



2018

VERMONT BUSINESS MAGAZINE
MEDIA KIT



print



online



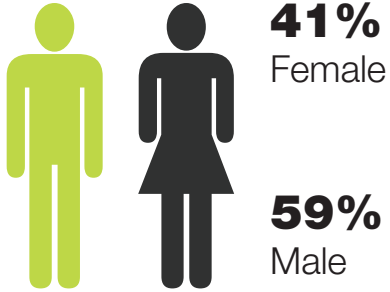
e-news



events

WHO ARE OUR READERS?

ACTIVE & EDUCATED



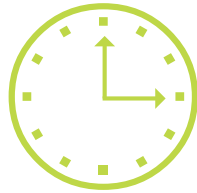
96%
Graduated
college



47%
VBM subscribers
went on to post
graduate studies

AFFLUENT & INFLUENTIAL

81%
VBM subscribers spend
15 minutes to over an hour
reading VBM a month



85%
VBM subscribers are
Upper Management

88%
VBM subscribers make
purchasing decisions
for their company

5.05
Average readers per issue



7,000+ Followers **2,500+** Fans **500+** Connections **55,000+** Visitors per month **8,000+** Subscribers

ANNUALS:



Book of Lists

A compilation of tightly researched and organized lists, providing immediate insight into the State of Vermont business marketplace. Each list is complete with contact names, phone numbers and addresses that can make doing business in Vermont easier.

Published: August

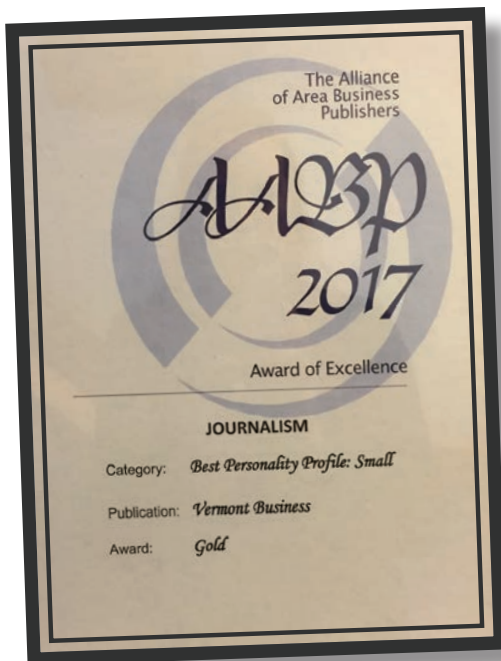
Vermont Business Directory

There are 4,961 listings. The Directory is compiled in conjunction with the State of Vermont and Department of Economic Development. Vermont Business Magazine identifies the businesses found in the Directory by surveying all the relevant firms in its databases. Companies respond voluntarily. Also included in the Directory are all Major Businesses found in Vermont, as defined by sales in Vermont Business Magazine's Vermont 100+, as well as media and high-tech-related businesses.

Published: May

AWARDS AND RECOGNITION:

Each year, the Alliance of Area Business Publications (AABP) honors the recipients of its Editorial Excellence Awards. The winners are selected by judges from the acclaimed Columbia School of Journalism at the University of Missouri. In our industry, these awards are the benchmark for recognizing the highest level of performance and service in business journalism, photography and design.



2015

Third Place:
Best Editorial

2016

Second Place:
Best Coverage of Local Breaking News

2017

First Place:
Best Personality Profile
Second Place:
Best Editorial
Best Coverage of Local Breaking News

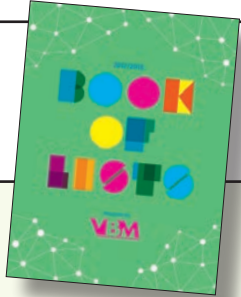
EDITORIAL CALENDAR:



