

Special Section

HOME with VERMONT m a g a z i n e

Exceptional Real Estate in Vermont

2019-2020

Closing



Material Due



Issuance



FALL 2019

We'll be celebrating 30 years of VERMONT Magazine. Vermont resident Archer Mayor will join us as we celebrate his 30th book! In the spirit of Halloween we will look at some of the haunted inns in the state. Fall foliage will be through the eyes of artist Peter Huntoon.

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HOLIDAY 2019

It's all about gift giving and finding the right present for someone dear! We'll cover Vermont companies, artists and artisans, and provide ideas for Vermont made products to give as gifts. We'll also be focused on holiday cookie recipes with the bakers at King Arthur Flour.

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WINTER 2020

Vermont is a true winter wonderland and we'll explore! Watch for this issue arriving in the midst of our Winter season and paying tribute to everything that makes Vermont winters so special.

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SUMMER 2020

In this issue we'll focus on the equestrian life in Vermont. From riders, to trainers, to veterinarians, we'll cover a sport whose out-of-state visitors contribute more than \$21m to the Vermont economy annually. This issue will also have a Vermont wedding planning guide.

WEBSITE AND SOCIAL MEDIA

We launched a new website in July, be sure to check it out. Social media benefits for advertisers are coming soon.

PROMOTING VERMONT MAGAZINE

We're growing our subscriber base by advertising in the Vermont Winter and Summer Guides, which are free to visitors. We're advertising in the Discovery Maps statewide, and creating a number of marketing partnerships to substantially increase our subscriber base.

Rates & Sizes

PLEASE NOTE
our ad sizes
have
changed

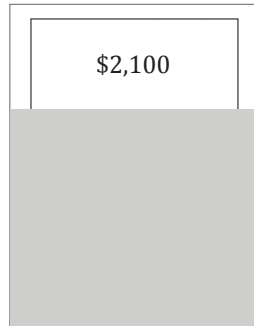
4x color per issue rates below

FULL PAGE*



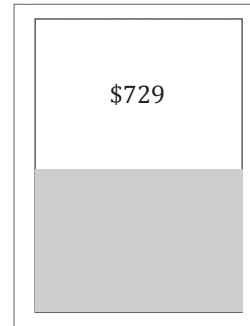
*SEE BELOW FOR AD SIZE

BACK COVER*



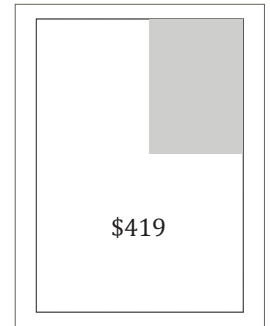
8.375 X 8.375"

1/2 HORIZONTAL



7.5 X 4.875"

1/4 VERTICAL



3.625 X 4.875"

TAKE ADVANTAGE OF THE BEST RATE AND
RESERVE YOUR SPACE IN ALL FOUR ISSUES!

DISPLAY AD SIZES:	4X	1X
FULL PAGE	\$1,249	\$1,569
1/2 PAGE	\$729	\$885
1/4 PAGE	\$419	\$509

*BUILD FULL-PAGE AND COVER ADS TO TRIM SIZE, KEEPING LIVE AREA 1/4" AWAY FROM TRIM,
EXTEND FULL BLEED IMAGES 1/8" BEYOND PAGE EDGES.

BLEED AREA
TRIM SIZE
SAFE AREA
NON BLEED AD SIZE

FULL PAGE ARTWORK GUIDELINES

- bleed area** 9.25"x11.125"
Extend your background beyond the trim to fill the bleed area
- trim size** 9"x10.875"
This is where the pages get cut off
- safe area** 8.5"x10.375"
Keep text, logos, icons, etc. within .25" of trim
- non bleed ad** 7.5"x10"
This is the size required for ads that don't extend off the page.



About Our Readers & Distribution

ABOUT OUR READERS

- 1. They're homeowners:** 91%
And second homeowners: 13%
- 2. Their incomes score high:**
Over \$50,000: 65%
- 3. They're affluent:**
Net worth:
to \$250,000: 31.6%
\$250-499,000: 22.6%
\$500-999,000: 21.6%
\$1,000,000+: 24%
- 4. They're in prime earning years:**
Age 45 and over: 99%
- 5. What they buy:**
Furnishings/gifts/clothing/decor: 64%
Appliances/hard goods: 39%
- 6. Professionals they consult:**
Investment advisor: 46%
Accountant: 45%
- 7. They're in all 50 states:**
Vermont: 47% All other states: 53%

OUR DISTRIBUTION

Paid Subscribers: 10,000/issue
600+ New Subscribers in the last 30 days!
Newsstand: 2,200/issue

TO RESERVE YOUR SPACE

KIMBERLY JONES

Director of Advertising Sales

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VERMONT MAGAZINE

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