

VERMONT COUNTRY MAGAZINE

MEDIA KIT

- INTRODUCTION & AUDIENCE
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- SPONSORED CONTENT ARTICLES
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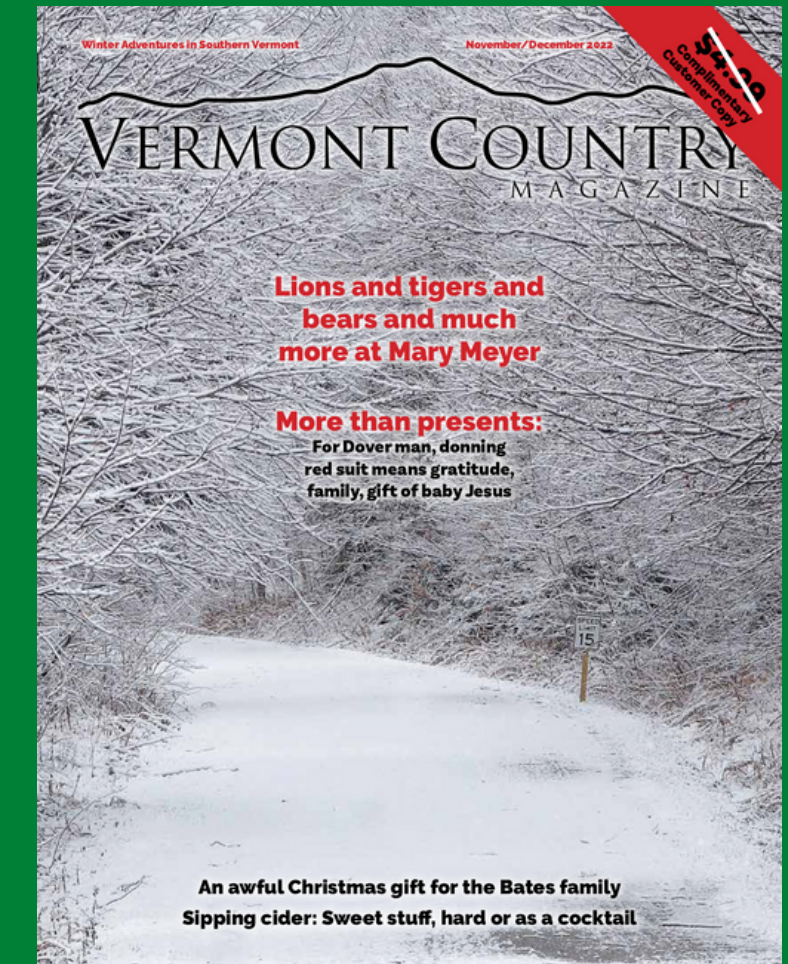




VERMONT COUNTRY MAGAZINE

Freshening and localizing the former UpCountry Magazine to give it a more distinct Vermont feel.

VERMONT COUNTRY MAGAZINE CELEBRATES AND
EXPLORES THE LIFESTYLE AND CULTURE OF VERMONT
LIKE NO OTHER!



The Publication

- High end, bimonthly publication featuring the best of food, drinks and fashion in the greater Berkshire, Bennington and Windham County regions.

Special Sections

- Every issue has a unique editorial theme.
- Each issue gets a curated special section for advertising.
- Featured in all 6 issues: VT Country Homes (real-estate listings, home care, services, etc)

Audience

- Largest distribution in South VT.
- Mailed to VNM subscribers.
- Placed in high-traffic locations.
- Available online on the web with additional social media reach.

VermontCountry.com @VtCoMagazine


Distribution

In the greater Berkshire, Bennington, and Windham County regions. Strategically placed in high-traffic locations.

Vermont Country is expertly targeted to reach visitors and residents looking for entertainment, lodging, dining, and upscale shopping opportunities.

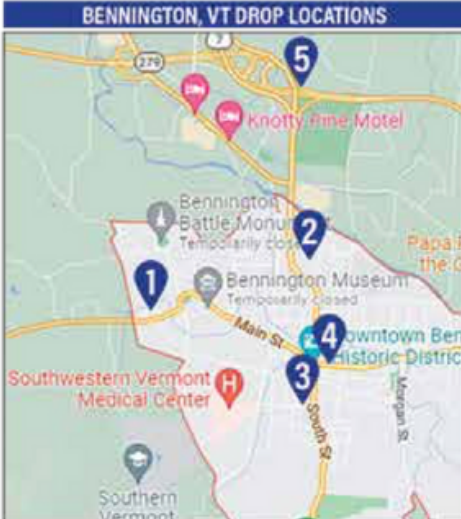
32,000 issues distributed to high-traffic locations in MA, VT, NY, and NH including restaurants, resorts, gift shops, ski areas, welcome centers, galleries, museums, performance venues, hotels & Inns, and mailed to VT News & Media subscribers.

