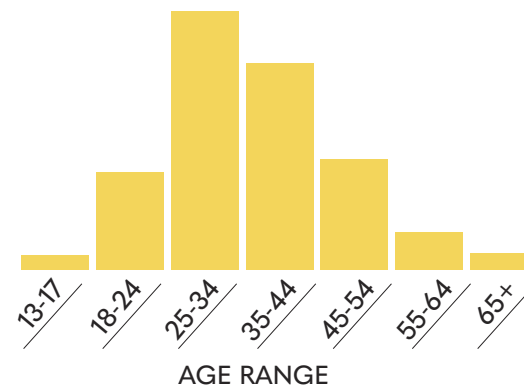
79% 21%  
FEMALE MALE



71%  
COLLEGE  
EDUCATED



\$180,000  
AVGERAGE  
HOUSEHOLD INCOME



# Editorial Calendar

In every issue, BELLA delivers cutting-edge content that keeps readers connected to what's new and now in fashion, beauty, wellness, and more.

## *Inside Every Issue*

THE STYLE REPORT  
BEAUTY SCENE  
ARTS & CULTURE  
TRAVEL  
CHOW BELLA  
SOPHISTICATED SPACES  
LOVE & RELATIONSHIPS  
MIND & BODY  
CELEBRITY LIFE  
ARTIST SPOTLIGHT  
AROUND TOWN  
(SOCIETY & EVENT PAGES)



JANUARY • FEBRUARY  
**THE REINVENTION  
ISSUE**

EDITORIAL DEADLINE:  
11/12

AD DEADLINE:  
12/10



MARCH • APRIL  
**WOMEN OF  
INFLUENCE  
ISSUE**

EDITORIAL DEADLINE:  
01/15

AD DEADLINE:  
02/10



MAY • JUNE  
**THE BEAUTY  
ISSUE**

EDITORIAL DEADLINE:  
03/12

AD DEADLINE:  
04/10



JULY • AUGUST  
**THE SUMMER  
ISSUE**

EDITORIAL DEADLINE:  
05/14

AD DEADLINE:  
06/10



SEPTEMBER • OCTOBER  
**THE FASHION  
ISSUE**

EDITORIAL DEADLINE:  
07/16

AD DEADLINE:  
08/10



NOVEMBER • DECEMBER  
**THE ARTS +  
CULTURE  
ISSUE**

EDITORIAL DEADLINE:  
09/17

AD DEADLINE:  
10/10

As a client, you have access to our events where you can network with celebrities and industry insiders.



Vanessa Coppes, Jill Martin, Nicole Miller  
2019 Fall Fashion Party

BELLA events and interviews are picked up by multiple national and international multimedia outlets. Your brand will benefit not only from day-of exposure, but continued press coverage.

### *Celebrity Events Include*

- *Reinvention Issue Cover Party*
- *Women of Influence Issue Cover Party*
- *Beauty Issue Cover Party*
- *BELLA's Annual Hamptons Cover Party*
- *BELLA's Annual Fall Fashion Cover Party*
- *Arts + Culture Issue Cover Party*



Mel Robbins & Vanessa Coppes  
The Reinvention Issue 2020 Event

**22,000,000**  
IMPRESSIONS ACROSS BROADCAST & DIGITAL  
FOR THE AVERAGE BELLA EVENT



# 2021 RATES

RATE BASE: 100,000  
EFFECTIVE JANUARY 1, 2021  
ALL RATES ARE PER ISSUE

COVERS	OPEN RATE	6 MONTH RATE (3 ISSUES)	YEAR RATE (6 ISSUES)
SECOND COVER (SPREAD)	N/A	\$10062 per issue	\$8798 per issue
THIRD COVER	N/A	\$5462 per issue	\$4889 per issue
FOURTH COVER (BACK)	N/A	\$5750 per issue	\$5175 per issue

