

MEDIA  
KIT  
2022

# VERMONT

magazine



*Vermont Magazine* is committed to showcasing our beautiful landscapes, rich history, and the energetic & creative culture that is Vermont today!



**2023 SPACE RESERVATIONS**  
SPEAK WITH ME ABOUT  
LOCKING IN AT THE 2022 RATES!

SEE NEXT PAGE FOR DIGITAL ADVERTISING RATES FOR VTMA.G.COM

## CLOSING



## MATERIAL DUE



## ISSUANCE



## WINTER 2022

Vermont is a true winter wonderland, and we'll get out and celebrate it. This issue arrives in the midst of winter and carries us through spring. We'll pay tribute to all the things that make winter in Vermont so extraordinary!

## CLOSING



## MATERIAL DUE



## ISSUANCE



## SUMMER 2022

In this issue, we explore the vibrancy of summer in Vermont. Outdoor recreation, activities, and festivals are showcased. As always, we highlight Vermont artisans, their craftsmanship, and share the exciting summer arts season itinerary!

## CLOSING



## MATERIAL DUE



## ISSUANCE



## FALL 2022

It's autumn in Vermont and that means showcasing the unmatched beauty of our state's foliage and fall festivities. We'll also be featuring those who dedicate themselves to their artistic craft and entrepreneurs who have selected Vermont as the place to grow their businesses.

## CLOSING



## MATERIAL DUE



## ISSUANCE



Please submit camera-ready ads through Send My Ad portal by Oct. 5

## HOLIDAY 2022

It's the most wonderful time of the year to be in Vermont and embrace its community activities. We kick-off the start of winter and encourage readers to explore the state over the holiday season.

Ask to see the 2021 version of the Gift Guide section!

**DIGITAL HOLIDAY GIFT GUIDE (LIMITED AVAILABILITY—MUST RESERVE SPACE BY 9/26)**  
**PRODUCT IMAGES DUE BY 10/6**

Ask about inclusion in the Stratton Magazine Gift Guide!

## WEBSITE AND SOCIAL MEDIA

Be sure to check out our website and social media accounts. Advertisers are encouraged to send us content that we'll post on Facebook and Instagram.

## PROMOTING VERMONT MAGAZINE

We're aggressively growing our subscriber base and national distribution. Look for our partnerships with other regional organizations and features in their media, as well as cross-promotion in Old Mill Road Media's other publications.

# Rates & Sizes

1-Issue and 4-Issue color rates below:

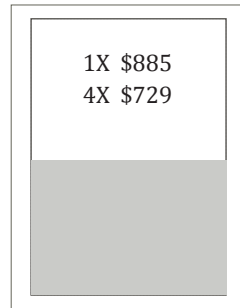
Take advantage of the **BEST RATE** and reserve your space in **ALL FOUR ISSUES!**

## FULL PAGE\*



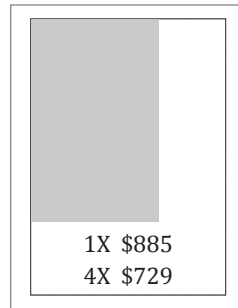
\*SEE BELOW FOR AD SIZE

## 1/2 HORIZONTAL



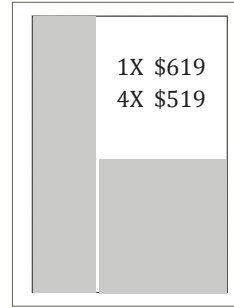
7.5 X 4.875"

## 1/2 ISLAND



4.625 X 7.375"

## 1/3 VERTICAL OR 1/3 SQUARE



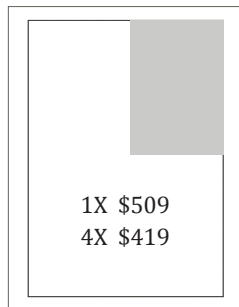
V: 2.25 X 10"  
S: 4.625 X 4.875"

PLEASE NAME FILES  
WITH YOUR ADVERTISER  
AND ISSUE NAME.

SEE FOLLOWING PAGE  
FOR MORE DETAILS ON  
AD SPECIFICATIONS.