Featured online at VermontCountry.com and on social media @VtCoMagazine and all VT News & Media sites for digital access!



Pick up a courtesy copy at one of our Distributer Partner locations

BENNINGTON, VT DROP LOCATIONS



1. 4 Chimney Inn
21 West Road, Bennington, VT 05201
802-447-3500


2. Bennington Chamber
100 Veterans Memorial Drive, Bennington, VT 05201
802-447-3311

3. Better Bennington Corp.
215 South Street, Bennington, VT 05201
802-442-5758

4. Madison's
428 Main Street, Bennington, VT 05201
802-442-7397

5. Bennington Welcome Center
100 VT-279 Bennington, VT 05201

MANCHESTER, VT DROP LOCATIONS




1. Equinox Golf Resort & Spa
3567 Main Street, Manchester, VT 05254
802-362-4700

2. Kimpton Taconic Hotel
3835 Main Street, Manchester, VT 05254
802-362-0147

3. Manchester Business Assoc
4826 Main Street, Manchester Center, VT 05255
617-869-3591

4. Northshire Bookstore
4869 Main Street, Manchester Center, VT 05255
802-362-2200

BRATTLEBORO, VT DROP LOCATIONS



1. Brattleboro Chamber of Commerce
180 Main Street, Brattleboro, VT 05301
802-254-4565

2. Hempicurean
257 Marlboro Road, Unit 102, West Brattleboro, VT 05301
802-246-4367

3. Brattleboro Food Coop
2 Main Street, Brattleboro, VT 05301

4. Latchis Hotel
50 Main Street, Brattleboro, VT 05301
802-254-6300

5. Stone Church
210 Main Street, Brattleboro, VT 05301
802-579-9960

6. The Shoe Tree
135 Main Street, Brattleboro, VT 05301
802-254-8515

7. Vermont Country Deli
436 Western Avenue, Brattleboro, VT 05301
802-257-9254


8. Vermont Market Place
580 Canal Street, Brattleboro VT 05301
802-254-5861

9. Whetstone Station
36 Birge Street, Brattleboro, VT 05301

10. Vermont Welcome Center
I-91 North MM 5, 4, Guilford, VT 05301

11. Putney General Store
4 Kimball Hill, Putney, VT 05346

OTHER VT DROP LOCATIONS



1. Putney Diner
128 Main St Putney VT
802-387-5433

1. Greater Falls Regional Chamber of Commerce
17 Depot Street, Bellows Falls, VT 05101
802-463-4280

2. The Dorset Inn
8 Church Street, Dorset, VT 05251
802-867-5500

3. Vermont Distillers
7755 Route 9 East, Marlboro, VT 05363
802-464-2003

4. Village Roost
20 W. Main Street, Wilmington, VT 05363
802-464-3344

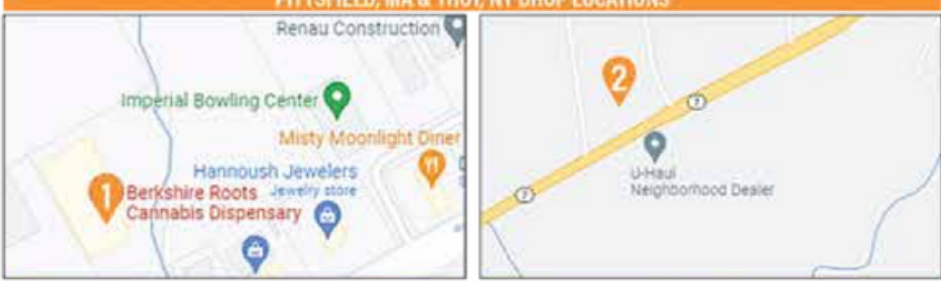
5. The Newfane Store
596 VT-30 Newfane VT
802-365-7775

6. Four Columns inn
21 West Street Newfane VT
802-365-7713

7. Harmonyville Store
1412 Vt-30 Townsend VT
802-365-9417

8. Riverbend Farm Market
625 Vt-30 Townsend VT
802-365-4600


PITTSFIELD, MA & TROY, NY DROP LOCATIONS



1. Berkshire Roots
501 Dalton Avenue, Pittsfield, MA 01201
413-553-9333

2. Papa Brillos
2113 NY-7 Unit 1, Troy, NY 12180
518-663-0034


BENNINGTON, VT DROP LOCATIONS



1. 4 Chimney Inn
21 West Road, Bennington, VT 05201
802-447-3500

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100 Veterans Memorial Drive, Bennington, VT 05201
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Our Methodology

Consultative approach providing tailor-made solutions.
Dedicated managers in advertising and marketing and production teams
that are able to deliver impactful campaigns and effective advertising
strategies for any local or regional brands and businesses.