Issue	Focus	List	Special Supplement	Event
JANUARY Ad Deadline: 12/8/17	Vermont 100+ VBM's most popular issue of the year!	Vermont 100+		
FEBRUARY Ad Deadline: 1/19/18	Top Lawyers; Entrepreneurship; Lamoille County Economic Report	Vermont's Largest Ad Agencies (based on number of full time employees) Vermont's Largest Printers (based on number of full time employees)	Better Buildings by Design	
MARCH Ad Deadline: 2/16/18	Travel & Tourism; Conferences; Banking & Insurance	Vermont's Largest Hotels (based on number of guest rooms) Vermont's Largest Banks (based on number of full time employees)		
APRIL Ad Deadline: 3/16/18	Construction; Commercial Real Estate; Best Places to Work	Vermont's Largest Construction Companies (based on sales) Vermont's Largest Architecture Firms (based on number of full time employees)	Best Places to Work	Best Places to Work in Vermont
MAY Ad Deadline: 4/13/18	Deane C. Davis Business of The Year; BOB Awards Survey Results, Windham County Economic Report; Agriculture	Vermont's Largest Retail Companies (based on sales); Vermont's Largest Golf Courses (Ranked by slope); Vermont Breweries and Distillers	BOB Awards	DCD, DCD Hall of Fame & BOB Awards
Vermont Business Directory Ad Deadline: 4/27/18	The Directory is compiled in conjunction with the State of Vermont and Department of Economic Development. Vermont Business Magazine identifies the businesses found in the Directory by surveying all the relevant firms in its databases. Companies respond voluntarily. Also included in the Directory are all Major Businesses found in Vermont, as defined by sales in Vermont Business Magazine's Vermont 100+, as well as media and high-tech-related businesses.			
JUNE Ad Deadline: 5/18/18	Environment & Recycling; Health Care; Rutland County Economic Report; SBA - Small Business Award	Vermont's Largest Hospitals (based on number of full time employees) Vermont's Largest Credit Unions (based on number of full time employees)	SBA	SBA Small Business Person of the Year Awards
JULY Ad Deadline: 6/15/18	High Tech & The Office; Lake Champlain Economic Report; Central VT Profile: Breweries	Vermont's Largest Technology Firms (based on sales) Vermont's Largest Law Firms (based on number of full time employees)	Central Vermont Profile	

EDITORIAL CALENDAR:



Issue	Focus	List	Special Supplement	Event
AUGUST Ad Deadline: 7/13/18	Industrial Parks; Education; Energy; Upper Valley Economic Report; Addison County Economic Report	Vermont's Largest Industrial Parks (based on size in acres) Vermont's Largest Software Developers (based on number of full time employees)		
Book of Lists Ad Deadline: 7/27/18	A compilation of tightly researched and organized lists, providing immediate insight into the State of Vermont business marketplace. Each list is complete with contact names, phone numbers and addresses that can make doing business in Vermont easier.			
SEPTEMBER Ad Deadline: 8/17/18	Construction; Commercial Real Estate; Vermont Business Growth Awards; Franklin County Economic Report	Vermont's Largest Engineering Firms (based on number of full time employees) Vermont's Largest Service Firms (based on Sales)	Vermont Business Growth Awards	Vermont Business Growth Awards
OCTOBER Ad Deadline: 9/14/18	Conference, Travel & Tourism; Telecommunications Bennington County Economic Report	Vermont's Largest Internet/Telecom Firms (based on number of full time employees); Largest Ski Areas (based on number of employees)		
NOVEMBER Ad Deadline: 10/19/18	Transportation; Washington County Economic Report; Top 100 Employers; Franklin County Perspective	Vermont's Largest Employers (based on number of full time employees) Vermont's Largest Manufacturers (based on Sales)	VBM Rising Stars	Vermont Business Magazine Rising Stars
DECEMBER Ad Deadline: 11/16/18	Work Force Development; Corporate Wellness; Education; NE Kingdom Economic Report	Vermont's Largest Accounting Firms (based on number of full time employees) Vermont's Largest Wholesalers (based on Sales)	Rutland County Profile	
Vermont Profiles in Business Ad Deadline: 11/30/18	VBM's special annual issue that profiles companies in their specific fields. They are represented to share their advice for Vermont companies and encourages readers to contact these companies for further information.			

The above are working dates as of 12/1/15 and are subject to change. Please call for actual dates when approaching these deadlines.

