VERMONT COUNTRY
MAGAZINE

BRAND & MEDIA DECK 2027

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VERMONT NEWS & MEDIA

VERMONT COUNTRY MAGAZINE

Bennington Banner

Brattleboro Reformer

Manchester Journal

GREEN MOUNTAIN
Vermont Cannabis News

vm VERMONT MATURITY MAGAZINE

NEW ENGLAND EVENTS

Welcome to Vermont Country Magazine: Southern Vermont's Travel & Tourism Guide

Vermont Country Magazine is **Southern Vermont's** award-winning travel and tourism publication, connecting locals and visitors with the people, places and experiences that define the region.

Formerly UpCountry, our bi-monthly magazine combines curated editorial, destination features, interviews, lifestyle stories and regional guides, with print and digital reach through Vermont News & Media.

Each issue features a **special themed section**, from weddings and wellness to outdoor recreation, arts, dining and holiday destinations. Every issue also includes a dedicated HOMES section.



VermontCountry.com
@VtCoMagazine

All our stories and content are free to read, with no subscription required.

At Vermont Country, we do more than tell stories. We share the people, places and experiences that make Southern Vermont feel like home.

THEMES

- **Jan/Feb | Weddings & Winter Getaways**

Wedding venues and services, winter destinations, Valentine's experiences and the Southern Vermont Ski Guide.

- **Mar/Apr | Spring & Renewal**

Maple sugaring, health and wellness, outdoor recreation, breweries, festivals, craft producers and the Southern Vermont Farm Guide.

- **May/Jun | Food, Family & Summer**

Dining, outdoor restaurants, family adventures, summer destinations, fairs, festivals and the Southern Vermont Events Guide.

- **Jul/Aug | Arts, Culture & Adventure**

Live music and theater, summer experiences, agritourism, adventure tourism, galleries and the Arts Guide. Plus, Homesteader section.

- **Sep/Oct | Fall in Southern Vermont**

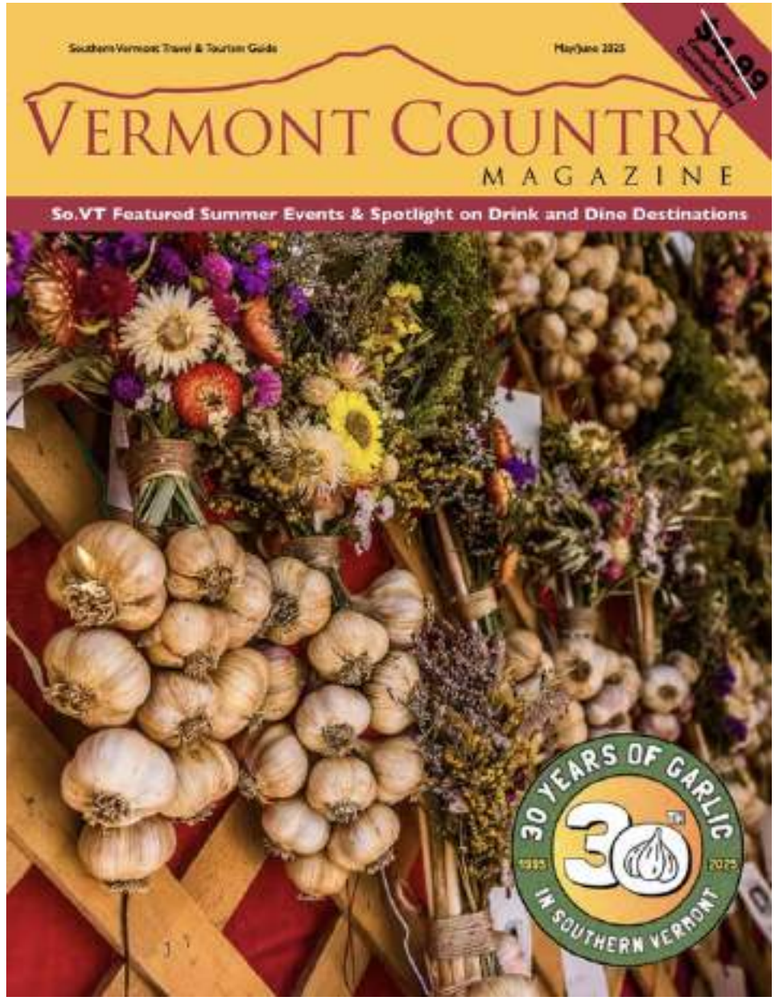
Fall foliage destinations, antiques and the Best of Southern Vermont Guide.