KEY PRODUCTS AND SERVICES

Sponsored Content
Articles

Print Ads
and online visibility

Special Advertising
Sections

Complementary
Design Services

WHAT ARE SPONSORED CONTENT ARTICLES?



Vermont News & Media provides fee-based professional writing, editing, design, web and social media presence services to businesses to help them tell their stories with the broadest reach possible.

THE ADVANTAGES

- Increase your Google search visibility
- Leverage your brand by highlighting key points & keywords that you'd like to include in the text
- Your article will be read by audiences that are engaged in the content and that view our site and social media page as an authority
- Has the potential to reach 1.3 million people*
- Higher conversion & engagement rates and also a higher level of trust, which translates into more reader interaction with your story
- Will link to your products/services/offerings
- You will own this content.

*Annual number of unique site visits

SPRING ADVENTURES ♦♦♦

By Gena Mangiaratti

Vermont Country

It's unlikely that Dave Mance III will ever find himself lost in the woods. To a novice hiker, the trees might all start looking the same, but Mance knows them all for their individual characteristics — and personalities.

Navigating icy terrain on a recent day, Mance, of Mance Maple in Shaftsbury, pointed out which trees of his sugar bush were the most prolific sap producers, which were "officially retired" (though could live another 40 years) and which produced sap that was less sweet. While some trees are rugged, others are fickle, like Goldie Locks, needing conditions to be not too hot, not too cold, but just right to produce enough sap.

If someone were to photograph any single tree, Mance said he might be able to identify which of the 3,000 it was.

"You get to know them all very

"I grew up doing it, and it just became something I did."

Dave Mance III

well. I know them all intimately," said Mance, 46.

Mance got into maple sugaring through family tradition. His father, Dave Mance Jr., 72, has been sugaring since 1964.

"I grew up doing it, and it just became something I did," the younger Mance said.

Simple rhythm of the woods

Not to get overly philosophical, he cautions, but he finds the tasks of sugaring to offer simple rhythms in an insane world, recalling listening to the news of Russia and Ukraine

on his truck radio. Mance is also one of the creators of the publication Vermont Almanac.

