



IN PARTNERSHIP WITH
Beautiful Bazaar

PROPOSAL · JULY 15, 2026

Meta Paid Media *Proposal.*



PREPARED FOR

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DATE

July 15, 2026
Proposal valid for 30 days

A disciplined Meta program *built around three growth engines.*

Beautiful Bazaar is an Australian-based international art magazine with a genuinely engaged audience — 65,000 email subscribers and 25,000 magazine subscribers — anchored by three growth engines: subscriber acquisition, the Art Prize, and the Artist Directory. The Art Prize alone is the magazine's #1 revenue driver, a flagship 6-month competition (February–August) already backed by roughly \$10K/year in Meta advertising.

NPS proposes a fully managed Meta paid media program — audience research, creative and copy development including video/Reels, and hands-on campaign management — at a monthly retainer of \$1,865, plus recommended ad spend of \$1,250/month for Subscriptions and \$500/month for the Artist Directory year-round, and \$2,000/month for six months during the Art Prize flight.

Campaigns will be structured to match how each product actually sells: a flighted push for the Art Prize's February–August window, and always-on evergreen campaigns for the Artist Directory and Subscriptions. This also fixes what's holding performance back today — bot-farm and mistargeted delivery, a Pixel/catalog blocker limiting every campaign to Landing Page Views, and a static-only creative mix with no video or Reels.

BY THE NUMBERS

65K
Email subscribers

25K
Magazine subscribers

#1
Art Prize — top revenue driver

\$10K
Current annual Meta spend on the Art Prize

What's holding *performance back today.*

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- 01** Beautiful Bazaar runs Meta ads in-house today but lacks the expertise to manage them well — automated targeting has delivered traffic to likely bot farms in uninhabited regions, forcing a manual, defensive approach.
 - 02** Creative has been limited to static ads. No video or Reels in the mix, even though short-form video is where Meta's ad inventory and reach are heaviest.
 - 03** The Art Prize is the highest-priority product: a 6-month campaign (Feb–Aug) at roughly \$10K/year on Meta. Next entry window opens Feb 2027; current prize closes this month.
 - 04** The Artist Directory needs an always-on, year-round campaign rather than a seasonal push.
 - 05** Subscription ads need to run evergreen — issues routinely sell out before Meta's 3-month learning window completes, wasting optimization.
 - 06** Email has historically been the primary conversion channel, but open rates are declining, increasing reliance on paid social.

Three products.

Three different ways to sell.

Campaign structure is set by how each product actually works — the Directory's 12-month membership cycle, the Art Prize's flighted February–August entry window and its 8 award categories, and evergreen magazine subscriptions running underneath both.

PRODUCT · ALWAYS-ON

Subscriptions

Quarterly print + digital magazine into a genuinely global collector audience.

- + 65K email + 25K magazine subscribers already qualified
- + Landing pages route through the Beautiful Bizarre store — ideal for a resolved Pixel + catalog setup
- + Creative mines existing editorial and cover assets

PRODUCT · ALWAYS-ON

Artist Directory

A curated, application-only 12-month membership — the always-on flight is built around that cycle.

- + 12-month membership = year-round demand for qualified applications
- + Members get print editorial, blog, 2M+ social, 60K+ newsletter, private FB community
- + Retention hook: members-only Triennial exhibition “Yearning” — mid-2028 at Quirky Fox Gallery
- + No AI artwork accepted — creative leans on real member work

PRODUCT · FLIGHTED FEB-AUG

Beautiful Bizarre Art Prize

9th year. Annual, international, non-acquisitive prize for representational visual art — the magazine's #1 revenue driver.

- + 8 award categories in 2026 including the new Imaginative Realism Award
- + ~\$44K USD total cash pool — \$10K Grand Prize + 7 category awards + People's Choice
- + People's Choice voting opens 2 September 2026 — natural late-flight retargeting push
- + Category structure enables creative variants per medium

What we'll achieve *together.*

- 01 Eliminate wasted spend from bot-farm and mistargeted delivery through disciplined, manual audience targeting.
- 02 Expand the creative mix beyond static ads to include video and Reels.
- 03 Resolve the Pixel/catalog blocker currently limiting campaigns to “Landing Page Views.”
- 04 Build an always-on acquisition engine for the Artist Directory and Subscriptions.
- 05 Launch a high-performing, flighted Art Prize campaign ahead of the February 2027 entry window.
- 06 Establish clear, per-campaign target CPAs to guide ongoing optimization.

NEXT STEPS

Let's get started.

