



VERMONT MATURITY

2024 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 563.557.7571 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	\$968	\$832	\$692
Half Page	\$721	\$617	\$509
Third Page	\$522	\$448	\$369
Quarter Page	\$421	\$363	\$299
Business Card Directory	\$120	\$105	\$85

Premium Positions

Centerfold Spread	\$1,924	\$1,642	\$1,363
Inside Front Cover	\$1,090	\$932	\$773
Inside Back Cover	\$1,029	\$882	\$732
Back Cover	\$1,190	\$1,017	\$844

Vermont Maturity 2024 Editorial Calendar & Publishing Schedule

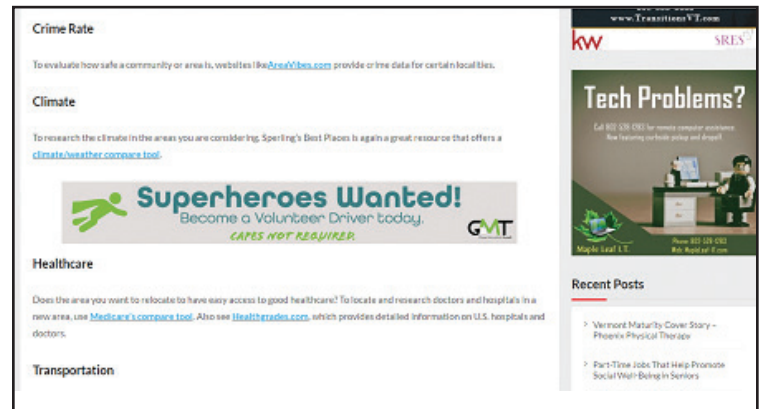
Issue Date	Advertising & Artwork Deadline
January/February	12-14-23
March/April	2-8-24
May/June	4-11-24
July/August	6-13-24
September/October	8-15-24
November/December	10-10-24

VermontMaturity.com Website Advertising Rates

VermontMaturity.com offers custom advertising packages to promote your business using native content, display ads and banner advertising.



The screenshot shows a webpage layout. At the top, there's a large article with a photo of a dog and text about pet supplements. Below the article is a banner that says "WAG IT FORWARD". To the right of the article are several smaller ads: one for "Matt Clark's Northern Basement", one for "85% OF OLDER CATS HAVE ARTHRITIS", and one for "Affectionately Cats".



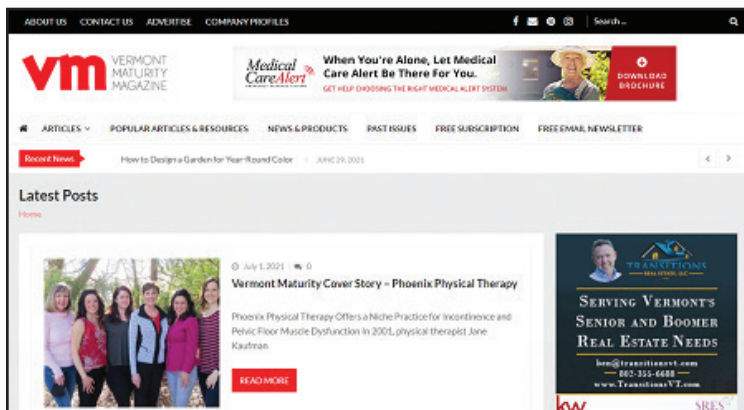
The screenshot shows a sidebar with several category-specific ads. The categories listed are Crime Rate, Climate, Superheroes Wanted! (Become a Volunteer Driver today), Healthcare, and Transportation. Each category has a brief description of the service or product being advertised.

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

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



The screenshot shows a webpage layout. At the top, there's a navigation bar with links like "ABOUT US", "CONTACT US", "ADVERTISE", and "COMPANY PROFILES". Below the navigation bar is a banner that says "Medical Care Alert". The main content area features a "Latest Posts" section with a photo of a group of people and a link to "Vermont Maturity Cover Story - Phoenix Physical Therapy".

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

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



ARTWORK SPECIFICATIONS & SUBMISSION GUIDELINES

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 and 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