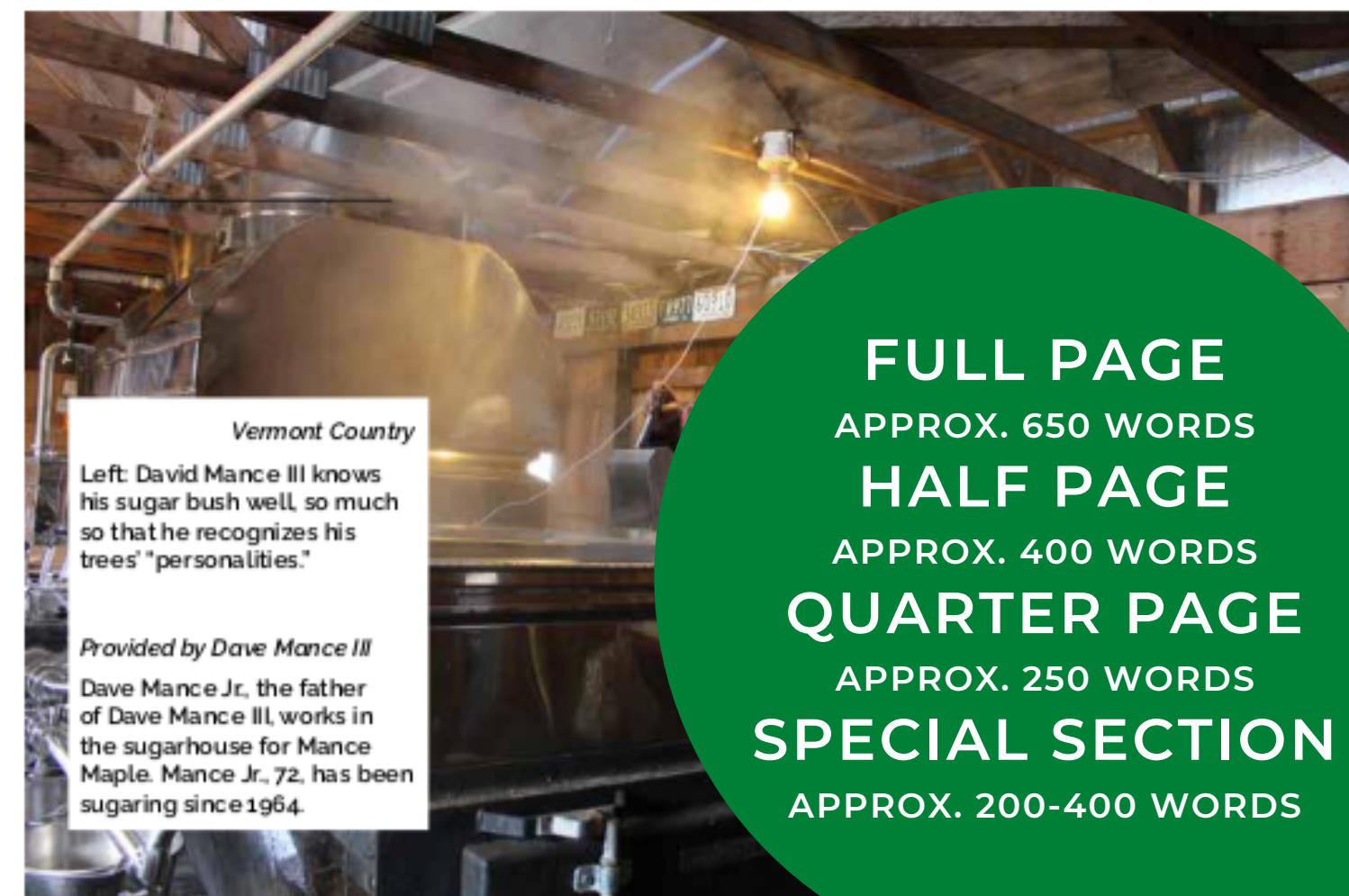
"Like so many things in life, it's kind of that simple. It's just what we do," he said.

Mance Maple has about 3,500 taps in its sugar bush. Depending on factors, such as the personalities of the trees and the efficiency of the equipment, sugar makers see a gallon of syrup for every 43 to 55 gallons of sap. Mance said he typically aims to produce 1,000 to 1,200 gallons of syrup in a season, which starts with tap preparations as early as January and rarely runs past the second week of April.

Freeze and thaw kicks it off

Freezing temperatures by night and thawing temperatures by day build up pressure within the trees, causing sap to flow, according to the Vermont Maple Sugar Makers' Association.

Sugar makers drill about 2 inches



Vermont Country

Left: David Mance III knows his sugar bush well, so much so that he recognizes his trees' "personalities."

Provided by Dave Mance III

Dave Mance Jr., the father of Dave Mance III, works in the sugarhouse for Mance Maple. Mance Jr., 72, has been sugaring since 1964.

PRINT ADS

INTRODUCTION

This beautiful bi-monthly publication is something our subscribers hold onto in their homes, welcome centers value it as a great local resource, and high-traffic tourist destinations and eateries admire it as a fun read and introduction to the local culture and climate of Vermont.

You can choose to advertise in 1-6 issues of your choice throughout the year.

You can also advertise in all 6 issues with discounted rates.

Looking for a custom package between print and digital ads?
Or maybe print ads on Vermont Country Magazine, and online our news sites?

Reach out to your Sales Consultant now!



Photo by Jim Collins — Vermont Historical Society
Commune members pull a tractor from the mud at French Hill Commune, St Albans.

BEWARE Continued from page 14

truck with a chain and began to pull. His engine revved as he applied more and more gas, that was, until a link on his chain gave way and broke. I thanked him for trying, both of us a little dejected, and he motored off just as the flustered wrecker arrived.

Side note: A week or two later, I bought Chad an adjustable replacement chain link with a load capacity of well over 1,000 pounds. I put it in my work bag, in case I

ran into him, so I could give it to him as thanks. Never did run into him, but I did carry that heavy carabiner for about three years before giving up. It was kind of heavy.

The tow truck driver was from neighboring Cumington, and as far as I could tell, he was sent directly by central casting: a humorless farmer-type with a long scraggly beard. It was the wee hours, and my situation likely woke him, so I took the admonishing-country-judge look on his face in stride.

As he was doing his tow truck driver thing with a winch, the state trooper arrived.