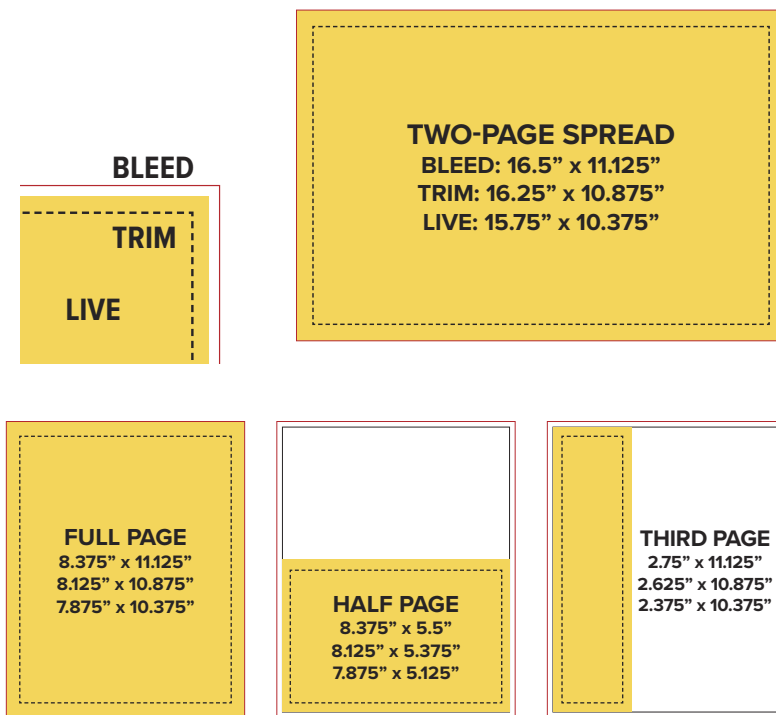
INTERIOR	OPEN RATE	6 MONTH RATE (3 ISSUES)	YEAR RATE (6 ISSUES)
TWO-PAGE SPREAD	\$10062	\$8798 per issue	\$7475 per issue
FULL PAGE	\$5175	\$4715 per issue	\$4312 per issue
HALF PAGE	\$3162	\$2875 per issue	\$2530 per issue
THIRD PAGE	\$3194	\$2777 per issue	\$2415 per issue

## ONE YEAR FULL PAGE PACKAGE INCLUDES

- BELLA online intro via all of our social platforms and newsletter as a BELLA brand partner.
- Presenting sponsor status at an upcoming Cover Party, including:
  - Logo on step & repeat
  - On-site brand activation
  - 5 VIP admission tickets to our celebrity events
  - +1 VIP admission to additional BELLA events
- 3 BELLA TV segments
- Monthly online promotion via all of our social platforms and newsletter, of services or products you brand may wish to promote.
- 2 featured in-book articles in 2 issues of their choice.

WITH A TWO-PAGE SPREAD, WE DOUBLE THE FREQUENCY OF PROMOTION:  
BELLA TV, SOCIAL MEDIA, IN-BOOK FEATURES

# Submission Specifications



AD SUBMISSIONS: The acceptable submission format is PDF/X-1a–PDF version 1.3 (Acrobat 4); composite CMYK; high-quality jpeg or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for grayscale images is 1200 dpi; fonts embedded and subsetted at 100%. Ads may be submitted via email to [info@bellamag.co](mailto:info@bellamag.co). BELLA reserves the right to reject any artwork deemed not suitable for print.

**BELLA  
TV**



**13,000+  
WEEKLY  
IMPRESSIONS**



- **CELEBRITY INTERVIEWS**
- **BELLA FIT**
- **BELLA LIVE, MAKE IT WORK**
- **RED CARPET & BEHIND THE SCENES**
- **IN THE LOOP WITH BELLA**
- **ARTS & CULTURE**
- **THE BELLA INSIDER**
- **CHOW BELLA**
- **ASK THE DOCTOR**
- **TRAVEL**

**AIRS ON: IGTV, FACEBOOK, YOUTUBE, BELLAMAG.CO**

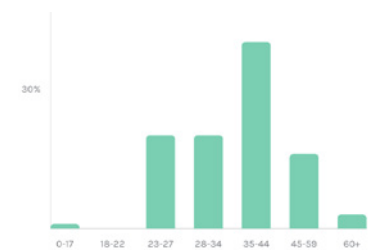
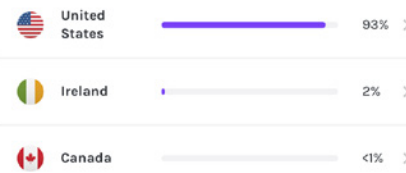
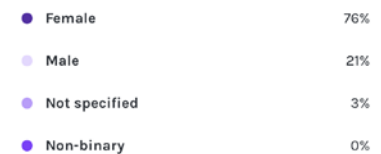
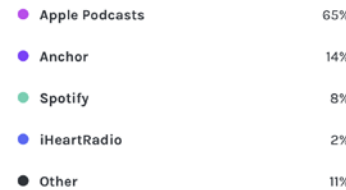
**BELLA TV RATES \$250-\$1500 PER SEGMENT**

