

vermont life

vermont life

winter
2014-2015

spring 2015

sky's the limit

A young Vermonter comes of age
Why is Bellows Falls buzzing?
A cartoonist's mission

The Heart of WINTER

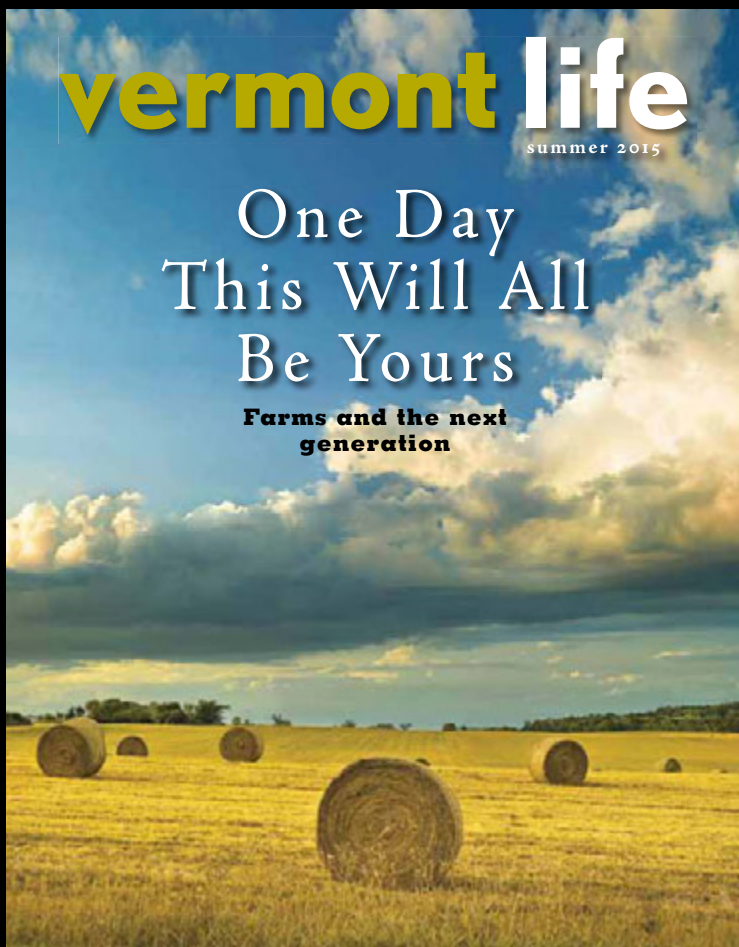
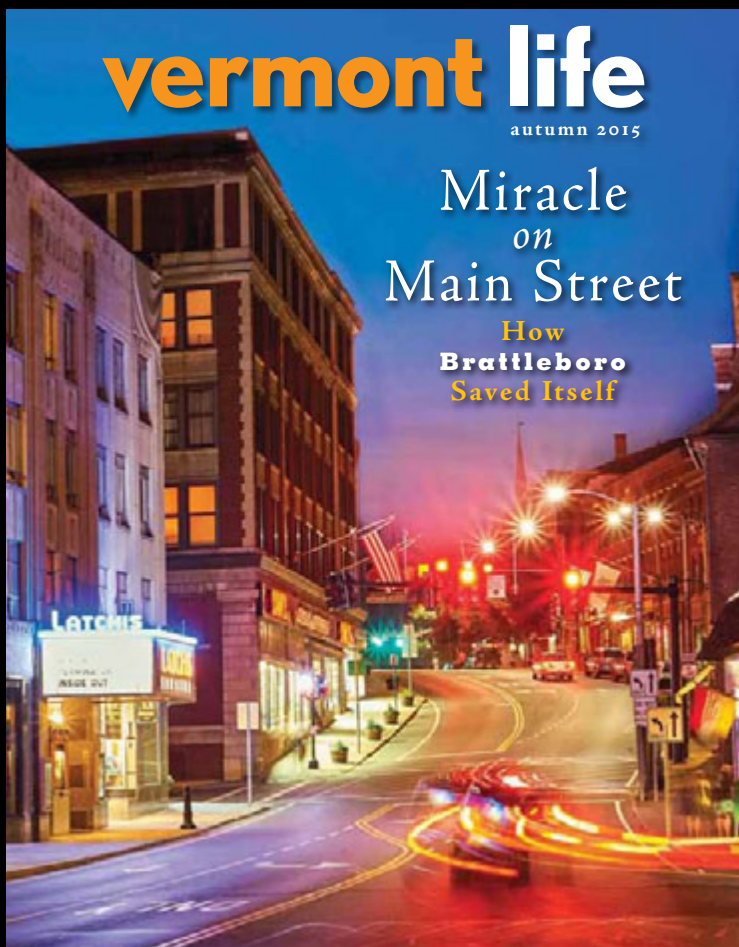
- Worth Skis: Fire on the Mountain
- Is Snowmobiling Out of Gas?
- Rootsy Ski Films