BUSINESS COMMUNITY EVENTS:



Best Places to Work in Vermont Awards: Campaigns start Aug. 1st

Identify and recognize Vermont's best employers who strive to create and build better workplaces for their employees as well as develop definitive information to help existing companies in Vermont retain their workforce and promote Vermont best employment opportunities to attract new workers.



Made in Vermont Marketplace: Campaigns start Nov. 1st

Made in Vermont Trade Show showcases a great variety of Vermont made products. Vermont is home to some of the most vibrant locally made products in the country. From furniture, wine, specialty foods, crafts, lighting and so much more!



BOB Awards - Best of Business: Campaigns start Jan. 1st

VBM's readers' cast their votes to find and honor Vermont's most stand-out businesses and best B2B companies in over 100 categories! We celebrate the winners of the Vermont Business Magazine's BOB Awards (Best of Business) readers' poll at a special event in the Spring.



Deane C. Davis Outstanding Vermont Business of the Year Award: Campaigns start Jan. 1st

Prestigious recognition of a company in Vermont that has met the highest standards of excellence in the past year to improving its sales, the work environment for its employees, and its contribution of its resources to its community.



Vermont Small Business Person of the Year Awards & Small Business Advocates Awards: Campaigns start April 1st

Recognize the excellent work and meaningful contributions made by individuals to the economy of Vermont. Other awards given may include:

- Exporting Small Business of the Year
- Family-Owned Small Business of the Year
- Veteran-Owned Small Business of the Year
- Woman-Owned Small Business of the Year
- Young Entrepreneur of the Year
- Micro-Enterprise of the Year
- Entrepreneurial Success
- Small Business Journalist of the Year



Vermont Business Growth Awards: Campaigns start Feb. 1st

Vermont's 25 fastest growing businesses x five key categories x the last five years as published in Vermont Business Magazine's Top 100+.



Rising Stars Award: Campaigns start July 1st

Recognizing 40 young professionals under 40 for their accomplishments. As well as their contribution to Vermont's economy and community.

EVENT PACKAGES & RATES:

Level of Participation	Associate Sponsor	Invitational Sponsor	Promotional Sponsor	Presenting Sponsor*
VBM Advertising Support				
Your ad in the magazine supplement featuring the event	YES	YES	YES	YES
Your ad in the program at the event	YES	YES	YES	YES
Ad size	1/4 PAGE	1/2 PAGE	JR PAGE	FULL PAGE
Color	B&W	B&W	FULL	FULL
Sponsorship mention in promotions	YES	YES	YES	YES
Name/Logo on all digital ads	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO
Web link from vermontbiz.com				
On the VBM website event page before the event	YES	YES	YES	YES
Name/Logo on the VBM website event page	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO
Event Presence				
Acknowledgement in the introductory remarks	YES	YES	YES	YES
Name/Logo on display	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO
Sponsor Slides during Networking Reception	1	2	3	4
Product/service display area (If available)	YES	YES	YES	YES
Speak at event	NO	NO	NO	YES
Invitations and Promotions				
Name/Logo on the invitations	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO
Name/Logo on promotional advertising in VBM	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO
Name/Logo on cover of event program	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO
Mailing List				
Of all attendees	NO	NO	YES	YES
1 eblast per year	NO	NO	NO	YES
Complimentary Invitations				
	4	6	8	10
Sponsorship Investment (per event)				
	\$2,500	\$5,000	\$7,500	\$15,000

*Exclusive

84% of subscribers stated they attend our events to network.