- **Nov/Dec | Winter & Holiday Destinations**

Winter dining, seasonal events and the Southern Vermont Gift Guide.

- **EVERY ISSUE FEATURES**

Travel and recreation tips, local shopping, seasonal lodging, Southern Vermont Weekend Getaway itineraries and a dedicated HOMES section covering home improvement and real estate.



CURATING THE BEST OF SOUTHERN VERMONT

FOR EVERY PLATFORM




Basement Music Series and Little City Cider bring the tunes to Bennington


New nightlife destination in Bennington



CONTENT OVERVIEW



American Pickers hits Vermont: What's it like to get 'picked' — and at what cost?

By Robyn Jensen, Vermont Country correspondent. American Pickers, a History Channel reality show in which the hosts visit antique collectors and negotiate ...

More



California flair in Vermont: Bar 580 a spot for local music, 'fun for everyone'

By Gena Mangiaratti, Vermont Country BRATTLEBORO — Walking into Bar 580 as a local, the new gathering spot often described as an...

More



A local's guide to Southern Vermont swimming holes

By Tara Schatz, Back Road Ramblers. Southern Vermont's hot, steamy summers often require a mid-afternoon dip, and the local rivers and streams...

More



The rise of Vermont craft cannabis

By Jeff Dietl, Craft Style Media. STOCKBRIDGE — In this, the warming phase of a two- to seven-year cycle in the Pacific...

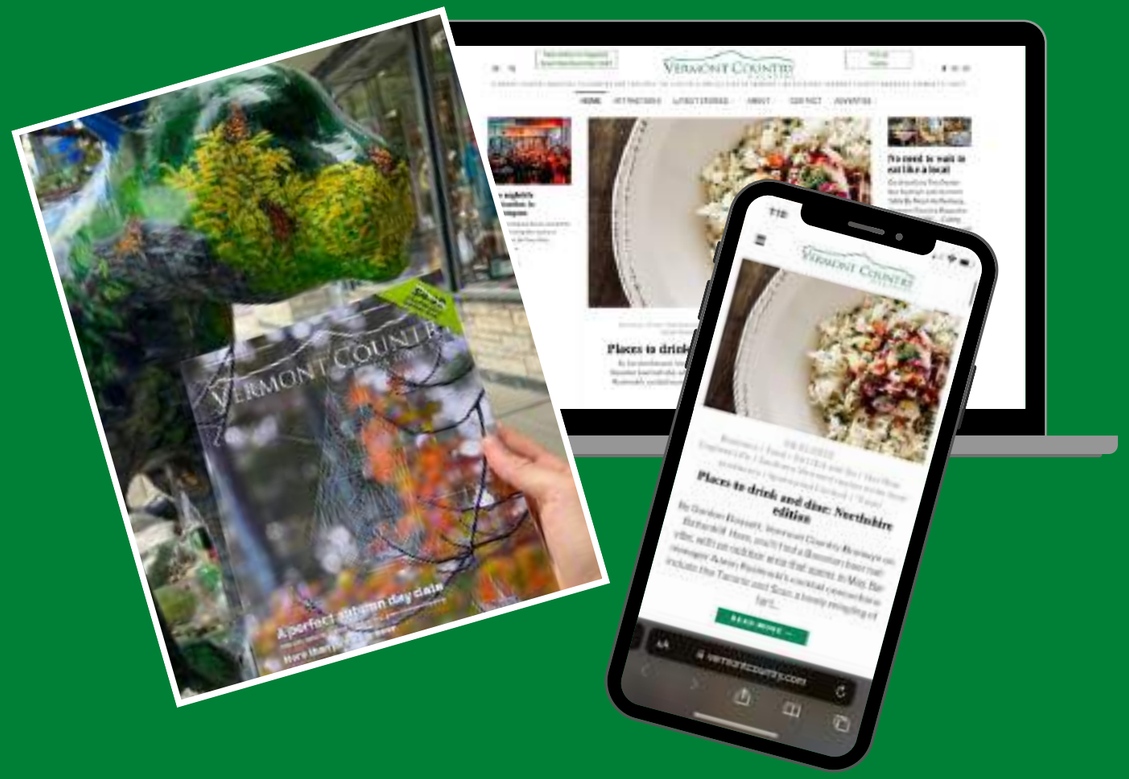
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PRINT AUDIENCE

10,000 total copies per issue.

