



VERMONT ARTS & LIVING

RATE CARD

SPACE RESERVATION DEADLINES 2020
RESERVE YOUR SPACE TODAY!

Vermont Arts & Living Magazine is a regional publication chronicling the innovative culture and sophisticated country lifestyle of Southern Vermont. It is a glossy, full-color publication with in-depth pieces on the personalities behind visual arts, music, cuisine, theater, literature, design, as well as a full on calendar of cultural events. The magazine explores the evolving life of this region that has drawn—an continues to attract—an abundance of fascinating artists, professionals and leisure-seekers who follow their dreams here amidst art and nature. Vermont Arts & Living aims to inform, entertain and inspire with a witty, provocative style and visually stunning layout.

For Advertisers our focus provides a unique opportunity to target upscale culturally oriented consumers from 18–80 who visit, reside and work here. Our regular feature “Insiders” showcases those who’ve chosen to live here, work here, raise a family here and LOVE it and why and how they made it work. We are a media company, a marketing resource, a public relations agency, a tourism facilitator—an ideal partner to help strengthen our Southern Vermont communities.

Digital Outreach: The magazine’s editorial content is disseminated through today’s social media platforms, including Facebook, Twitter and Instagram. We also send out digital blasts spotlighting condensed versions of the magazine’s features and events.

Website: Vermontartsliving.com features the magazine’s editorial content and offers a place to submit events and communicate with the editor/publisher. It also features links to its advertisers.

Readership/Distribution: Annually over 90,000 readers across 5 counties. Each issue is distributed to over 250 hi traffic locations in Southern Vermont and the outskirts of MA, NH and NY. Distribution locations include Welcome Centers, Real Estate Offices, Resorts, Hotels and Inns, Galleries, Museums, Ski Areas, Hospitals, Libraries, Chambers of Commerce, etc. Magazines are provided in Chamber relocation packets, as well.

Congratulations on the emergence of your magazine as a key player in the “art and living” arena. Those high impact full-page ads imply that you are achieving your objective. I do not think there is another magazine that even comes close. And that glossy cover really makes a difference!! – NBS Brookline

Size	Bleed options	Orientation options	Dimensions of your ad		Position options	Price*
			Add 1/8 in. bleed	Final ad size (trim)		
Full page	Bleed	Vertical	9.25 in. x 11.125 in.	9 in. x 10.875 in.	Back cover	\$1,750
					Inside covers	\$1,300
					Page 1	\$1,100
	No bleed	Vertical	8 in. x 10 in.		Interior	\$999
1/2 page	No bleed	Horizontal	7.46 in. x 4.92 in.		Interior	\$625
		Vertical	4.92 in. x 7.46 in.			
1/3 page	No bleed	Vertical	2.38 in. x 10 in.		Interior	\$425
		Horizontal	7.46 in. x 3.11 in.			
		Square	4.92 in. x 4.92 in.			
1/6 page	No bleed	Vertical	2.38 in. x 4.92 in.		Interior	\$325
		Horizontal	4.92 in. x 2.38 in.			
1/12 page	No bleed	Square	2.38 in. x 2.38 in.		Interior	\$195

AD DEADLINES

Winter/Spring

Closing: Dec 31

Ad Due: Jan 7

Summer

Closing: April 20

Ad due: April 23

Fall/Holiday

Closing: July 15

Ad Due: July 22

Contact information:

Lynn Barrett,
Publisher/Editor

Email:
vermontartsliving@gmail.com

Cell:
323-627-4625

File requirements
and submission info ►

File Requirements

- We strongly prefer ads to be supplied by the customer and built to the exact dimensions specified here.
- High resolution press-ready PDFs accepted with fonts embedded or outlined. All files must have a minimum of 300 ppi at final image size.
- More than one copy change or image change will be charged @\$25 per change.
- Advertising rates are based on receiving your ad electronically, camera ready; otherwise additional production work including typesetting, scanning, resizing, reverse ads, screens and bleed ads will be charged to the advertiser at prevailing rates.

Submit insertion order by email to:

Lynn Barrett: vermontartsliving@gmail.com, Cell: 323-627-4625

Ad Size

- | | | |
|--|--|--|
| <input type="checkbox"/> Full page | <input type="checkbox"/> 1/2 page horizontal | <input type="checkbox"/> 1/2 page vertical |
| <input type="checkbox"/> 1/3 page horizontal | <input type="checkbox"/> 1/3 page vertical | <input type="checkbox"/> 1/3 page square |
| <input type="checkbox"/> 1/6 page horizontal | <input type="checkbox"/> 1/6 page vertical | <input type="checkbox"/> 1/12 page square |

- | | |
|-------------------------------------|---------------------------------|
| <input type="checkbox"/> Pick Up ad | <input type="checkbox"/> New ad |
|-------------------------------------|---------------------------------|

- | | | | |
|--|--|---------------------------------|---------------------------------------|
| <input type="checkbox"/> All 3 Issues or | <input type="checkbox"/> Winter/Spring | <input type="checkbox"/> Summer | <input type="checkbox"/> Fall/Holiday |
|--|--|---------------------------------|---------------------------------------|

Company _____

Contact _____

Address _____

City, State, Zip _____

Email _____ Phone _____