Best Places to Work in Vermont in March • Made in Vermont Marketplace in April

Deane C Davis Outstanding Business of the Year Award in May

BOB Awards - Best of Business in May • SBA Small Business Person of the Year Award in June

Vermont Business Growth Awards in September • Rising Stars in November

ADVERTISING RATES:

Ad #	Size	Width x height In inches	15x <i>(30% off)</i>	12x <i>(25% off)</i>	9x <i>(20% off)</i>	6x <i>(15% off)</i>	3x <i>(10% off)</i>	1x
	FULL	9.875 x 13.125	1680	1800	1920	2040	2160	2400
#1	3/4	7.375 x 13.125	1600	1720	1830	1950	2060	2290
#2	JR	7.375 x 9.75	1410	1520	1620	1720	1820	2020
#3	1/2	4.8125 x 13.125	990	1060	1140	1210	1280	1420
#4	1/2	9.875 x 6.3125	990	1060	1140	1210	1280	1420
#5	1/3	4.8125 x 8.4375	830	890	950	1010	1070	1190
#6	1/3	9.875 x 4.5	830	890	950	1010	1070	1190
#7	1/3	7.375 x 6.3125	830	890	950	1010	1070	1190
#8	1/4	2.3125 x 13.125	620	670	710	760	800	890
#9	1/4	4.8125 x 6.3125	620	670	710	760	800	890
#10	1/4	9.875 x 3.125	620	670	710	760	800	890
#11	3/16	2.3125 x 9.75	520	560	600	640	675	750
#12	3/16	4.8125 x 4.8125	520	560	600	640	675	750
#14	1/8	2.3125 x 6.3125	390	410	440	470	500	550
#15	1/8	4.8125 x 3.125	390	410	440	470	500	550

Business Connections: \$300 for three consecutive months · **Four Color:** \$300 · **Spot color:** \$125

Premium Placement: 10% · **Space Deadlines:** 10th of month prior to publication



PRINT SPECIFICATIONS:

Layout Source Preferences:

Live Area 9.875"x13.125"

Trim 10.75"x14.417"

Bleed 11.25"x15.064"

We work with InDesign CS5, and cannot work with Quark or PageMaker source files. Please send us your complete InDesign package, or output your layout (regardless of the software you use) to a hi-res PDF

Graphics Preferences:

Artwork: We will accept color graphics as CMYK images ONLY, no RGB please; send b&w as grayscale.

- Fonts:**
- When providing us with your layout source, please archive and send all fonts used, including both screen and printer files; No True Type fonts, PostScript only; Do not apply keyboard styles (i.e. bold, italic) to plain fonts, use PostScript styles only.
 - When supplying a PDF, **CONVERT ALL TEXT TO OUTLINES.** Spell checking beforehand is highly recommended. If you cannot convert to outlines, please archive and provide us with all fonts used, including both screen and printer files. Do not apply keyboard styles (i.e. bold, italic) to plain fonts, use PostScript styles only.

Color: All images must have their color profiles adjusted to compensate for newsprint with a 30% dot gain; Maximum ink density should not exceed 240%, with black limited to 80%; for 4 color application, PMS spot colors, duotones, and RGB images should be converted to closest CMYK equivalent. (Note on spots: When assigning a color to various images in multiple programs, please be careful that the process values are congruent with each other) Color correction is key, and is best performed before converting to CMYK. VBM can color correct upon request, provided that source images are included.

Line MONTHLY ISSUES at 85 dpi - please set resolution as follows:

Screen: lineart/bitmap images set at 600 dpi and grayscale & CMYK images at 300 dpi. Glossy annual covers at 133 dpi - set resolution as follows: lineart/bitmap images set at 1200 dpi and grayscale & CMYK images at 260 dpi.

- PDFs:**
- File dimensions (W"xH") must be set to EXACT ad size specifications as per contract.
 - Embedded images need to have the correct resolution (300dpi or 260dpi).
 - File uses CMYK images, not RGB images
 - File has been saved as Acrobat 4.0 v1.3, POSTSCRIPT level 2 with all fonts embedded, CONVERTED to OUTLINES, and with vector art preserved.

Distiller settings: to match our settings exactly, refer to <http://www.neni-news.com/Help/distiller.html>

PDF for spot color ads: Please send two versions of your ad, one composite and one as separations, each matching our Distiller settings. (For example: If your ad is black text with reflex blue highlights or graphics, then your "separations" pdf will be two pages, one for the black plate, and a second for the blue plate. You would send us your two-page seps PDF, plus a one page composite PDF).