the buzz on vermont coffee roasters | talking jay peak

best of the arts | brattleboro's new gallery

best foliage photos | arts picks | food & drink guide

summer music & festivals | tales from thunder road



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autumn 2015

summer 2015

Miracle on Main Street

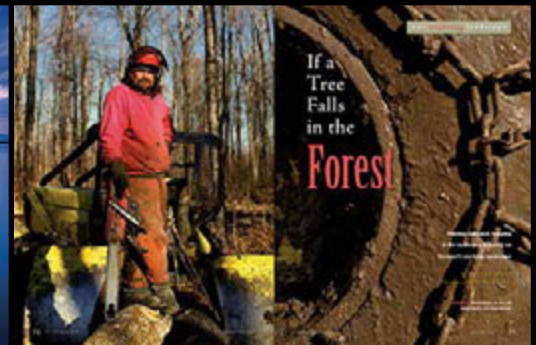
How
Brattleboro
Saved Itself

One Day This Will All Be Yours

Farms and the next
generation

our only female game warden | deer season: venison recipes

the art of landscape design | restaurants grow their own



Today's Vermont is as picturesque as it was in 1946 when Vermont Life was founded.

But our state is now also known for our lively downtowns and progressive mindset; for being on the leading edge of food and agriculture; for fostering a thriving arts scene and world-class outdoor recreation opportunities.



Vermont is a place people choose to stay.

Some Vermonters are lucky enough to be born here; others fall in love once they visit — and decide to move here and raise families. Now that technology has made the global playing field equally accessible to all, highly skilled professionals, visionary entrepreneurs and other creative souls from all over are choosing Vermont because they can achieve professional goals while they enjoy our lifestyle.



Today's Vermont Life embraces modern Vermont and all its vibrancy and vitality.

We remain committed to publishing the most breathtaking photography while also tackling the big issues facing Vermont, through sophisticated, thought-provoking writing.



Produced 100 percent by Vermonters and printed in Vermont, Vermont Life brings authentic local knowledge and independent thinking to an audience eager to share in the ongoing story of our state. No other publication is as much a part of the fabric of Vermont as Vermont Life.

We invite you to join our beautiful pages.

Sincerely,
Mary
 Mary Hegarty Nowlan, Editor

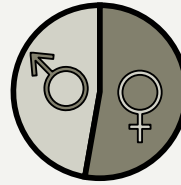


our readers

50,021 circulation; 36,233 subscribers*

gender

52% are female
48% are male



age

55 average reader age



education

78% have college degrees
41% have graduate degrees



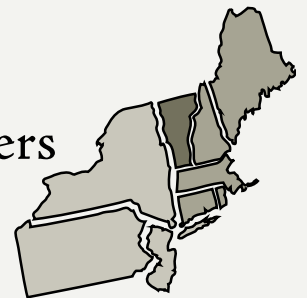
income

50% have household incomes
of \$100,000 or more
24% have incomes of \$150,000 or more



location

32% of our readers are Vermonters
50% of our readers live in
New England



69% of our readers live in the Northeast

*Statistics from a 2015 reader survey

"We are pleased to include Vermont Life as part of our destination marketing strategy for downtown Newport as a true farm-to-table experience. Results have been new connections to



Vermonters and 'Vermont alumni' from all the other states."

