ADVERTISE WITH BMG

MAGAZINE 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.

PAGES - GLOBAL EDITION (PER ISSUE)

PLACEMENT	INTRO	STANDARD	WHAT YOU GET
Full page	**$75**	$150	Your ad on its own full page inside the Global Issue.
	$135	$270	Two facing pages - the biggest canvas in the book.
	$45	$90	Half a page, placed inside the issue's flow.
	$25	$50	A compact panel inside the issue.
	$120	$240	The second page every reader sees.
	$120	$240	The page before the end - high dwell time.
	$150	$300	The most-seen page of any magazine. One per issue.

Double-p
Half pag
Quarter p
Inside fr
Inside ba
Back cov

TAPPABLE PLACEMENTS - THE MAGAZINE IS INTERACTIVE (PER ISSUE)

PLACEMENT	INTRO	STANDARD	WHAT YOU GET
Bottom link banner	**$40**	$80	A slim banner at the foot of a content or video page. A reader taps it

and lands on YOUR website.

Top-of-page logo + link

$60 $120

			Your logo rides at the top of a model's page, tappable to your business.	
	$30	$60	Your logo in the corner of one model's digital page. A tap opens a pop-up about your business, with your link.	**Digitals**
	$200	$400	Your corner tag on EVERY model's digital page in the issue.	**Digitals -**

FORM HEADER BANNERS - EVERY APPLICANT SEES YOUR BRAND FIRST (PER MONTH)

PLACEMENT	INTRO	STANDARD	WHAT YOU GET	
Form header banner	**$50**	$100	Your banner at the very top of a BMG intake form - the first thing every model, photographer, designer and makeup artist sees when they apply. One form, one month, linked to your site.	
	$200	$400	Your banner on ALL six BMG forms at once: Model Submissions, Faces to Watch, Photographer Call, Designer Call, Fashion Show Sign-Up and Get Featured. One month.	**Every fo**

PRESENTING SPONSORS - YOUR NAME ON THE SECTION (PER ISSUE)

PLACEMENT	INTRO	STANDARD	WHAT YOU GET	
Front Row Focus - presenting sponsor	**$200**	$400	"Front Row Focus, presented by you" - your name and logo open the feature and your link rides the page.	
	$175	$350	You present the whole backstage series: "Front Row Backstage, brought to you by you" at the head of the first set.	**Front R sponsor**
	$150	$300	Made for makeup and beauty brands: your name presents the makeup artists' section, with logo placement on the pages.	**Face E sponsor**
	$150	$300	Your name presents the new-faces section every editor and scout reads.	**Faces t sponsor**
	$125	$250	Your name presents the photographers' section.	**Camera sponsor**
Rising Star - presenting sponsor	**$100**	$200	Your name presents the Rising Star feature.	

FRONT ROW FOCUS - INSIDE THE SEGMENT (PER FEATURE)

PLACEMENT	INTRO	STANDARD	WHAT YOU GET	
Logo on the model + your commercial	**$250**	$500	Your logo appears with the model in her Front Row Focus segment, and your commercial (up to 30 seconds) plays with her walk - during or right after.	
	$125	$250	Your spot plays during or right after the model's walk.	**Commer**
	$40	$80	The tappable banner under her video, straight to your site.	**Bottom page + li**

FACE OF THE DAY / MODEL OF THE DAY - "BROUGHT TO YOU BY"

PLACEMENT	INTRO	STANDARD	WHAT YOU GET	
By the day	**$25**	$40	"Face of the Day, brought to you by you" - on the feature, with your link.	
	$125	$200	A full week of daily features carrying your name.	**By the w**
	$400	$600	Own the month's daily spotlight - our best-value daily placement.	**By the m**

COUNTRY EDITIONS - KENYA - GHANA - COTE D'IVOIRE - NIGERIA - SOUTH AFRICA - ITALY (PER EDITION,

PER ISSUE)