IMPORTANT: All files will be checked, and re-checked for problems before going to press; client may incur additional charges if exorbitant file manipulation is required (This includes resizing, replacing fonts or graphics, color correcting, CMYK conversion, type changes, etc.) We are not responsible for ad quality if materials provided do not meet our specifications. We reserve the right to substitute fonts or graphic elements in order to meet the deadlines agreed upon with our printer. We will do our best to work with you, and to provide you with a positive and beneficial experience.

Delivery: We accept ads sent via email, on cd, or ftp site (information available upon request).

Mail Attn: (your ad rep), VBM, 365 Dorset Street, So. Burlington, VT 05403
email: ads@vermontbiz.com

NOTE: Identify your ad in the subject of your email
(Subject: companyName.issueDate.fileExtension)
example: VEDA.0105.eps

File size for email: The total size of all collected art must be less than 5.0 MB. Compress files over 1 MB using Zipit or Stuffit. All submissions must be accompanied by a proof printed at 100% reproduction size. VBM is not responsible for process color accuracy unless a SWOP approved match print or color key is provided; color lasers are used for copy reference ONLY.

Ad Creation:

Our experienced designer will be happy to create and develop ads for your business to run in our publications free of charge. We will work closely with you to create attractive, eye-catching ads that will complement your business, and help you get the most out of your advertising program with Vermont Business Magazine.

Note: Ads built by the VBM that clients would like to run in other publications will have an additional charge of \$250 for our time to recreate the file to the exact size, save as a .pdf file and email to you or other publications.

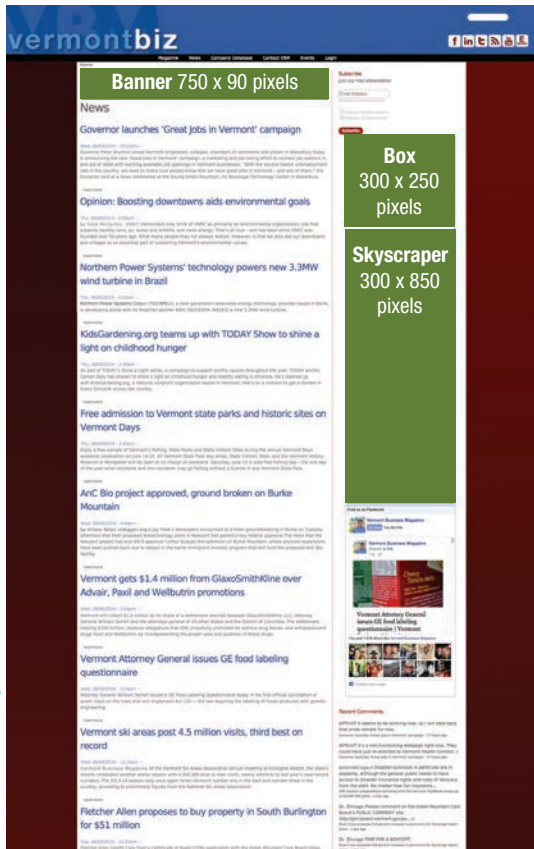
Questions:

Please call our production department if any of the guidelines present a problem - we are eager to work with you to find a solution.
production@vermontbiz.com
Production Dept, Vermont Business Magazine
802.863.8038 f 802.863.8069

For advertising questions and or information please contact your area sales person or contact sales@vermontbiz or call **802-863-8038**.

For technical questions and or information about sizes and specifications please contact katie@vermontbiz or call **802-863-8038**.

DIGITAL RATES & SPECS:



POSITION	SIZE	PRICE/MO	DURATION
Front Page Box	360 x 360	\$500	1 Month
Banner *includes responsive sizes	750 x 90	\$375	1 Month
*Narrow Banner	450x54		
*Mobile Banner	305x37		
Skyscraper	300 x 850	\$275	1 Month
Box	300 x 250	\$200	1 Month

File Specifications:

All files must be either **JPEG , GIF or Animated GIF .**

All dimensions are width by height in pixels.

For advertising questions and or information please contact your area sales person or contact sales@vermontbiz.com or call **802-863-8038**.