Patricia Sears, former Executive Director, Newport City Renaissance Corp.

reader profile

71%

of our readers have made a purchase based on an ad they have seen in Vermont Life.

what they do:



Our readers walk, hike, ski, snowboard, swim, boat, fish, bike and golf.

what they buy:



94% buy Vermont maple products, and our readers prefer Vermont-made goods and services in general.

how they dine:



56% have tried a new restaurant because of something they saw in Vermont Life .

3.5 average number of times our readers dine out per week in Vermont.

20% dine out SIX or more times per week.

how long they stay:



Our out-of-state readers spend an average of three weeks in Vermont each year.

reader habits

Readers pick up each issue an average of 4.3 times.

41% pick it up more than four times!

94% plan to renew their subscription.

2.9 average number of people who read each copy of Vermont Life (pass-along rate)

“We’ve had people contact us from all over the country as a result of our ads in Vermont Life. People who love Vermont and



Vermont products read Vermont Life!”

Eleanor and Albert Leger, Eden Ice Cider

opportunities in new media

VERMONT LIFE NEW MEDIA advertising offers innovative ways to reach our readership and fan base. Plus, new media advertising is affordable, with select options starting at just **\$29.95** per month!

website advertising

Our web readers come from all over the world, and our domestic web traffic follows the geographic trends of our print subscribers.



1 58,597

Our website receives the following monthly averages*:

Visits per month, **3,925**

Unique visitors per month, **3,367**

Page views per month, **7,000**

*Data from 2014

rates:

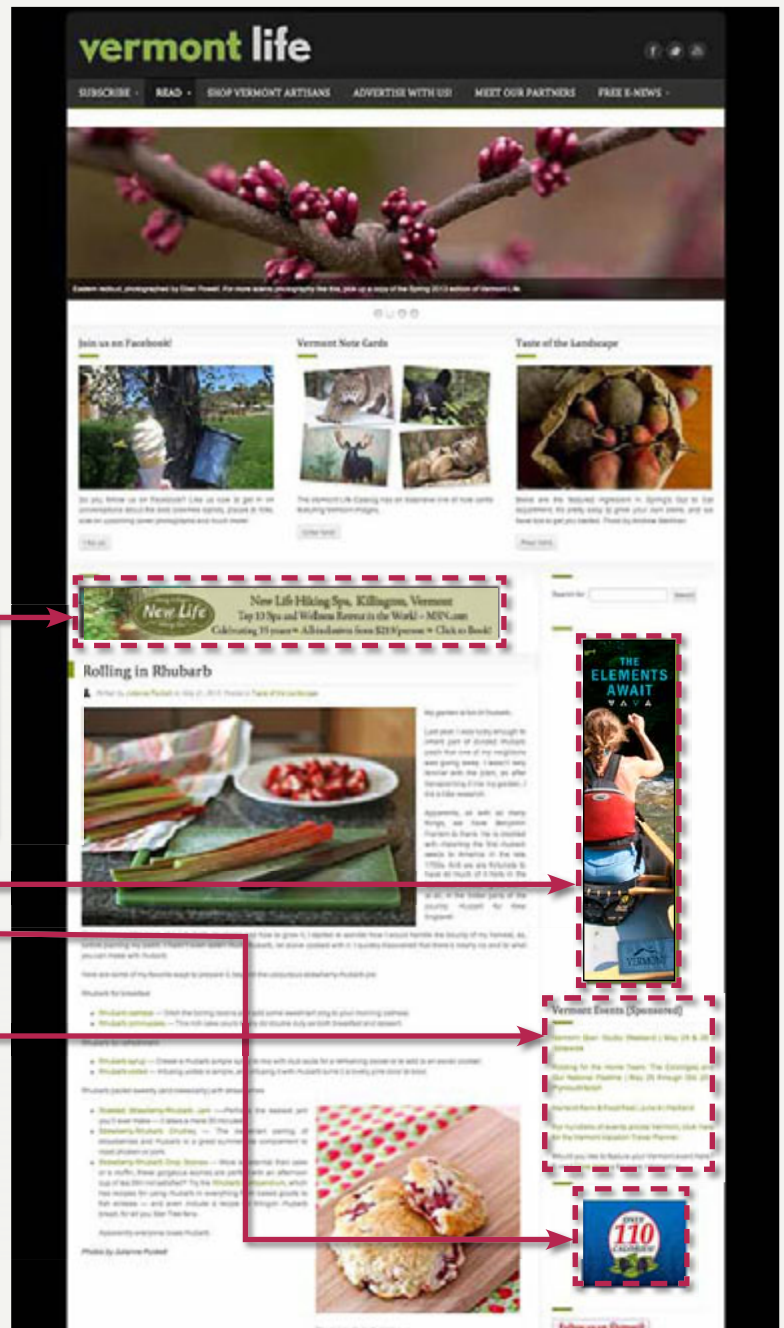
Leaderboard (600 x 90), **\$350** per issue

