



VERMONT MATURITY

2023 MEDIA GUIDE



Targeted Circulation

Vermont Maturity magazine is published 6 times per year in both a print and digital format. Each issue of Vermont Maturity is mailed directly to 6,000 subscribers plus an additional 1,000+ newsstand copies of each issue are distributed. Total print distribution is 7,000+ copies per issue. A digital version of each issue is also published on VermontMaturity.com website that averages over 4,100 visitors per month. Total print and digital distribution for each issue is 15,200+ (2 months digital.)

All the subscriber and newsstand copies are distributed in Chittenden County, which is the Burlington, South Burlington, Essex, Colchester, Shelburne, Winooski, and Williston, etc. area of the state. The general zip code range is 05001 to 05764.

Vermont Maturity offers affordable print, website and editorial based advertising solutions specifically designed to professionally promote your company, products, and services.

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

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

Age 50+ Consumer Purchasing Power

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

- Control 71% of America's Wealth
- Own 63% of US Financial Assets
- Are Responsible for 57% of "Big Ticket" purchases (new cars, etc.)
- Account for 51% of All Entertainment Spending
- Make 39% of All Purchases Online



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 on the front cover and in a **Vermont Maturity** feature within the magazine. The article written by **Vermont Maturity's** editor and will detail 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 published in the print and digital versions 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.

Cover Image plus Full-Length Feature Article only \$1,695

Display & Business Card Directory Ads

All rates are per issue and include color

	1 Issue	3 Issues	6 Issues
Two Page Spread	\$1,749	\$1,494	\$1,239
Full Page	\$949	\$816	\$679
Half Page	\$707	\$605	\$499
Third Page	\$512	\$439	\$362
Quarter Page	\$414	\$356	\$293
Business Card Directory	\$120	\$105	\$85

Premium Positions

Centerfold Spread	\$1,924	\$1,642	\$1,363
Inside Front Cover	\$1,069	\$914	\$758
Inside Back Cover	\$1,009	\$865	\$718
Back Cover	\$1,167	\$997	\$828

Vermont Maturity 2022 Editorial Calendar & Publishing Schedule

Issue Date	How it is Made in Vermont Feature Story	Editorial Deadline	Advertising & Artwork Deadline
January/February	Snowflake Chocolates	11-30-22	12-15-22
March/April	Vermont Farmstead Cheese Company	1-25-23	2-9-23
May/June	Pompanoosuc Mills Furniture	3-29-23	4-13-23
July/August	Sisters of Anarchy Ice Cream	5-31-23	6-15-23
September/October	Mixed Up Nut Butter	8-2-23	8-17-23
November/December	The Vermont Flannel Company	9-27-23	10-12-23

VermontMaturity.com Website Advertising Rates

VermontMaturity.com offers custom advertising packages to promote your business using native content, display ads and banner advertising. Packages start for as little as \$45 per month and range up to comprehensive annual campaigns.

dehydrated, and frozen raw food for a variety of diets. Pouches, toppers, and griddles are also available to enhance the nutritional needs of pets. In addition, PFW now sells supplements with homeopathic herbs and CBD products.

"Treats and chews are always a great sell," said Phil Trussell, PFW Accessory Buyer and Advertising Coordinator "because people like to have a snack on hand for training purposes or just to reward their animals." PFW suggests healthier chews like Bully Sticks, Water Buffalo Horns, or raw frozen marrow bones rather than rawhide or synthetic nylon chews.

In addition to taking care of the nutritional needs of pets, PFW caters to their psychological needs. Old favorites like Nylabones, Kong rubber toys, and tennis balls are still available for your canine companion, but Phil notes that there are wider offerings now. "We have learned more over the years about the needs and stimulations of the minds of our pets," he said. "We carry self-engaging and interactive puzzle toys and every type of crinkles, squeaks, hawks, or rattle that will bend the ear or wag the tail of an inspired pet."

Pet Food Warehouse actively supports humane societies, shelters, and rescue organizations in their mission to better the lives of animals and place them in forever homes. One example of this outreach is the Promote Pal program which pays adoption fees, food for a year and a PFW gift card for an adopted pet every month. The animals chosen by the humane societies of Chittenden County, Addison County, Central Vermont, and the North Country Animal League.