70% of respondents visit vermontbiz.com at least once a week.*

ENEWS RATES & SPECS:

Email not displaying correctly? View it in your browser.

Sponsorship Header
600 x 200 pixels

vermontbiz | enews

Top-Banner
550 x 90 pixels

Weekly unemployment claims climb over 400

Weekly unemployment claims in Vermont increased above 400 after its historic low of under 300 two weeks ago. For the week of October 10, there were 438 new, regular benefit claims for Unemployment Insurance in Vermont, an increase of 86 from the previous week's total and 49 fewer than they were a year ago. Generally, claims have been running below last year's totals. Total claims were generally the same in

Veterans program to reduce hospital stays, increase quality of life comes to Vermont, NH

A national Veterans Administration program that keeps disabled veterans out of the hospital and improves their quality of life is coming to Vermont and New Hampshire. The Medical Foster Home program, based at the regional VA headquarters in White River Junction, is aimed at veterans

Mid-Banner
320 x 120 pixels

CSJ receives \$2.2 million federal education grant

College of St. Joseph has received a \$2.2 million Title III grant from the U.S. Department of Education, under the Strengthening Institutions Program. The grant is the largest CSJ has received in the College's history. The funds, awarded over five years, will support new initiatives, such as an Integrated Teaching and Learning Commons to address student needs, enhance academic success, and increase student engagement and graduation

enews@ a glance

Mayor Miro Weinberger's public appearance schedule for October 19 - 23, 2015

Monday, October 19, 2015 - 12:00pm to Thursday, October 22, 2015 - 8:00am

BMH Offers Free WRAP Wellness Workshop Series, Oct 16,17,18

vermontbiz.com

T.J. Donovan Kicks Off Bid for Attorney General

Seven Days

Skyscraper
180 x 360 pixels

Tile
180 x 180 pixels



- <http://t.co/MrSEBLEQ7U>
<http://t.co/QQzURNkA> 12:15PM
- Weekly unemployment claims climb over 400 | Vermont Business Magazine
<http://t.co/Lat82Nt8R> 10:24AM



Vermont Business Magazine

2,004 likes
About us: Vermont Business Magazine is the only

statewide business magazine in Vermont. We are a multi-media publication with over 6,000 monthly print subscribers. Follow us on Twitter too. @vermontbiz @vermontbiznews

[connect with me!](#)

Bottom-Banner
550 x 90 pixels



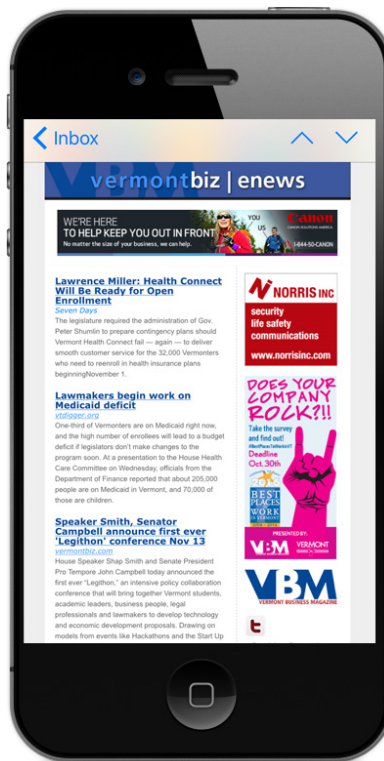
POSITION	SIZE	PRICE/MO	DURATION
Sponsor Header	600 x 200	\$600	4x
Top-Banner	550 x 90	\$400	4x
Tile	180 x 180	\$200	4x
Skyscraper	180 x 360	\$300	4x
Mid-Banner	320 x 120	\$400	4x
Bottom-Banner	550 x 90	\$300	4x

File Specifications:

All files must be either **JPEG , GIF or Animated GIF** .

All dimensions are width by height in pixels.

For advertising questions and or information please contact your area sales person or contact sales@vermontbiz or call **802-863-8038**.