Skyscraper (160 x 600), **\$350** per issue

Rectangle (180 x 150), **\$200** per issue

paid event listings

For just **\$29.95** per month, you can list your event, including a link, on our home page at vermontlife.com. This is an effective way to let our readers know about your upcoming festival, exhibit, race or other event!




opportunities in new media

vermont life eNews

- ♦ Sent to 30,000 readers
- ♦ 23% open rate
- ♦ Your ad links to your site

Top banner,
\$275 per issue




The Vermont Chili Festival
March 12th, Middlebury
vtchilifest.com

vermont life eNews

Vermonters With Vision

From Main Street to Church Street, Vermonters are making it happen



trade winds | the champlain's sailmaker | beverage startups

vermont life spring 2010

BIG PICTURE

the vision issue


- Five & Food of a Child's Day
- Burlington's \$200 Million Hub & Port
- Top 100 Best High-Tech

the underground kingdom taproom | are you like a leader yet?

Everyone loves seeing Vermont's stunning mountain vistas and working fields and forests on our cover – and we do too!


But we also know that Vermont is so much more than stellar scenery ... after all, the magazine is named *Vermont Life*! The people and businesses that make up the fabric of our state are varied and noteworthy, from high-tech entrepreneurs to community-minded bridge-builders to forward-thinking visionaries. Ben & Jerry's, Seventh Generation and Dealer.com immediately come to mind. The state's innovative, can-do spirit is a major reason Vermont is such a desirable place to live.

Our Spring issue serves to honor Vermonters with this kind of vision. Featured are Claudia Becker (cover), who decided that a struggling movie house in Waitsfield could be reimagined into a 21st-century community hub. There's Don Sinex, who has embarked on a high-stakes quest to transform Burlington...



Sabra Field Light Suite Notecards

\$10
Beautiful note or greeting cards from one of Vermont's most popular artists, Sabra Field. Eight blank cards with



Summer Days Notecards

\$10
These Vermont Life-exclusive notecards from award-winning Vermont illustrator Shawn Braley capture Vermont's carefree summer spirit. Whimsical drawings of barns, cows and dogs are

Right-hand column,
Photo and 40 words
\$250 per issue

opportunities in new media

vermont life selects consumer email marketing

- ♦ Sent to 30,000 readers
- ♦ Entirely about your business
- ♦ Sent from Vermont Life — a trusted brand
- ♦ 20%+ average open rate

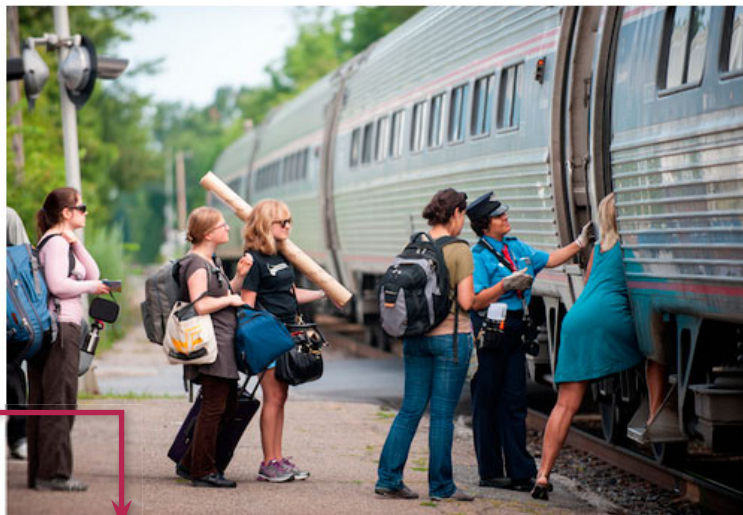
A clear, concise, exclusive offer

vermont life selects

Vermont Life is proud to bring you this offer from our trusted partner:

