

ENJOY, EXPLORE, EXPERIENCE VERMONT

VERMONT MAGAZINE

Vermont Magazine readers are affluent, well-educated and lead active, interesting lifestyles.



WHO READS

VERMONT

MAGAZINE?



Our Subscribers:

- 54%** are female **46%** are male
- 54%** are between the ages of 35 and 65 years of age
- Over **27%** reported incomes of over \$100,000
- 30%** report incomes between \$500,000 to \$999,000
- 19%** between \$250,000-\$499,000
- 75%** of readers own their home
- 21%** own a second home
- 27%** of readers homes are valued at greater than \$500,000
- 64%** of readers homes are valued greater than \$300,000

What Our Readers Told us About Their Travels:

- 68%** of out of state readers visit Vermont on a yearly basis
- 45%** of out of state readers spend at least one night
- *Economic impact of 'overnighters' (excluding lodging): \$347,060 for one night
- *Dollar amount based on an average out of state overnight visitor expenditure of \$49.58 per Vt. Dept. of Tourism and Marketing figures (Economics and Policy Resources. 2005.)
- 50%** of them stay 4 nights or more per year **11%** stay seasonally

What Our Readers Told Us About Their Purchasing Plans:

- 73%** Plan to build/remodel an addition, deck, kitchen or bath
- 4%** Plan to buy a new home in 2011
- Economic impact of over \$156 million
- *Based on a median Northeast home price of \$ 244,300 Source: Milliman.com
- 7%** Plan to buy a second home
- Economic impact over \$273 million
- *Based on a median Northeast home price of \$ 244,300 Source: Milliman.com
- 15%** Plan to buy a new car in 2011
- Economic impact of over \$68 million
- *Based on average \$28,400 price: source: NADA
- 36%** Plan to have a landscaping project completed in 2011
- 20%** Plan an appliance purchase
- Total economic impact: \$1,109,000,000**



OVER 98% OF VERMONT MAGAZINE SUBSCRIBERS SAY THEY'LL RENEW!

WHAT OUR READERS LIKE TO DO

Over **65%** report that **Vermont Magazine** is the only Vermont-themed magazine they receive. Some **68%** of our out-of-state readers visit yearly; most live within a 6 hour drive of Vermont.

For over 20 years, **Vermont Magazine** has been a source of inspiration and information for readers who like to learn about and visit the Green Mountain state.



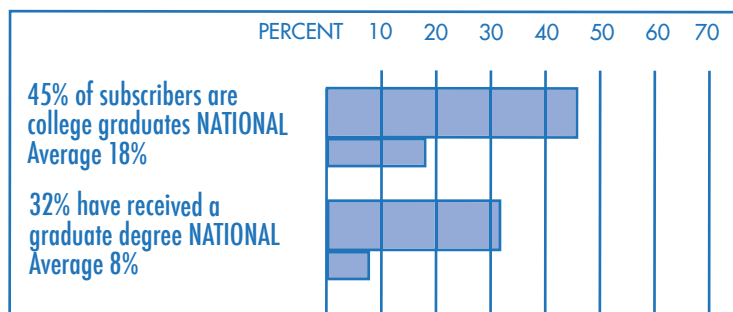
Vermont Magazine Readers Enjoy:

- 86%** Enjoy cooking or fine dining
- 98%** Enjoy attending Vermont events such as: fairs, festivals and concerts
- 82%** Enjoy reading, history or continuing education
- 72%** Enjoy summer outdoor activities such as: canoeing camping, hunting, fishing and hiking
- 68%** Enjoy winter outdoor activities such as: down hill skiing, cross country skiing and snowshoeing
- 57%** Arts/crafts and photography
- 49%** Engage in fitness and exercise
- 42%** Garden
- 39%** Travel outside Vermont

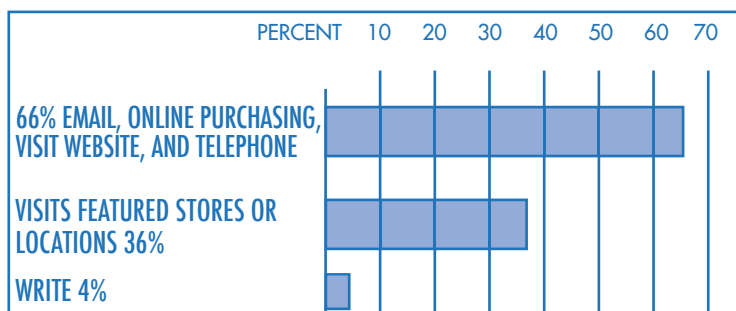
Professional Services Consulted Last Year:

- 45%** Accountant or Banking Executive
- 40%** Medical Professional
- 29%** Investment Advisor
- 21%** Realtor or Architect
- 18%** Landscaper or Interior Decorator

READERS' EDUCATION



MODE OF RESPONSE TO VERMONT MAGAZINE ADS



HOW DO MOST READERS USE VERMONT MAGAZINE?