PLACEMENT	INTRO	STANDARD	WHAT YOU GET	
Full page	**$50**	$100	A full page inside ONE country edition - speak to one market in its own issue.	
	$30	$60	Half a page in one country edition.	**Half pag**
	$100	$200	The back cover of one country edition.	**Back cov**
	$100	$200	Present a section inside one country edition.	**Section**
	$20	$40	Your corner tag on one model's digital page in that edition.	**Digitals**
	$25	$50	Tappable foot banner in that edition.	**Bottom l**

PRODUCT PLACEMENT - OUR MODELS, YOUR BRAND (PER ISSUE)

PLACEMENT	INTRO	STANDARD	WHAT YOU GET	
One model - Global Edition	**$150**	$300	One BMG model wears or uses your brand in her spread. Your brand is credited, tagged and linked on her page.	
	$250	$500	Two models, two spreads, one brand story - credited, tagged and linked on both pages.	**Two mod**
	$100	$200	One model wearing your brand inside her country's edition.	**One mod**
	$175	$350	Two models in one country edition.	**Two m edition**
Editorial package - up to 5 models	**$500**	$900	A brand story across up to five models, Global Edition, with a feature line and social mention.	

THE LAUNCH PARTY + LIVE FASHION SHOW - NOVEMBER 15, 2026 (ONE-TIME)

PLACEMENT	INTRO	STANDARD	WHAT YOU GET	
Presenting sponsor	**$750**	-	"The BMG Global Launch Party, presented by you" - your logo on the live screen, on the flyer, and named by the host. The biggest single opportunity in this packet.	
	$400	-	Your name presents the live fashion show - 100 models worldwide, all in red, walking live.	**Fashion-**
	$300	-	Your logo on screen during the live event on YouTube.	**Screen lo**
	$150	-	Your logo on the official event flyer, everywhere it travels.	**Flyer log**

WE MAKE YOUR AD - FLAT PRICES

PLACEMENT	INTRO	STANDARD	WHAT YOU GET	
Magazine ad design	**$50**	-	Your page or banner, designed in-house in BMG's black-and-gold hand.	
	$125	-	A finished 30-second spot, produced and edited by the BMG team.	**Video co**
	$250	-	A half-day product or brand shoot with Fine Art Glam, a BMG Global studio.	**Brand ph**

FOUNDING PARTNER

FOUNDING PARTNER - for major brands: a full page in Issues 01, 02 and 03 at the standard rate, locked - $450 for the run - and the same page runs FREE in the Kenya edition (December 1).

PAY PER CLICK - THE MAGAZINE

Prefer to pay only when a reader acts? BMG offers COST PER CLICK on the magazine's tappable placements - the bottom link banners, the Digitals corner tags, the top-of-page logos.

HOW IT WORKS
- Open a click budget: $300 minimum to start. It is a prepaid balance, spent only when readers click.
- Per click: $0.50 on link banners - $0.75 on Digitals corner-tag pop-ups and video-page banners.
- Every click travels through a BMG tracked link and is counted by BMG's own system - the count in your performance report is the count you pay for. Nothing is estimated.
- When your balance runs out, your placement pauses. Top up any time, $100 or more, and it resumes.
- Unspent balance rolls to the next issue, or comes back to you. Your money, your choice.
- A click budget can run beside any flat placement in this packet.

BUNDLES THAT INCLUDE THE MAGAZINE

BMG ECOSYSTEM BUNDLE - EVERYWHERE AT ONCE - Intro $400 / Standard $750: One buy, the whole flywheel: a full page in the Global Issue + a podcast host read in 4 episodes + a commercial in 4 BMG TV / Catwalk shows + a sponsored social post. The anchor buy for serious brands.
BRAND LAUNCH BUNDLE - Intro $500 / Standard $900: Product placement with two models in the Global Issue + a full page + a presenting credit on one podcast episode + a sponsored social post.
REMNANT PAGES - Intro 50% off / Standard 50% off: Unsold magazine pages in an upcoming issue, released at half the introductory rate on a short clock. First come, first placed.

TERMS - PLAIN AND SIMPLE

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