The staff also takes part in the annual Wag It Forward: A Festival for Pets hosted at the Champlain Valley Exposition in Essex, VT.

WAG IT FORWARD

Matt Clark's Northern Basement
Asphalt Waterproofing - Dry Time
1-855-DRY-TIME
www.northernbasements.com

Affectionately Cats
Feline Veterinary Hospital and Boarding Suites
860-CATS (6287)
www.affectionatelycats.com

Pet Food Warehouse
Asphalt Waterproofing - Dry Time
1-855-DRY-TIME
www.northernbasements.com

Standard Digital Ads rotating on the right-hand side of every VermontMaturity.com page 24/7. Impressions are unlimited and ads are linked to your designated landing page. Dimensions 300 pixels wide x 300 pixels high

Only \$75 per month

ABOUT US CONTACT US ADVERTISE COMPANY PROFILES

vm VERMONT MATURITY MAGAZINE

Medical Care Alert
When You're Alone, Let Medical Care Alert Be There For You.
GET HELP EXCEEDING THE RIGHT MEDICAL ALERT SYSTEM

Articles POPULAR ARTICLES & RESOURCES NEWS & PRODUCTS PAST ISSUES FREE SUBSCRIPTION FREE EMAIL NEWSLETTER

Latest Posts

Vermont Maturity Cover Story - Phoenix Physical Therapy
Phoenix Physical Therapy Offers a Niche Practice for Incontinence and Pelvic Floor Muscle Dysfunction in 2001, physical therapist Jane Kaufman

SeaComm Federal Credit Union
SERVING VERMONT'S SENIOR AND BOOMER REAL ESTATE NEEDS
1-800-355-6688
www.seacommtv.com

Northern Basement
Asphalt Waterproofing - Dry Time
1-855-DRY-TIME
www.northernbasements.com

Enhanced Top of Page Digital Ad that rotates at the top of every VermontMaturity.com page 24/7. Impressions are unlimited and ads are linked to your designated landing page. Dimensions 725 pixels wide x 100 pixels high

Only \$75 per month

Crime Rate
To evaluate how safe a community or area is, websites like [AreaVibes.com](#) provide crime data for certain localities.

Climate
To research the climate in the areas you are considering, Spring's Best Places is again a great resource that offers a [climate/weather compare tool](#).

Superheroes Wanted!
Become a Volunteer Driver today.
CAPES NOT REQUIRED.

Healthcare
Does the area you want to relocate to have easy access to good healthcare? To locate and research doctors and hospitals in a new area, use [Medicape's compare tool](#). Also see [Healthgrades.com](#), which provides detailed information on U.S. hospitals and doctors.

Transportation

Tech Problems?
Let Bill (303) 582-1000 fix remote computer problems. Now featuring on-site service and support.
Maple Leaf, U.S.
Phone: 800-338-0001
Bill's Computer Clinic

Recent Posts

- Vermont Maturity Cover Story - Phoenix Physical Therapy
- Part-Time Jobs That Help Promote Social Warmth in Seniors

Enhanced Feature Article Digital Ad that rotates within all VermontMaturity.com feature article pages 24/7. Impressions are unlimited and ads are linked to your designated landing page. Dimensions 725 pixels wide x 100 pixels high

Only \$75 per month

Enhanced Digital Ad Package that includes rotating placement at the top of every website page and in feature article pages on VermontMaturity.com 24/7. Impressions are unlimited and ads are linked to your designated landing page. Dimensions 725 pixels wide x 100 pixels high

Only \$85 per month

SeaComm Federal Credit Union
When contemplating switching financial institutions, there are a few important factors to consider. First and foremost is the security of your funds. Fees, access to services, and online banking features are also very important considerations. For those searching for a secure financial institution, which prides itself on improving its members' financial well-being, look no further than SeaComm Federal Credit Union.

SeaComm Federal Credit Union is a member-focused credit union whose duty is to provide members with convenient services that improve their financial security. These services include a network of surcharge-free ATMs, lower interest rates on

Northern Basement
Asphalt Waterproofing - Dry Time
1-855-DRY-TIME
www.northernbasements.com

Vermont Maturity July-August Issue

Powered by iStockphoto

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 pinned to the top of the VermontMaturity.com homepage for one month and is guaranteed to stay active on the website for one year. Price is only a 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.

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