All Aboard Amtrak for a Vermont Weekend!
Cows on Main Street | Artisan Cheese Tastings | Historic Downtowns

Book Here and Save 20%



Up to three photos

Link directly to deal

50–200 words of copy

[Vermont's summer calendar](#) is chock-full of unforgettable experiences. Looking for a getaway on June 7-8? Consider the [Strolling of the Heifers](#), a Vermont Chamber of Commerce "Top Ten Event," in the historic downtown of Brattleboro (right on the Amtrak "Vermonter" line — with direct service from Washington, D.C., Hartford, Connecticut, Amherst, Massachusetts and points between).

A train ride lets you soak in the beauty of the Green Mountain State at just the right pace — and you'll arrive relaxed and ready for your weekend getaway. Book your trip through [VermontVacation.com/Amtrak](#) and save 20%!

Other conditions apply.
Contact a Vermont Life
sales representative for pricing.

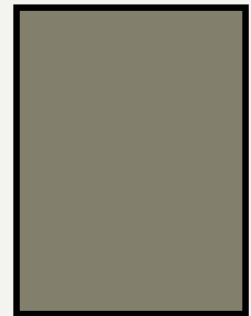
ad rates & sizes run of press



Two-Page Spread

(16.375" x 10.875")

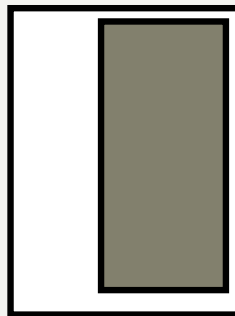
\$5,199–\$8,665



Full Page

(8.1875" x 10.875")

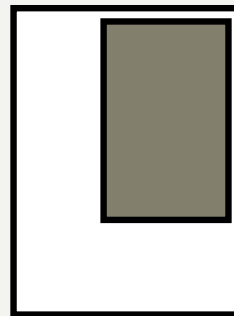
\$2,799–\$4,665



2/3-Page

(4.56" x 9.55")

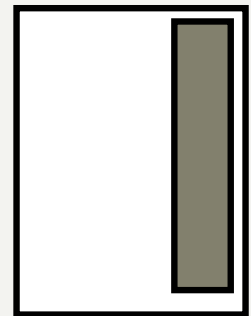
\$2,079–\$3,465



1/2-Page

(4.56" x 7.11")

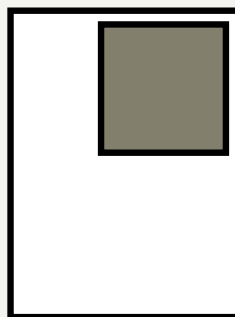
\$1,680–\$2,800



1/3-Page Vert.

(2.18" x 9.55")

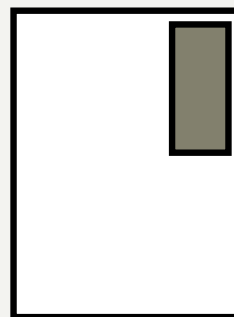
\$1,200–\$2,000



1/3-Page Sq.

(4.56" x 4.67")

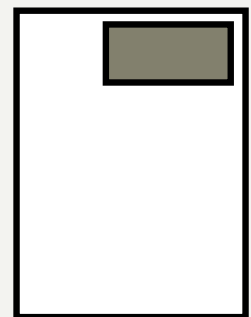
\$1,200–\$2,000



1/6-Page Vert.

(2.18" x 4.67")

\$798–\$1,330



1/6-Page Horz.