- 3500 copies are mailed to homes in Windham County.
- 3500 copies are mailed to homes in Bennington County.
- 3000 copies are distributed by partner locations.

For a comprehensive list of these locations, **visit** www.vermontcountry.com/locations.



ONLINE AUDIENCE

Email: Each issue is shared via email by all Vermont News & Media subscribers - 15k.

Website 200K average/month.
Social Media +500K reach/year
Article views range from 2-10k.

Website - Top Towns/Cities:
Boston, MA, New York, NY, Brattleboro, VT, Bennington, VT and Manchester, VT.

Social Media Top Towns/Cities:
Pittsfield, MA, New York, NY, Brattleboro, VT, North Adams, MA, Bennington, VT, and Manchester, VT.

SO.VT DESTINATION WEBSITE

A beautifully designed, user-friendly website featuring engaging stories, in-depth content, and a free Southern Vermont events calendar. Check it out, visit VermontCountry.com

Our Methodology

We work with local and regional businesses to develop advertising solutions that align with their goals, audiences and budgets. Our advertising, marketing and production teams provide personalized support from planning through execution.

KEY PRODUCTS AND SERVICES

Sponsored Content

Articles, business profiles and custom editorial-style features.

Print Ads

Display ads across a range of sizes and placements.

Special Sections

Themed features and seasonal opportunities that connect businesses with readers interested in specific topics and experiences.

Digital Promotion

Online visibility through VermontCountry.com and associated digital channels.

Design Services

Ad design and production support.

Event Promotion

Get the word out about your next event. Leverage our tourism platform, news publications and the wider Vermont News & Media network to build awareness, reach new audiences and drive attendance.

WHAT ARE SPONSORED CONTENT ARTICLES?

Tell Your Story. Reach the Right Audience.

Sponsored content gives businesses the opportunity to tell their stories through professionally written, edited and designed articles. From business profiles and product highlights to services and special offerings, we help you share what makes your business worth knowing.


Sponsored content

Drink & Dine

A Journey to Thailand in Bennington

Niramit Thai's authentic experience

Tom Kha Gai, a Thai coconut chicken soup, is prepared at Niramit in Bennington.

By Jennifer Brandt
Vermont Country correspondent

BENNINGTON — Walking into Niramit Thai, at 124 Elm St., Bennington, nestled within South Shire A Little Hoki, feels like stepping through a portal to another place and time. Drawing inspiration from diverse facets of Thai culture, from the grandeur of King Chulalongkorn of Siam during the Victorian era to the organic marvels of the Jurys

Having already experienced a symphony of flavors, the next course served family-style continued the synesthetic journey.

Laid out before us were Massaman curry with chicken, creamy, sweet, and earthy, and Gaeng Garl, a mellow tangy yellow curry made hearty with potato and carrots; Cheo Chi Pla, salmon in a spicy but balanced red curry and Goong Pad Prow Wan, a sweet and sour crispy prawn dish. All of this was accompanied by large steaming bowls of jasmine rice doled out by our hosts. Everything ties back to extraordinary service, and we were told that the host served the first bite of each serving, and the rest of the dish left on the table to go back for more, which you will surely be tempted into.

The lunch experience here is more casual but not any less extraordinary in flavor.

Much like the Thais eat lunch, the experience at Niramit for lunch is like what you would find in Thailand. Typically, lunch is a quicker affair, a one-pot meal that you might grab from a local street vendor and a dish that is easy to transport (some things are cross-cultural).

Designed with lunch breaks in mind, whether it's dine-in or takeout, the meals at lunch will be quick and easy for dine-in or takeout, but certainly not short on flavor. In addition to the luxurious multi-course dinner experience, the chefs were also happy to share new items from their upcoming lunch menu with us, including their shrimp pad thai and beef noodle soup.

For fans of Pad Thai, this version may be different than you are used to if you are only familiar with the versions in American Thai restaurants created to please Western palates. The version at Niramit is less sweet and more earthy than other versions stateside, owing to being created with tamarind paste, which is the traditional preparation. The brine shrimp contests the earthy sauce, and even after several courses, I kept going in for more bites. The beef noodle soup had star anise and clove notes and reminded me of Chinese five-spice. The dish was balanced with bean sprouts and [illegible] leaf herbs], creating a warming and fresh-tasting dish.

