

ADVERTISE WITH BMG

BMG TV PACKET

Every price published. No "call for pricing." - BMG Global - BMG Media LLC

THE BMG WAY - STRAIGHTFORWARD PRICING

Every price in this packet is the real price. BMG does not do "call for pricing."

You get what you pay for, and you can see what it costs before you ever talk to us.

INTRODUCTORY RATES run for Issues 01-03 of the magazine (and the matching launch season of the shows).

From Issue 04, STANDARD RATES apply. Advertisers who start during the introductory window are

FOUNDING ADVERTISERS and keep their introductory rate locked through Issue 03.

Nothing in this packet costs more than \$1,000. Not one thing.

Prices are set in US dollars. On the web packets, every price also shows in YOUR currency - the page sees where you are and converts it at today's rate. The dollar price is the billing price.

ADVERTISER OR SPONSOR? Simple: advertisers buy placements - pages, banners, commercials, clicks.

Sponsors PRESENT things - a section, a series, a show, an event - and their name rides on it:

"Front Row Focus, presented by ..." Both are in this packet, labeled plainly.

WHO YOU REACH

BMG Interactive Magazine gives Black models a face and a place in the fashion industry - free to read, worldwide, at tvbmg.com/bmgmag. Issue 01 launches November 1, 2026. Country editions for Kenya, Ghana, Cote d'Ivoire, Nigeria, South Africa and Italy launch December 2026.

Africa-first, diaspora-strong: our readers and contributors live in those countries and in the UK, US and Canadian diaspora that follows them - and our readers ARE the trade: models, designers, stylists, makeup artists, photographers, and the fans who follow their work.

An ecosystem, not a page: the magazine, BMG TV, BMG Catwalk, The Model Icon Podcast, The Calvin Childs Show, Meet The CEO - and BMG's Instagram and TikTok stages.

Every placement closes with a PERFORMANCE REPORT: readers, countries, top pages, clicks - from BMG's own analytics. No promises we can't show.

BMG TV + BMG CATWALK (PER SHOW / STREAM UNLESS NOTED)

PLACEMENT	INTRO	STANDARD	WHAT YOU GET	
Commercial (30 sec)	\$60	\$120	Your spot inside a BMG TV show or a BMG Catwalk runway stream.	
	\$75	\$150	Your commercial plays with the model walk AND your banner rides the bottom of the screen.	Walk pac
	\$50	\$100	Your banner and message across the bottom of the screen during a segment.	Lower-th
	\$40	\$80	Your logo in the corner of the screen for a segment.	Corner lo
	\$400	\$800	"Presented by you" on a BMG TV show for a full month - named in the open, logo in the show.	Show p month)
see Magazine		-	Event sponsorships live in the Magazine packet - presenting, screen logo, flyer logo.	Launch F

SOCIAL STAGES

PLACEMENT	INTRO	STANDARD	WHAT YOU GET
Sponsored post (Instagram + TikTok)	\$35	\$70	Your brand in a post across BMG's Instagram and TikTok accounts.
Sponsored story set	\$20	\$40	A story sequence with your link.

TERMS - PLAIN AND SIMPLE

HOW TO BUY: email advertise@tvbmng.com or call 215-978-6998 with the placement you want, or use the Advertise intake on tvbmnglobal.com.

Tell us your market, your placement and your timing - a real person on the BMG team confirms your slot in writing.

ARTWORK: send print-ready art, or say "make it for me" and see Production above. Video spots up to 30 seconds.

FOUNDING LOCK: start in Issues 01-03 and your introductory rate is locked through Issue 03. Standard rates apply from Issue 04 to everyone else.

PROOF: every placement closes with a performance report - readers, countries, top pages and clicks.

PLACEMENT IS SUBJECT TO AVAILABILITY: one back cover per issue, one presenting sponsor per section. First confirmed, first placed.