A large and fit fellow, the trooper said he drove up from Holyoke, near his barracks. Traveling at nonpolice speeds, it normally takes about 53 minutes to get there: in here, he made it in about a half-hour. I complimented him on his promptness and his keel-foot, while he quietly eyeballed me for signs of impairment and noting only the brand of dullness that comes with being mud-stuck. That loosened him up and probably saved me from an unnecessary cuffing.

By this time, Grumpy the tow driver had pulled my Saab out from the mud onto solid ground, only a few feet away from where I'd stopped dead. He took my debit card, plugged it into his phone and rang me up for about \$140. He left. The trooper left. And I left, too, still stinging from the embarrassment and the waste of money.

Thankfully, getting stuck in the mud is a one-time burn. I learned my lesson.

To that end, I purchased an all-wheel drive Subaru, with six cylinders instead of the Kia's alleged four. More power. And I now use snow tires, which are better for mud.

These days, coping with Berkshire and Green Mountain roads is a soft-serve cake walk for me.

And, Chad, if you're out there and reading this, thank you again for the near-rescue. I still have that badass chain link if you want it.

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Kristopher Radder — Vermont Country
As the leaves begin to change, many people will travel to their favorite farm stand to pick the right pumpkin for their fall festivities.

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Photo courtesy of Brattleboro Area Realty
Check out Southern Vermont's most exclusive homes for sale and the top-notch Realtors and agents who represent them.
See our ads on pages 18 and 19

Vermont Country
Homes
Spotlight worthy properties in Southern Vermont

Sponsored Content

vermontmagazine.com | 17

A balance of stories and ads

Special themes and advertising sections

PRINT AD SPECS

1/8 PAGE - \$299
3.56" X 2.35"

1/4 PAGE - \$475
3.56" X 4.9"

1/2 PAGE - \$749
3.56" X 10" OR 7.28" X 4.9"

FULL PAGE - \$1299
8.37" X 10.875" PLUS .125" BLEED

INSIDE COVER - \$1599
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BACK COVER - \$1799
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\$199/EACH

EXAMPLES

1/8 Page
3.56" x 2.35"



1/4 Page
3.56" x 4.9"



1/2 Page
3.56" x 10" or 7.28" x 4.9"



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MARVIN

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PACKAGES

Let's make the most out of working together

Print Ads

- Place an ad per issue.
- Save 20% by advertising in all 6 issues (all year round).

Special Bundles

- Advertise frequently in-print.
- Advertise in-print in Vermont Country Magazine and online with your choice of VNM online news platform (Bennington Banner, Brattleboro Reformer, Manchester Journal).

Sponsored Content Articles

- Fee-based writing, editing, and publishing services.
- Spotlight Features: two-page spreads feature multiple photographs and a 500-word article. Professional photography and writing services are included.

Level One

Vermont Country Magazine
Print Ad in 1 issue

Available in Print and online
on the web

Level Two

Vermont Country Magazine
Print Ad in all 6 issues

Available in Print and online
on the web

Social Media engagement

Level Three

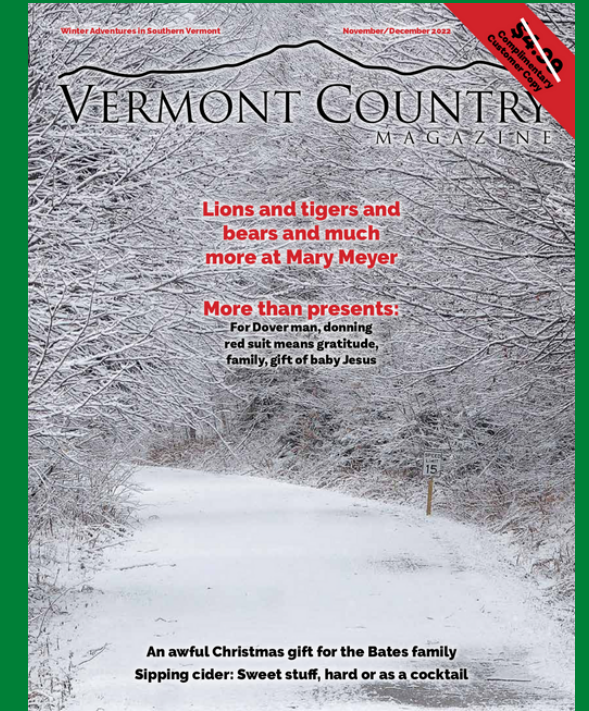
Vermont Country Magazine
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Available in Print and online
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2022 issues



For more information, reach out to your Sales Consultant or call:

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