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VERMONT MATURITY

2020
Media Kit

Age 50+ Consumer Demographics

- Control of 70% of America's wealth
- Own 63% of U.S. financial assets
- Are responsible for 57% of 'big ticket' purchases (new cars, etc.)
- Account for 51% of all entertainment spending
- "Now dominate all consumer spending"

Targeted Circulation

Vermont Maturity is published 6 times per year and is a print and digital magazine that has been published since 1993. It is mailed to those age 50 and older in Chittenden County, as well as select area senior communities, businesses, retailers, medical practices, and nonprofits, etc. Newsstand distribution is provided throughout northern Vermont, including Addison, Chittenden, Lamoille and Washington counties.

We offer affordable print, digital and editorial based advertising packages specifically designed to professionally promote your company and products. If Boomers and Seniors are important to your business, **Vermont Maturity** can give you an efficient and inexpensive way to reach them.

**Your Target Audience
+ Superior Buying Power
= New Customers**

Native Advertising Packages

Native advertising is using professionally written articles to promote your company and products in a professional manner.

Your company or one of your products or services will be highlighted in a Vermont Maturity feature article. The article will be approximately 1,200 words and will be researched and written by a Vermont Maturity editor. The article will include photos (including photos on the front cover when it is the featured cover story) and your company contact information so interested readers can easily contact you. The article will also be published in the digital version of Vermont Maturity magazine and posted on the VermontMaturity.com website.

Cover Story Package

A cover story package includes an article of approximately 1,200 words that includes photos in the article and on the front cover of Vermont Maturity along with your company contact information at the end of the article. Price is only \$1,295 for the front cover and approximately 3 additional pages.

**Robin Nichols at 802.332.3254 or
Robin@VermontMaturityMagazine.com**

Feature Article Package

A feature story package includes an article of approximately 1,200 words that includes photos in the article along with your company contact information at the end of the article. Price is only \$995 for approximately 3 total pages.

Display & Business Card Directory Ads

All rates are per issue and include color

	1 Issue	6 Issues	12 Issues
Two Page Spread	\$1,521	\$1,299	\$1,079
Full Page	\$829	\$709	\$590
Half Page	\$615	\$527	\$439
Third Page	\$445	\$382	\$315
Quarter Page	\$360	\$310	\$255
Business Card Directory	\$105	\$90	\$75

Premium Positions

Centerfold Spread	\$1,673	\$1,428	\$1,185
Inside Front Cover	\$930	\$795	\$659
Inside Back Cover	\$879	\$752	\$624
Back Cover	\$1,015	\$867	\$720

Ad Dimensions

Ad Size	Width	Height
Back Cover	7"	7.25"
Full Page and Inside Covers	7.25"	9.5"
Half Page Horizontal	7.25"	4.75"
Half Page Vertical	3.5"	9.5"
Third Page Vertical	2.25"	9.5"
Quarter Page	3.5"	4.75"
Business Card Directory	3.25"	1.625"

Publishing Schedule

Issue Date	Editorial Deadline	Advertising & Artwork Deadline
January/February	12-4-19	12-19-2019
March/April	1-29-20	2-13-2020
May/June	4-1-20	4-16-2020
July/August	6-3-20	6-18-2020
September/October	7-29-20	8-13-2020
November/December	10-28-20	11-12-2020

VermontMaturity.com Website Advertising Rates

Articles and photos from each issue are featured on VermontMaturity.com and new "web-only" content is added regularly. Your company's products & services can be highlighted the following ways.

Display Ad within all Feature Articles on Website

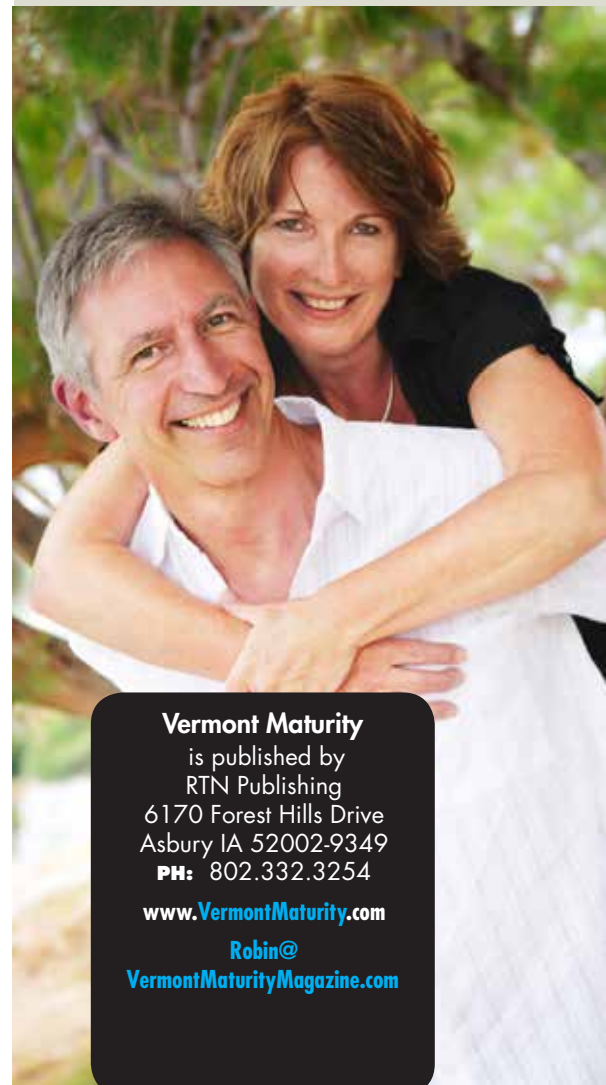
300 pixels wide x 400 pixels high only \$75 per month

Side Banner that Appears on all Website Pages

300 pixels wide x 300 pixels high only \$95 per month

Enhanced Banner that Appears at the Top and Bottom of all Website Pages

724 pixels wide x 90 pixels high only \$195 per month



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