



VERMONT MATURITY

2025 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 opt in subscribers plus an additional 1,000+ newsstand copies. Total print distribution is 7,000+ copies per issue. A digital version of each issue is also published on VermontMaturity.com website which averages over 4,100 visitors per month.

All the subscriber and newsstand copies are distributed in Chittenden, Bennington and Windham County.

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

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

ADVERTISING INQUIRIES

Phone: 802-490-1308

Email: Info@VermontMaturity.com

Website: VermontMaturity.com/Advertise

STAY CONNECTED, STAY INFORMED

Follow us on social media: @VermontMaturity

Free Monthly Newsletter:

VermontMaturity.com/Subscribe



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

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.

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 2025 Editorial Calendar & Publishing Schedule

| Issue Date | Advertising & Artwork Deadline |
|-------------------|---|
| January/February | 12-12-2024 |
| March/April | 2-13-2025 |
| May/June | 4-10-2025 |
| July/Aug | 6-12-2025 |
| Sep/Oct | 8-14-2025 |
| Nov/Dec | 10-16-2025 |

VermontMaturity.com Website Advertising Rates

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

dehydrated, and frozen raw food for a variety of diets. Pouches, toppers, and gravies 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 seller," said Phil Truscott, 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 instructions of the minds of our pets," he said. "We carry self-feeding and interactive puzzle toys and every type of orthotic, squeak, honk, 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 Primate's Pal program which pays adoption fees, food for a year and a PFW gift card for an adopted pet every month. The animal 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 Stowe, that

WAG IT FORWARD

Northern Basement
Matt Clark's
1-855-DRY-TIME
www.northernbasement.com

85% OF OLDER CATS HAVE ARTHRITIS.
If your cat has it, we can help.
www.affectionatelycats.com
Affectionately Cats
Fuller Veterinary Hospital and Boarding Suites
860-CATS (1287)

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

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 comparison tool](#).

Superheroes Wanted!
Become a Volunteer Driver today.
CAES NOT REQUIRED. GMT

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 [Medicare's connect tool](#). Also see [Healthcare.com](#), which provides detailed information on U.S. hospitals and doctors.

Transportation

Tech Problems?
Let our IT pros be your personal assistant for everything from hardware to software!

Recent Posts

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

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 x 300px or 725x95 px.

Only \$100 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 724 pixels wide x 95 pixels high

Only \$100 per month

ABOUT US CONTACT US ADVERTISE COMPANY PROFILES

vm VERMONT MATURITY MAGAZINE

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

ARTICLES POPULAR ARTICLES & RESOURCES NEWS & PRODUCTS PAST ISSUES FREE SUBSCRIPTION FREEMAIL NEWSLETTER

Recent News: How to Design a Garden for Year-Round Color - June 27, 2023

Latest Posts

Vermont Maturity Cover Story - Phoenix Physical Therapy
Phoenix Physical Therapy offers a home practice for incontinence and pelvic floor muscle dysfunction in 2021, physical therapist Jane Kaufman.

SERVING VERMONT'S SENIOR AND BOOMER REAL ESTATE NEEDS
www.transitionvt.com

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 724 pixels wide x 95 pixels high

Only \$150 per month

Sponsored EBlast we'll build and send an independent email with your content to our subscriber list of 1,000 opt-in emails.

Only \$350

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 724 pixels wide x 95 pixels high

Only \$125 per month

Newsletter Ad Package Newsletter ad (970 x 250) in our monthly blast **\$100** (top placement), **\$75** (middle placement). Top of the Page Digital Ad which includes premium placement in our monthly newsletter

vm VERMONT MATURITY

Empowering Vermont's 50+ community

Have news or a story to tell?
Submit your articles and be featured in Vermont Maturity. We're always looking for content relevant to our vibrant 50+ community!

Contact us

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

Vermont Maturity Sponsors

Preferred Properties **Medical Care Alert** **Green Mountain Transit**

Latest Stories

WILLIAM ATTO ESTATE PLANNING LAW, TAX & INVESTMENT SERVICES

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 802-490-1308 or Info@VermontMaturity.com for more details.

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" |

Digital Display and Banner Ads

Publisher does not guarantee any material that is outside these dimensions

| Ad Size | Width | Height |
|------------|-------|--------|
| Box | 300px | 300px |
| Banner | 724px | 95px |
| Newsletter | 970px | 250px |

Vermont Maturity is produced and distributed by Vermont News & Media. Publisher of the Brattleboro Reformer, Bennington Banner, Manchester Journal, and Vermont Country Magazine.

Mailing Instructions – All Advertisers

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

Vermont News & Media

70 Landmark Hill Dr.,
Brattleboro, VT, 05301

PHONE: 802-490-1308

EMAIL: Info@VermontMaturity.com
www.VermontMaturity.com

VermontMaturity.com Artwork Submission Guidelines

VermontMaturity.com Artwork Requirements

(All artwork or questions should be emailed to Info@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 802-490-1308 or Email Info@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



VermontMaturity.com | 802-490-1308
Info@VermontMaturity.com