(4.56" x 2.24")

\$798–\$1,330

"We've learned from experience that Vermont Life readers are curious and engaged — they are interested in what is happening in Vermont, whether it's a weighty issue like Shelburne Farms' commitment to a sustainable future or useful information about Vermont attractions or spectacular



photography. That's why Vermont Life is an important medium for us to share our message."

Rosalyn Graham,
Director of Community
Relations,
Shelburne Farms

All ads are linked in the digital edition!

Every print advertiser gets a link and 20 words of copy on vermontlife.com.

**Contact a Vermont Life sales representative
for additional ad prices (see last page).**

special sections

EVEN SMALL BUSINESSES can afford to be showcased in Vermont Life's beautiful pages with a modest investment in one of our three special sections (see this page and next). Your ad will draw both attention and results!

Special Advertising Section

Dine Shop Stay Play in Vermont

Visitors are always amazed by the caliber of our restaurants, accommodations and abundant options for entertainment! A small state, we have an outsized devotion to quality local food, crafts, beer and fun! Come join us for a few days and feel good about life again!

Vermont's four-season full-service resort nestled in the Connecticut River Valley overlooking picturesque Lake Mirror and the surrounding mountains.

FAIRLEE, VT
(800) 421-1211 lakemirrorresort.com

Award-winning 100-acre science center. Over 140 hands-on exhibits indoors and out; daily programs; special events; visiting exhibitions; Museum Store. Open 10 am-5 pm, daily.

NORWICH, VT
(802) 649-2200 montshire.org

Special Advertising Section

BASIN HARBOR CLUB
Secluded cove on Lake Champlain. Lakeside cottages, most with fireplaces; three main greenhouses. Golf, tennis, water sports, children's program, May-October.

VERGENNES, VT
(800) 622-4000 basinharbor.com

CAPITOL PLAZA
HOTEL & CONFERENCE CENTER
Central Vermont's Premier Hotel & Conference Center. Exceptional hospitality and conduct. Vermont's Best Hotel in Central Vermont.

Montpelier, VT
(802) 274-2322 capitolplaza.com

J. MORGANS
Vermont's Cutting-Edge Steakhouse
Unmatched Steaks with a perfectly matched new atmosphere.

Montpelier, VT
(802) 233-2322 jmorgans.com

GLASSBLOWING, POTTERY & RETAIL GALLERY
FULCRUM ARTS

Glass
Pottery
Tile Mosaics
Lighting
Furniture
Jewelry

4023 Main Street Road, Brattleboro, VT
Take I-91 Exit 2
Left on Western Ave. (Rt. 10) for 4 mi. Left on Central St. for 7 mi. Left on West Street for 1/2 mi. We are on the right!

Come visit us in Brattleboro! Gallery open Thu-Sat 11-6 or by chance - call 802.257.2787

fulcrumarts.com

Winner 2011 Trip Advisor's Certificate of Excellence Award. New exercise facility, breakfast lobby, Near shopping, restaurants, skiing; Killington, Pico, Okemo.

Rutland, VT
(866) 387-9066 rutland.hamptoninn.com

Farm vacation offers abundant, fresh local foods family style; lodging; farm activities; outdoor recreation; relaxing retreat for family and friends in any season.

Roxbury, VT
(802) 267-3928 libertyhillfarm.com

A unique summer camp for boys ages 10-14. Located on 135 acres in the heart of the Green Mountains. ACA-accredited.

Cattingville, VT
(802) 446-6000 nighteaglewilderness.com

A museum with a difference! Explore shipwrecks, underwater discoveries, antique boats. Step aboard a 1776 gunboat. Events, boat rides, museum store, May-October.

Vergennes, VT
(802) 475-0202 kmm.org

— The Red Clover Inn —
RESTAURANT & TAVERN

"A feast for the senses in an idyllic setting" — Boston Globe

Stylish, secluded lodging. Eclectic farm-to-table food. Just minutes from Killington & Pico.

17 Woodward Road, Mendon, Vermont—1.4 mi. off Route 4 between Killington & Rutland
(802) 775-2260 • 800.732.0571 • www.redcloverinn.com

Overlooking majestic mountains and a sparkling lake, our Resort offers "breathtaking views," casual dining, endless outdoor adventures year-round. Close to Killington.

