SPONSORED CONTENT ARTICLES
LET US HELP YOU TELL YOUR STORY TODAY

ABOUT VERMONT COUNTRY
(formerly UpCountry), an award-winning bi-monthly publication. Expertly curated for tourists, visitors, and residents of southern Vermont. With its distinctive website, robust social media presence, and widespread distribution in high-traffic locations, the magazine highlights the best dining, lodging destinations, entertainment events, and premier attractions of the region. Every issue has a different theme and captures Vermont’s unique lifestyle, rich history, and vibrant culture.

WHAT ARE SPONSORED CONTENT ARTICLES?
VtCo Magazine provides professional writing and editing services for a fee. Our skilled writers will create a customized article for you, incorporating your chosen keywords, quotes, features, and high-resolution photos. Take a look at the examples below, along with our effective outreach strategy.

EXAMPLES
LINK 1 - LINK 2 - LINK 3
Or visit vermontcountry.com

OUTREACH STRATEGY

ONLINE ADVANTAGES
Tourists and regional visitors browsing the web for recommendations will find your article with our strong SEO.

WRITING & EDITING
Our team of professional writers and editors can assist you in effectively communicating your unique story.

PRINT & WEB PUBLISHING
Via web, social media, and print. VtCo is mailed to subscribers of the Brattleboro Reformer and Bennington Banner. Additionally, the magazine is placed in the following locations.

SOCIAL MEDIA
Strategic approach towards posting articles, tagging, posting in relevant groups, and individual photos with high organic reach.
1. We will begin by posting the story on the website and sharing the URL on Facebook and Instagram.

2. To maximize reach, we will also post individual photos on both platforms.

3. VtCo will post the article on relevant Facebook groups: VT tourism and local groups.

4. Your VtCo post will be shared by the relevant news publication: Bennington Banner, Brattleboro Reformer, Manchester Journal.

5. Each post is shared to "Stories"

Tagging includes:
- We will include relevant hashtags to increase visibility.
- Your business account(s) will be tagged to ensure direct association.
- Relevant social media accounts will also be tagged for broader engagement.
1. Our expert writers will incorporate keywords to enhance the search visibility of your article.
2. We will assign proper category tags, including features and sponsored-content-article.
3. Additionally, high-resolution photos will be included, along with relevant highlights, product placement, and branding.
4. We will also provide external links to your website and contact information.
5. Furthermore, each article will be featured on our "Attractions" page on the website.

Tagging includes:
- Publication dates.
- Your business account(s)
- SEO keywords

**Print Distribution**
Distribution sites, please click [here](#)
Additionally, 5k copies mailed to Bennington & Windham residents

**Sponsored e-blasts**
15K email subscribers
Direct email to all subscribers with your article