INTRODUCTION & AUDIENCE
KEY PRODUCTS & SERVICES
SPONSORED CONTENT ARTICLES
PRINT ADS - EXAMPLES, PLACEMENTS & SPECS
PACKAGES
Vermont Country Magazine celebrates and explores the lifestyle and culture of Vermont like no other!

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

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
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!
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
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!
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
8.37” X 10.875” PLUS .125” BLEED

BACK COVER - $1799
8.37” X 10.875” PLUS .125” BLEED

SPECIAL GROUP LISTING
$199/EACH

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”

Full Page
8.37” X 10.875” PLUS .125” BLEED

SAME SPACE. NEW POSSIBILITIES.

Dreaming of comfortable spaces and lower home energy bills? It’s probably time to think about replacing your windows and doors. Not sure where to start? We’re here to help you understand each step of the process and find everything you need to achieve your replacement vision.

Schedule a visit at your local Marvin replacement specialist today.
### 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).

<table>
<thead>
<tr>
<th>Level One</th>
<th>Vermont Country Magazine Print Ad in 1 issue</th>
<th>Available in Print and online on the web</th>
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<tbody>
<tr>
<td>Level Two</td>
<td>Vermont Country Magazine Print Ad in all 6 issues</td>
<td>Available in Print and online on the web</td>
</tr>
<tr>
<td>Level Three</td>
<td>Vermont Country Magazine Print Ad in all 6 issues</td>
<td>Available in Print and online on the web</td>
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#### 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.

VermontCountry.com @VtCoMagazine
2022 issues

For more information, reach out to your Sales Consultant or call:
Bennington County: 802-447-7567 x127
Windham County: 802-254-2311 x132
Email: info@vermontcountry.com