



VERMONT MATURITY

2021
Media Kit

Age 50+ Consumer Purchasing Power

Vermont Maturity offers an inexpensive and effective way to reach the key 50+ Consumer Demographic that:

- Controls 70% of America's Wealth
- Owns 63% of US Financial Assets
- Are Responsible for 57% of "Big Ticket" purchases (new cars, etc.)
- Account for 51% of All Entertainment Spending
- Now Dominate Consumer Spending

Targeted Circulation

Vermont Maturity magazine is published 6 times per year in both a print and digital format. It is mailed direct to subscribers and also distributed via newsstand to Vermonters age 50 and older in Chittenden County. It offers affordable print, website and editorial based advertising solutions specifically designed to professionally promote your company and products. If Boomers and Seniors living in Chittenden County, Vermont are important to your business, Vermont Maturity gives you an inexpensive way to reach them.

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

Robin Nichols at 802.332.3254 or
Robin@VermontMaturity.com



Native Advertising Packages

Native advertising uses 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 written by Vermont Maturity's editor that details what makes your organization unique and how our readers can benefit from it. The article includes photos and your company contact information so interested readers can easily contact you to learn more about what you have to offer. The article is also published in the digital version of Vermont Maturity magazine and posted on the VermontMaturity.com website homepage. Plus your story is also highlighted in Vermont Maturity's social media accounts.

Pricing

Feature Story \$995

Cover Story \$1,295 (also includes photos on the front cover of the magazine)

Display & Business Card Directory Ads

All rates are per issue and include color

	1 Issue	3 Issues	6 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

Vermont Maturity 2021 Editorial Calendar & Publishing Schedule

Issue Date	Primary Feature	Editorial Deadline	Advertising & Artwork Deadline
January/February	How to Read Medical Bills	12-2-20	12-17-20
March/April	Volunteer Opportunities	1-27-21	2-11-21
May/June	Hiking Opportunities	3-31-21	4-15-21
July/August	Lake Champlain Shipwrecks	6-2-21	6-17-21
September/October	Covered Bridges in Vermont	8-4-21	8-19-21
November/December	Cross Country Skiing	9-29-21	10-14-21

VermontMaturity.com Website Advertising Rates

Articles and photos from each issue are featured on VermontMaturity.com and multiple new website only articles are added each month. Your company's products & services can be highlighted the following ways.

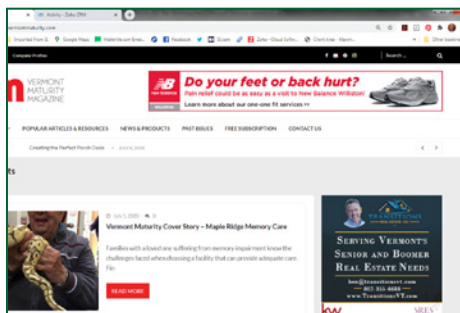
Vertical Display Ad that appears in all Feature Articles on Website

300 pixels wide x 300 pixels high only \$65 per month



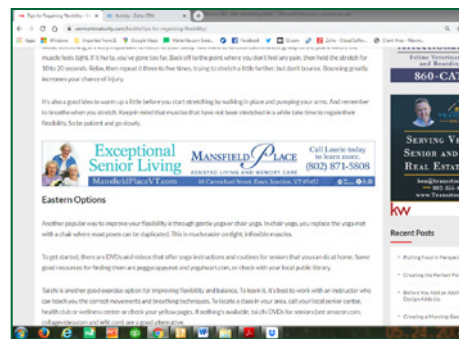
Side Banner that Appears on all Website Pages

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



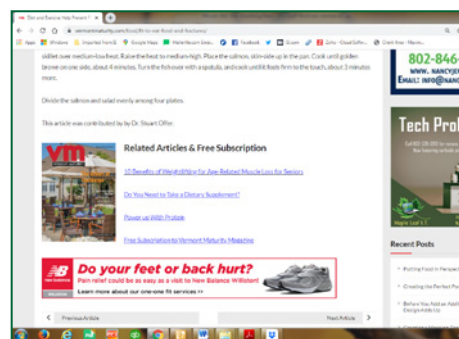
Enhanced Banner that appears in all Feature Articles on Website

724 pixels wide x 95 pixels high only \$65 per month



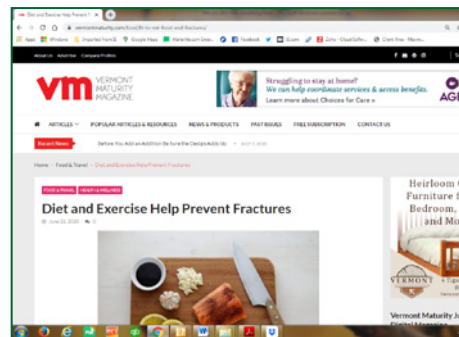
Enhanced Banner that Appears at the Top and Bottom of all Website Pages

