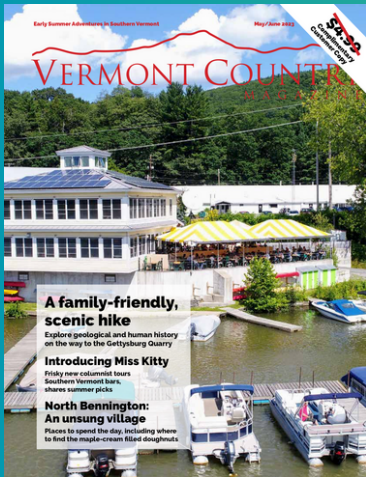


# VERMONT COUNTRY MAGAZINE

## 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](http://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.



**2.3K-10K**  
Post reach

Facebook reach  
**8.6K** ↑ 84%

Instagram reach  
**1.3K** ↑ 43%

## PLATFORMS & STRATEGY

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.

	Eating like a local. It's what you want whenever you visit a new town, whether you're a gourmand, foodie, or plain old food lover. Discover top local dining spots in Downtown Brattleboro, The Oyster Bar at Peter Havens, Kipling's Tavern, and A Vermont Table.	Boost post	Post	20 March 15:30	6.8K
	The March/April issue of Vermont Country Magazine	Create Ad	Post	14 March 17:18	6.1K
	Discover the vibrant and queer punk sounds of Vermont	Boost post	Post	3 April 15:00	3.6K
	Here's a sneak peek at some of the amazing spots in Vermont	Boost post	Post	11 May 14:33	3.5K
	Discover the hidden gems of North Bennington	Boost post	Post	23 May 08:00	2.6K
	Let's show our support for this amazing new business	Boost post	Post	25 March 10:30	2.3K



**Vermont Country Magazine**  
Published by Ahmad Yassir • 20 March • Brattleboro, VT •

Eating like a local. It's what you want whenever you visit a new town, whether you're a gourmand, foodie, or plain old food lover. Discover top local dining spots in Downtown Brattleboro, The Oyster Bar at Peter Havens, Kipling's Tavern, and A Vermont Table.  
Full Story: <https://vermontcountry.com/2023/03/14/eat-like-a-local/>

#VermontCountry #vermont #VermontLife #NewEngland #vermonting #VermontByVermonters #VermontPhotography #brattleborovt #dining #foodlover #food #travel — at Downtown Brattleboro

VERMONTCOUNTRY.COM  
**No need to wait to eat like local**  
Go directly to The Oyster Bar, Kipling's and Vermont Table By No...



### Organic interactions

Link clicks ⓘ	Facebook post comments ⓘ	Facebook post shares ⓘ	Facebook post reactions ⓘ
445	15	28	236








# Website

## May. 2023 data

### VermontCountry.com

 **2.3K-6K**  
Online article reach

 **50%**  
Unique visitors

 **50%**  
Returning visitors

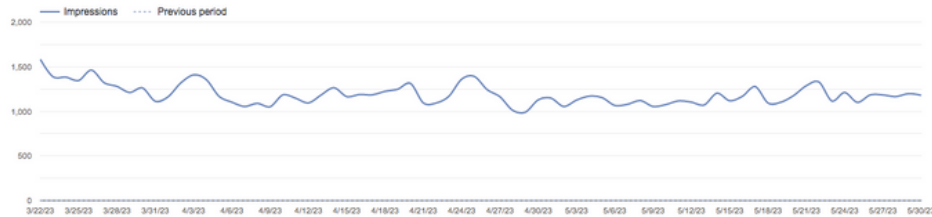
## PLATFORMS & STRATEGY

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.

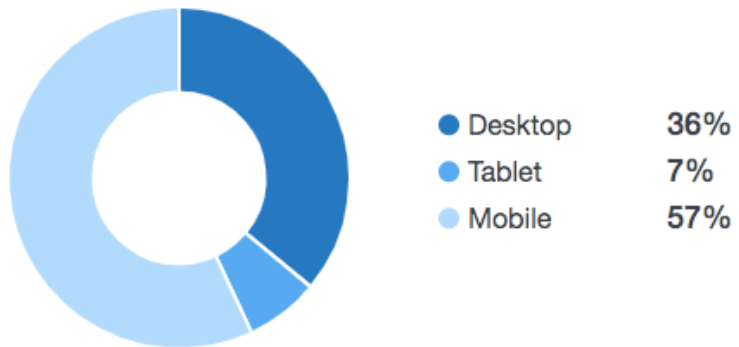
### Tagging includes:




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

<b>Sessions</b> <b>1,825</b> vs. Previous 30 Days <b>↑ 47%</b>	<b>Pageviews</b> <b>2,345</b> vs. Previous 30 Days <b>↑ 56%</b>
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### Device Breakdown



<input type="checkbox"/>		A perfect weekend in Brattleboro	Vermont Country Magazine	Arts, Celebrations, Family, Features, Food, One Night In ..., Our New England Life, Outdoors, Sponsored Content, Travel, Worth Checking Out	May/June 2023	2347	—	Published 2023/05/16 at 5:33 pm	<span style="color: orange;">●</span> <span style="color: red;">●</span> <span style="color: green;">●</span> 0 1	★
<input type="checkbox"/>		No need to wait to eat like a local	Vermont Country Magazine	Food, Get Out and Go, Sponsored Content, Travel	March/April 2023	2098	—	Published 2023/03/14 at 7:01 pm	<span style="color: orange;">●</span> <span style="color: green;">●</span> 0 6	★
<input type="checkbox"/>		New nightlife destination in Benning	Vermont Country Magazine	Arts, Behind the Scenes, Get Out and Go, Interview THEME, One Night In ..., Our New England Life, Travel	March/April 2023	1553	—	Published 2023/03/14 at 4:51 pm	<span style="color: orange;">●</span> <span style="color: red;">●</span> 0 3	★

## 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