**REAL TALK**  
*with*  
**BELLA**  
MAGAZINE  
**PODCAST**



Tune in as BELLA Magazine's new podcast division shares some sassy, funny, and intelligent conversations with Team BELLA, and Editor-in-Chief Vanessa Coppes. It's all the BELLA content you love, from entertainment, beauty, lifestyle, empowerment, and more.

The BELLAs will dish their opinions on each topic, diving deep beneath the surface of what we see on the glossy cover. Whether it's fashion and lifestyle tips, celebrity interviews, or exclusive for-BELLA-ears-only news, the ladies will deliver what you want to hear the real way—the only way!





# BELLA

MAGAZINE

# Digital Marketing *Options*

BELLA online intro via all of our social platforms and newsletter as a BELLA brand partner.

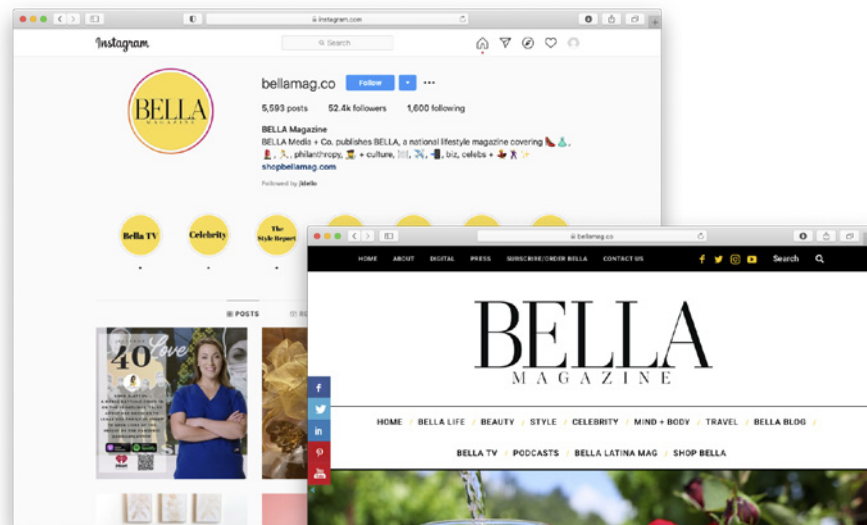
- 1 vendor table at an event of your choosing, including:
- On-site brand activation
- 5 Admission tickets
- Side Bar Ad on BellaMag.co for 1 year
- 2 BELLA TV segments or Real Talk with BELLA podcasts about you/your brands distributed across all of our social platforms and newsletter.
- Monthly online promotion via all of our social platforms and newsletter, of services or products you/your brand may wish to promote.
- 1 featured in-book article in issue of your choice.

**\$1,750 PER MONTH, FOR 1 YEAR**

BELLA online intro via all of our social platforms and newsletter as a BELLA brand partner.

- 2 BELLA TV segments or Real Talk with BELLA podcasts about you/your brands distributed across all of our social platforms and newsletter.
- Monthly online promotion via all of our social platforms and newsletter, of services or products you/your brand may wish to promote.

**\$1,250 PER MONTH, FOR 6 MONTHS**





Life is  
BELLA

BELLA launches new namesake show, Life Is BELLA, and brings the pages of each issue to life on screen! The new show is set to air bi-monthly, with the release of each issue, and will feature BELLA's own editors and brand partners, on all things BELLA. Catch each segment on all BELLA'S social channels - YouTube, Instagram, and Facebook Watch, as well as online at [bellamag.co](http://bellamag.co)!

FOR A PRODUCT ROUND UP: \$500.  
FOR A DEDICATED COMMERCIAL: \$1,000