Chittenden, VT
(802) 483-2311 mountainopin.com

Dine, Shop, Stay, Play in Vermont

For lodgings, eateries, shops, attractions and Web-based businesses. All ad sizes available. Special pricing for 1/12-page, 1/6-page and 1/3-page ads.

vermontlife

MAGAZINE

Subscribe to the innovative magazine that captures the forward-thinking vitality of today's Vermont.

■

Montpelier, VT
(802) 828-3241 vermontlife.com

Actual size shown
2.18" x 2.238"

THE MOST ECONOMICAL WAY TO ADVERTISE is to purchase one of our standard-format 1/12-page ads. Vermont Life is committed to helping small-business advertisers who may not have money for a designer, so for as low as \$295, you can purchase our special **Small-Business Ad Package** (shown at left), which comprises simply your logo, town, phone number, website and no more than 140 characters to describe your business. The Vermont Life production team constructs your ad!

It's that easy!

please contact us today!

We'll help with your print, digital & new media advertising. We'd love to see you in Vermont Life.



Christopher McGee, Advertising Sales Director
(802) 272-6253 + chris.mcgee@vermontlife.com



Tom Taylor, Publishing Assistant
(802) 828-5533 + thomas.taylor@vermontlife.com



Not sure whom to contact?
Williams, Associate Publisher
(802) 828-1680 + paul.williams@vermontlife.com

“Nothing says Vermont like Vermont Life. That’s why Basin Harbor Club has supported the publication ever since it began accepting advertising. There’s no better magazine to speak to people who love Vermont and want to be here.”

Pennie Beach, Owner, Basin Harbor Club



vermont life ad rates

Covers

	4x Rate (25% off)	2-3x Rate (15% off)	1x Rate
Inside Front	\$4,300	\$4,870	\$5,730
Inside Back	\$3,900	\$4,420	\$5,200
Back Cover	\$4,700	\$5,325	\$6,265

Run of Press (ROP)

Ad Size	4x Rate (40% off)	2-3x Rate (25% off)	1x Rate
Two-page spread	\$5,199	\$6,499	\$8,665
Full page	\$2,799	\$3,498	\$4,665
2/3 page	\$2,079	\$2,599	\$3,465
1/2 page	\$1,680	\$2,100	\$2,800
1/3 page	\$1,200	\$1,500	\$2,000
1/6 page	\$798	\$998	\$1,330

Beautiful Homes + Dine, Shop, Stay, Play + Special Sections

All 1/12-page ads are standardized — formatted by Vermont Life using a logo, 140 characters of copy (or less), town, phone, and website.

Ad Size	4x Rate	2-3x Rate	1x Rate
1/12 page (square)	\$295	\$325	\$350
1/6 page (vert. or horiz.)	\$595	\$700	\$800
1/3 page (square or vert.)	\$895	\$1,200	\$1,600

vermont life eNews

Ad Sizes	Size + Pixels (W x H)	Rate per Issue
Top Banner	600 W x 90 H (may vary slightly)	\$275
Right-hand Column	180 W x 150 H	\$250

vermontlife.com

Ad	Size + Pixels (W x H)	Rate per Issue
Leaderboard	728 W x 90 H	\$350
Skyscraper	160 W x 600 H	\$350
Rectangle	180 W x 150 H	\$200

Sponsored Events on vermontlife.com (Listings are per calendar month only.)

Date, name of event, and the town in which it is located with a link to your event's website for \$29.95 per calendar month. Event must be held in Vermont, and we reserve the right to refuse any event that does not fit our editorial mission.

Deadlines*

Issue	Reservation Closing	Ad Materials Due	Publication Date
SPRING 2017 Including our Love Vermont special advertising section	Jan. 9, 2017	Jan. 16, 2017	March 1, 2017
SUMMER 2017 Including our Summer Fun Guide	March 14, 2017	March 21, 2017	May 17, 2017
AUTUMN 2017 Including our Food, Foliage, Treks & Trips Guide	June 5, 2017	June 12, 2017	Aug. 16, 2017
WINTER 2017-18 Including our Holiday Gift Guide	Sept. 6, 2017	Sept. 13, 2017	Nov. 15, 2017