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

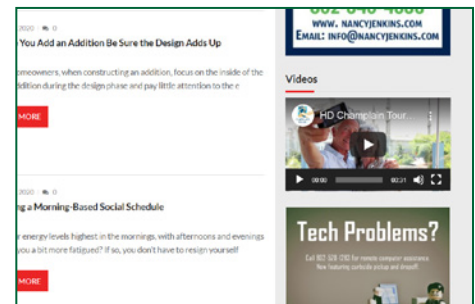


Enhanced Banner that Appears at the Top and Bottom of all Website Pages and as a Display ad in the Middle of All Feature Articles

724 pixels wide x 95 pixels high only \$115 per month



Video that Appears on All Website Pages only \$55 per month



Vertical Display Ad that appears permanently in one Feature Article and is the Exclusive Advertiser in that Article on the Website

300 pixels wide x 300 pixels high only \$19 per month

Feature Story

VermontMaturity.com's editor will write an article of approximately 750 words that details what makes your organization unique and how our readers can benefit from it. Your article will include photos plus your company contact information so interested readers can easily contact you to learn more about what you have to offer. Your story will be posted at the top of the VermontMaturity.com homepage for one month and is guaranteed to stay active on the website for a minimum of one year. Price is only one time charge of \$495 or you can choose to go with 12 monthly payments of only \$45 each.

Your story will also be highlighted on the Vermont Maturity Facebook, Pinterest and Instagram social media accounts.



Establish Your Own Price Monthly Budget Plan

You can also base your monthly price on the number of impressions your ads receive. Your ads can receive an unlimited number of impressions each month or you can create a monthly budget by designating a target number of viewer impressions each month. The cost is only \$10 per thousand impressions.

Digital Advertising Submissions

All artwork should be composed to the specified size with photos sampled at no less than 300 dpi at scale, logos and bitmap artwork sampled at 600 dpi or higher at scale, with final ad artwork provided preferably as a high resolution Adobe Acrobat PDF document, or in InDesign for Macintosh* on Flash Drive. All supporting files – fonts, scans, logos, etc. – Along with a full size printout (color if applicable), must be included so we can be sure your ad prints correctly and the colors are as intended. Without the required artwork and proofs, we cannot guarantee the print quality of an ad. Other formats may be acceptable. Contact 802.332.3254 or Robin@VermontMaturity.com for more details.

Artwork files 20 megabytes or smaller can be emailed to Robin@VermontMaturity.com. Larger files should be submitted through a 3rd party transfer service like WeTransfer.com or DropBox. The file notification should be sent to Robin@VermontMaturity.com.

Magazine Ad Size Dimensions

Publisher does not guarantee any material that is outside these dimensions

Ad Size	Width	Height
Full Page & 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	3.25"	1.625"

Mailing Instructions – All Advertisers

All correspondence, contracts, insertion orders, and special instructions should be sent to:

RTN Publishing

6170 Forest Hills Drive

Dubuque, IA 52002

PHONE: 802.332.3254

FAX: 563.557.7641

EMAIL: Robin@VermontMaturity.com

www.VermontMaturity.com

VermontMaturity.com Artwork Submission Guidelines

VermontMaturity.com Artwork Requirements

(All artwork or questions should be emailed to Robin@VermontMaturity.com)

Digital Display & Banner Ads

Should be no larger than 50K and submitted as .jpg or .tif files at 72 dpi. Animated banner ads are accepted. Include the website the banner should be linked to.

Standard digital display ads are 300 pixels w x 300 pixels h

Standard banners are 300 pixels w x 300 pixels h or 724 pixels w x 95 pixels h

Videos

Provide a link to an existing YouTube video.

Feature Story

Call 802.332.3254 or Email Robin@VermontMaturity.com for submission guidelines.

Offset Printing Specifications

Including Four Color Process

Binding: Saddle Stitch

Trim Size: 8.25" w x 10.8125" h

Electronic Artwork Only should be submitted. Any film submitted will be assessed a fee since it will need to be converted for use in electronic files. The print quality of these files cannot be guaranteed.

Magazine is issued 3 weeks after closing date of each issue.

Bleed Advertisements

– Add .125" to publication trim size



www.VermontMaturity.com
Robin@VermontMaturity.com