THE ADVANTAGES

- **Expand Your Reach:** Connect with readers through our websites and social media channels.
- **Strengthen Search Visibility:** Publish keyword-informed content that can help audiences discover your business online.
- **Tell Your Story Your Way:** Highlight your brand, services, products and key messages.
- **Build Credibility:** Reach readers through established local news and media platforms.
- **Drive Traffic:** Include links to your website, products, services and other offerings.
- **Extend Your Content's Value:** Create a lasting digital resource that audiences can continue to discover and reference.
- Potential annual reach: 1.3 million unique website visitors.*

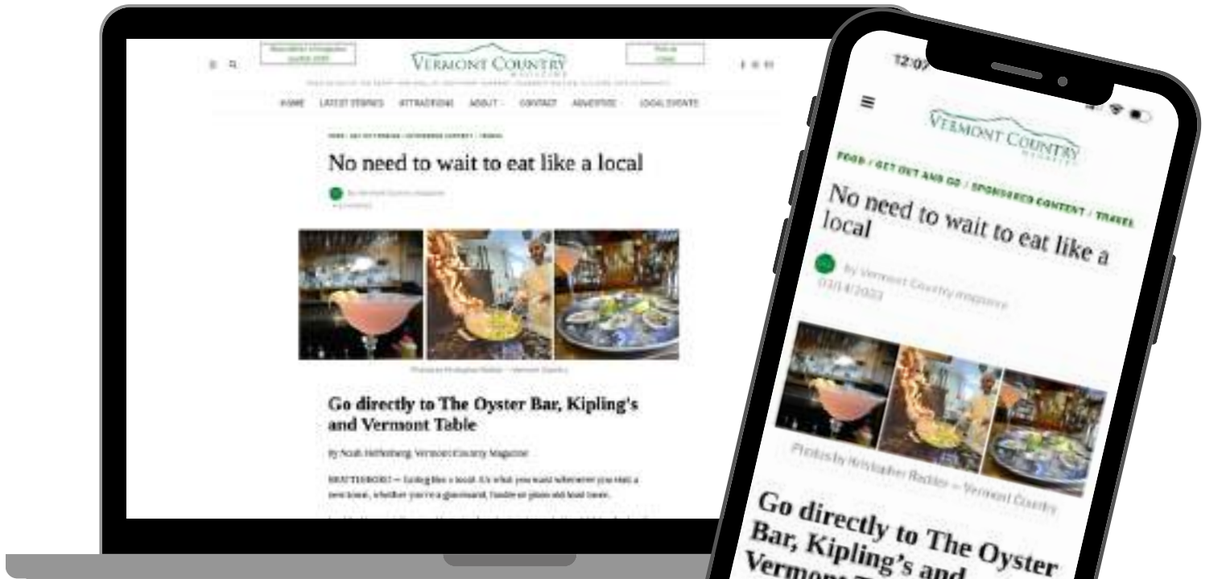
*Based on annual unique site visits. Audience reach varies by campaign and distribution.

SPONSORED CONTENT

We’ve introduced flexible pricing for promotional write-ups:

$390 – 300-word paragraph, 1 photo, contact info.
$750 – 600 words, 1 print photo, contact info. Online: including more photos and posting on social media.
$999 – Featured article + high-SEO web version with larger circulation.
$1499 – Section cover (inside the magazine) + featured article.
Starting at $1800 – Magazine cover + cover article + “On the Cover” section, plus more mentions on social media when promoting the new issue.

All write-ups are published in print, on the Vermont Country website, and social media.



PRINT ADS

A keepsake publication for readers and a trusted resource for visitors, Vermont Country Magazine connects your business with audiences exploring Southern Vermont.

Advertise in 1–6 issues throughout the year, with discounted rates available for all six issues.

Looking for a custom print and digital package? Combine magazine advertising with online promotion across our publications.

Contact your Sales Consultant to build a package that fits your goals.





50/50 editorial and ads space





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
8.37” X 10.875” PLUS .125” BLEED

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

INQUIRE ABOUT FREQUENCY DISCOUNTS!

