

VERMONT

M A G A Z I N E

www.vermontmagazine.com

6 Big issues a year and one special issue



Plus a Free Calendar!



Enjoy, Explore, Experience **VERMONT!**

Vermont Magazine delivers a blend of historic, traditional and contemporary Vermont in extraordinary words and exceptional photographs, with a new issue published every two months and an annual special issue, *Weddings*, that has become a definitive planning guide. Explore our Green Mountain State in each and every department:

Vermont Heritage: Discover Vermont's unique treasures and links to the past

Vermont Literature: Meet an author and hear a voice of Vermont

Vermont Towns: Tour the places we call home, and stay for a bit!

Vermont General Stores: Pillars of our communities

Vermont Farms: Cows, horses, sheep, vegetables, and more

Vermont History: Exploring roots of our culture

Vermont Tastes: Dining and exploring Vermont's defining restaurants

At Home In Vermont: Homes of all kinds, from green to post and beam



OUR READERS

Vermont Magazine is published bimonthly, and our distribution includes paid subscribers, newsstands sales and complimentary copies distributed to those visiting or relocating to Vermont.

- 50% of magazine subscribers receive their issue at a Vermont address
- 76% are married, and 51% are women
- 38% earn \$50,000-\$99,000
- 45% earn \$100,000 plus
- 45.5% of subscribers are college graduates
- 32% have received a graduate degree
- Over 31% have a net worth of over \$1,000,000

Out-of-state readers—who they are:

- 65% visit three or more times a year
- 27% make extended seasonal stays in Vermont
- 22.1% take continuing education courses
- 19% own a second home

WHAT THEY LIKE TO DO

LIFESTYLE

79.5% Garden/Landscape
57.9% Participate in Fitness/Exercise
37.7% Go Boating/Kayak/Sail
34.9% Go Antique/Craft Shopping
29.9% Ride Bikes
29% Cross Country Ski

ARTS/ACTIVITIES

70% Attend Art Festivals
57.8% Attend Fairs
37.6% Attend Plays
35.3% Attend Musicals
19.3% Attend Symphonies
18% Attend Weddings

WHERE YOU'LL FIND VERMONT MAGAZINE

Vermont Magazine, published bimonthly with one special issues (a total of 7 issues), has an average per-issue distribution of 28,000 copies, with over 70,000 readers. Subscribers include residents of

- Vermont: 50%
- Other New England States: 39%
- Mid-Atlantic States: 7%
- Southeast States: 4%

Vermont Magazine is also sold at independent bookstores and at newsstands throughout the state of Vermont, and various locations throughout the United States through Barnes & Noble, Borders Bookstore, and at Waldenbooks. In the Northeast, *Vermont Magazine* is available in Boston, MA; Philadelphia, PA suburbs; Hartford, CT and its suburbs; New York City and its boroughs; Westchester County, Long Island, and Albany, NY.

In addition to *Vermont Magazine's* six issues, our readers experience the best that Vermont offers through our special issue: *Weddings*.

Vermont Magazine's Weddings receive bonus distribution through wedding shows, targeted mailings, and through free web site offer.

ADVERTISING IN *VERMONT MAGAZINE* delivers your message directly to the year-round residents, businesses, educational and cultural leaders, second home owners, and frequent visitors who are our readers—and your customers.

Vermont Magazine, with its stunning photography and captivating and engaging editorial features, helps keep people connected to the state we all love.

Vermont Magazine brings to life all of what makes Vermont unique—our landscape, our people, and our day-to-day lives. A trusted source of information and inspiration for over 19 years, *Vermont Magazine* is written for intelligent readers who want to discover the best and most interesting of what the state has to offer.

Our readers depend on us for useful and entertaining information, an independent perspective, and to help them maintain strong ties to Vermont's land, lifestyle, and cultural heritage. Our editorial is designed to deliver intriguing information and to capture the imagination. Our readers tell us we do just that—and by advertising in our pages you can reach them when they're being engaged, surprised, and entertained by *Vermont Magazine!* (Many of our readers tell us they save their issues for future reference, so you can reach them again and again.)

VERMONT MAGAZINE ADVERTISERS SAY:
“My experience with *Vermont Magazine* has always been a positive one. They take the time to listen and understand the client's needs so that they can assist them with a successful marketing campaign that will fit within their budget. Clearly the staff understands the importance of establishing long-term relationships with clients. Thank you for helping The Mountain Top Inn & Resort establish a presence in the Northeast market.”

Diane S. Dickerman
Director of Marketing & PR
The Mountain Top Inn & Resort

“Just a quick note to say how much we enjoy working with *Vermont Magazine*. We love how you make our ads jump off the page. And what makes it even better is when a customer calls to say, ‘Hi. I saw your ad in *Vermont Magazine* and want to place an order.’ Wow! That's powerful advertising.”

Steve and Amy Wheeler
Jed's Maple Products
Wheeler Sugarworks, Inc.