- 01 Review and approve this proposal
- 02 Execute the agreement
- 03 Kickoff and confirm Meta Business Manager access
- 04 Onboarding + Pixel/catalog audit within two weeks

A fully managed Meta program — *media, creative, and measurement.*

01 Audience Research & Segmentation

Manual, privacy-safe audience work — replacing Meta's automated Advantage+ targeting that has been sending traffic to bot farms.

- Custom audiences from subscriber + lapsed lists (hashed match)
- Lookalikes from high-value subscribers and past Prize entrants
- Manual interest + geo review to eliminate bot-farm delivery
- Competitive + category mapping across collectors and artists

02 Creative Development & Copywriting

A real creative pipeline — static, video, and Reels — plus ad copy tuned per product and funnel stage.

- Static design refreshed per product line
- Video/Reels from magazine assets, artist spotlights, prize countdowns
- Variant testing across hooks, formats, and visual styles
- Copy + CTA testing; landing page copy alignment

03 Campaign Architecture & Tech

Full campaign build-out by objective and funnel stage, plus the Pixel/catalog audit needed to move off Landing Page Views.

- Prospecting, retargeting, custom-audience remarketing
- Flighted Art Prize; always-on Directory + Subscriptions
- Business Manager + Pixel audit; catalog blocker workaround
- Ongoing Pixel health + event tracking cleanup

04 Testing, Optimization & Reporting

Structured A/B testing against per-product CPA targets, with weekly optimization and monthly strategy reporting.

- A/B testing on creative, copy, and audience
- CPA benchmarks per product agreed pre-launch
- Weekly budget, audience, and creative rotation
- Monthly reporting + email-vs-paid insight

How the first year *unfolds.*

Phase 1

Weeks 1-2

Onboarding & Audit

- Kickoff call; access to Meta Business Manager, ad account, and subscriber/lapsed-subscriber data
- Pixel and catalog audit to resolve the “Landing Page Views” objective blocker
- Audience research and initial creative brief
- Target CPAs defined per campaign with the client

Phase 2

Weeks 3-6

Launch — Artist Directory & Subscriptions

- Always-on evergreen campaigns go live for Artist Directory and Subscriptions
- Initial static and video/Reels creative set launched and tested

Phase 3

Months 2-5

Ongoing Optimization

- Continuous creative and audience testing against CPA targets
- Monthly reporting and strategy check-ins

Phase 4

Nov-Jan · ahead of Feb 2027

Art Prize Campaign Build

- Dedicated Art Prize creative, copy, and audience build-out
- Flighted campaign launch timed to the Feb entry window, running through August

CLIENT RESPONSIBILITIES

Provide Meta Business Manager and ad account access, subscriber/lapsed-subscriber data, brand and cover assets, and timely feedback on creative and targeting decisions.

MEETING CADENCE

Monthly check-in call plus recurring performance reporting by product line. Paid ads will not touch the organic every-2-hours posting cadence.

Where we'll reach real *collectors and artists.*

CHANNEL

Meta — Facebook & Instagram

- + Manual interest and geo targeting
- + Custom audiences from subscriber lists
- + Lookalikes from high-value subscribers
- + Static + video/Reels creative rotation

LAYER

Retargeting

- + Website visitor + past-engager remarketing
- + Custom-audience remarketing across all product lines
- + Layered across Subscriptions, Prize, Directory

INVESTMENT

Investment.

Monthly Retainer

Meta campaign management — audience, creative, copy, reporting.

\$1,865 / MO

Recommended Ad Spend — Subscriptions

Always-on evergreen acquisition. Billed directly by Meta — no markup.

\$1,250 / MO

Recommended Ad Spend — Artist Directory

Always-on, year-round to match the 12-month membership cycle. Billed directly by Meta.

\$500 / MO

Recommended Ad Spend — Art Prize

Flighted Feb-Aug across 8 award categories (~\$44K USD cash pool); People's Choice push from 2 Sept.

\$2,000 / MO • 6 MO

Setup Fees

None

\$0

A genuinely international audience. *A flagship Art Prize.* The right paid media discipline.

Beautiful Bazaar has already built what most publishers spend years chasing — a genuinely international audience of 65,000 email subscribers and 25,000 magazine subscribers, anchored by a flagship Art Prize that drives more revenue than anything else in the business. What's holding it back isn't the audience or the product. It's paid media discipline.

NPS is ready to bring that discipline — privacy-safe targeting, real creative testing including video, and campaign structures built around how each product actually sells. Questions or ready to move forward? Contact Natalie directly at nsorge@npsmediagroup.com.

TERM

A twelve-month partnership.

12 months from engagement start. Renews month-to-month unless either party provides 30 days' written notice. Either party may terminate with 30 days' written notice.



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