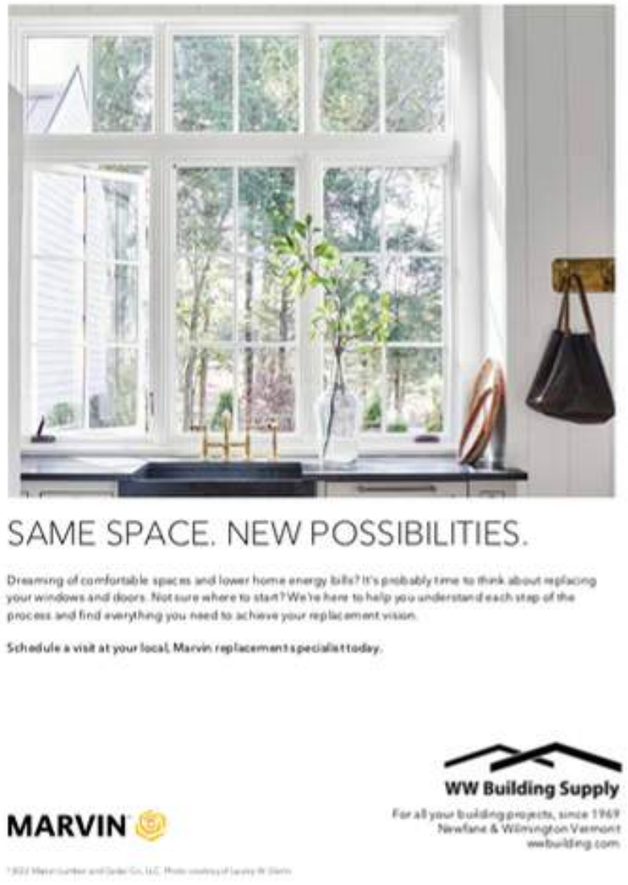
EXAMPLES

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”



Full Page
8.37” x 10.875” plus .125” bleed

VERMONT COUNTRY MAGAZINE SUMMARY

Southern Vermont's Travel & Tourism Guide

SERVICES

- Print ads production and placement
- Sponsored content writing and publishing
- Event promotion (print and online)

2026 REACH

- Placement at Vermont Welcome Centers
- Found at popular destinations throughout Southern VT
- +7,000 copies are **delivered to homes**
- +200k per month, **website visits**
- +500k per year, **social media reach**

PRINT ADS

- 1/8 Page 3.56" x 2.35" $299
- 1/4 Page 3.56" x 4.9" $475
- 1/2 Page 3.56" x 10" or 7.28" x 4.9" $749
- Full Page 8.37" x 10.875" plus .125" bleed $1,299
- Inside Cover 8.37" x 10.875" plus .125" bleed $1,599
- Back Cover 8.37" x 10.875" plus .125" bleed $1,799

PROMOTIONAL ARTICLES

- Write-ups in group articles start at $299
- Half-page write-up $599
- Full sponsored content article $999
- Featured sponsored content article $1,500
- COVER STORY, starts at $1,800

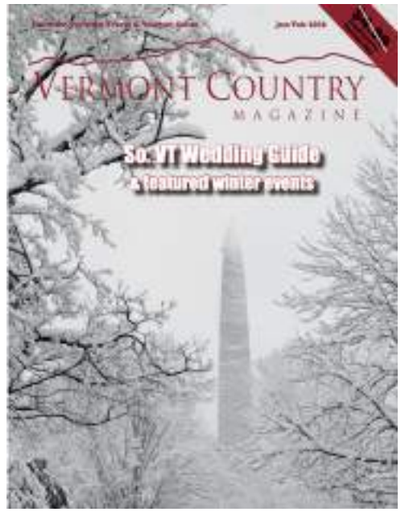
LETS PARTNER!

Partner with us for premium visibility and promotion across all six issues of Vermont Country and enjoy exclusive benefits:

- 20% off print ads, write-ups, and featured articles.
- One complimentary editorial feature in the publication of your choice.
- Social media partnership, with select posts shared with our engaged audience throughout the year.
- Exclusive discounts on digital advertising across Reformer.com, ManchesterJournal.com, and BenningtonBanner.com.



2026 issues

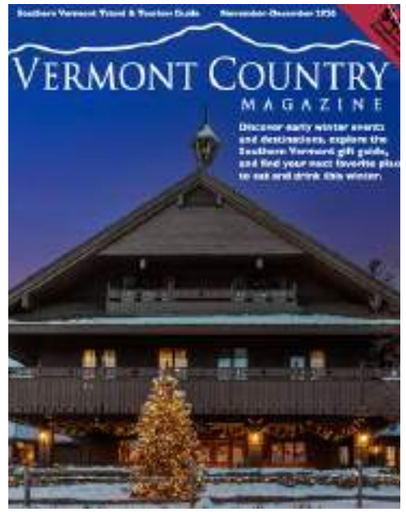












For more information, reach out to your Sales Consultant or call:

Bennington County: 802-447-7567 x127 - Advertising@BenningtonBanner.com
Windham County: 802-254-2311 x132 - Advertising@Reformer.com

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