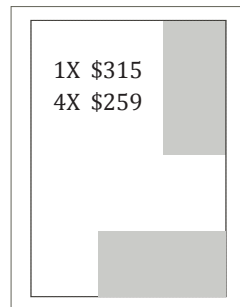
Ask About  
New Ad  
Portal

## 1/4 PAGE



3.625 X 4.875"

## 1/6 HORIZONTAL OR 1/6 VERTICAL



H: 4.625 X 2.375"  
V: 2.25 X 4.875"

UPLOAD YOUR AD TO OUR NEW PORTAL  
OR EMAIL AD MATERIAL TO [ADS@OLDMILLROADMEDIA.COM](mailto:ADS@OLDMILLROADMEDIA.COM)

**CAMERA-READY ADS:** High-res (300 DPI) PDF • CMYK  
No crop marks unless full page

**ADS TO BE CREATED:** High-res (300 DPI) logo and photos  
Text in Word Document or body of email

\*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.

## FULL PAGE ARTWORK GUIDELINES

**bleed area** 9.25"x 11"  
Extend your background beyond the trim to fill the bleed area

**trim size** 9"x 10.75"  
This is where the pages get cut off

**safe area** 8.5"x 10.25"  
Keep text, logos, icons, etc. within .25" of trim

**non bleed ad** 8.5"x 10.25"  
This is the size required for ads that don't extend off the page.

## PAYMENT TERMS

New or seasonal clients: Payment is due in full at time of reservation.  
Existing clients: 50% payment is due at the time of reservation, for the current issue. 50% of all future placements are due by ad close date.  
Payment in full for all placements are due upon individual issuance.  
Advertisers who contract for multiple rates initially agree to pay one-time rates for incomplete multiple-rate contracts. Late fees will be applied to balances >30 days.

## SPECIAL ADVERTISING

**HOME IN VERMONT** Now featuring a new Home section, specifically designed as an advertising opportunity for real estate agents, home builders, architects and interior designers surrounded by home-related editorial.

**POLYBAG SPONSORSHIP** Have your own separate postcard promotional piece inserted within the polybag wrap on the exterior of the magazine. Your card will be distributed to the approximately 10,000 +/- subscribers who receive the magazine in the mail. Advertisers are required to pay printer directly for the cost of postcard production.

**Cost for processing and insertion: \$3,000**

## DIGITAL ADVERTISING

2 Month Minimum

WEBSITE	Footer Banner	(800 x 150)	\$150/mo
E-NEWSLETTER	Bottom Banner	(800 x 150)	\$200

# Distribution & File Requirements

## DISTRIBUTION PER ISSUE

**Paid Subscribers, Newsstand & Partnership Distribution:** 15,000 +/-  
That's over 50,000 readers per issue!

## 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: 36%    All other states: 64%

## SUBMITTED ADS

Advertising rates are based on receiving your ad electronically, camera ready; otherwise additional production work including typesetting, scanning, resizing, reverse ads, screens and bleed ads will be charged to the advertiser at prevailing rates. Advertisers agree that Old Mill Road Media may add a border to submitted ads, if needed, at no additional cost.

## ACCEPTED FILES

High-resolution PDF (preferred)  
InDesign CC or below (include all images & fonts)  
Illustrator CC or below (type outlined)  
High resolution PSD or TIF (Flattened, CMYK, 300 dpi)

**Please name files with YOUR advertiser name and issue date. Please provide crop marks for BLEED ADS ONLY.**

## IMAGES

All provided photos should be CMYK, 300 dpi and sized at 100% when imported into your layout program. All provided photos should be color corrected and ready for print. Old Mill Road Media is not responsible for the quality of supplied photos and art.

## COLOR MATCHING

The Publisher will not assume responsibility for color ads printed without a provided digital color proof.

## TO RESERVE YOUR SPACE

### KIMBERLY JONES

Vice President of Marketing  
& Advertising

Call (802) 891-4771 or  
kim@oldmillroadmedia.com

## 2022 ADVERTISING PLANNING

Please reach out for detailed advertising information on Old Mill Road Media's other publications, where you can experience high-quality editorial content, inspiring stories, and beautiful photography:

**Stratton Magazine**    An inside view of what's happening in the spectacular Manchester & the Mountains area.  
**Manchester Life**    Annual magazine showcasing the beauty, lifestyle, and community of Manchester & the Mountains.  
**Berkshire Magazine**    Lifestyle magazine for Western Massachusetts exploring arts, homes, happenings, & personalities.  
**Vermont News Guide**    Weekly newspaper highlighting local events in Southern/Middle VT, nearby NY, and Western MA.