81% of respondents share stories from the newsletter with friends or colleagues.*

CONTACT INFO:

For more information on ads/ad placement please contact the ad rep in your county:

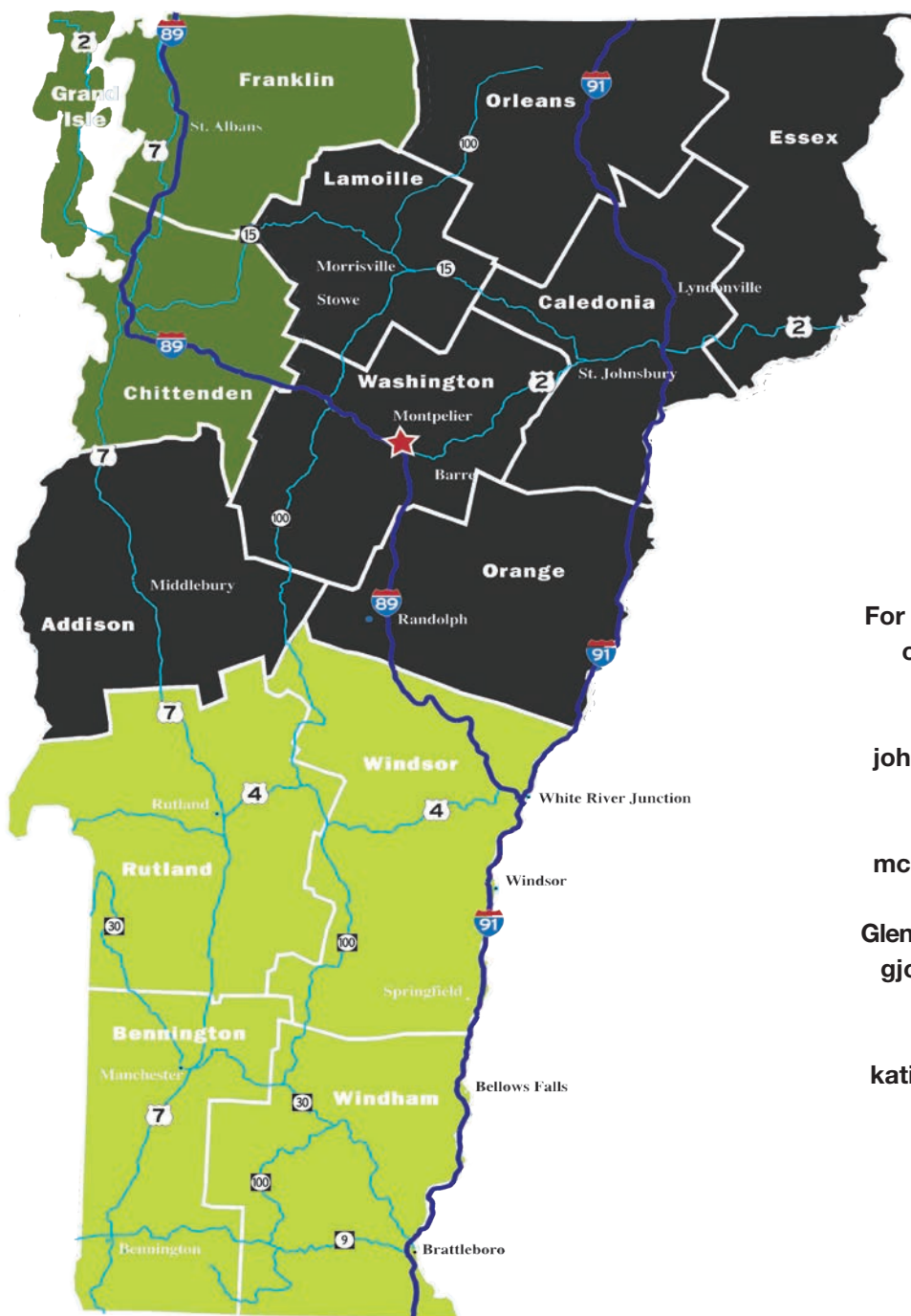
Nino Abbott, *Senior Account Executive* | nino@vermontbiz.com | 802-863-8038

Stephen Joachim, *Account Executive* | stephen@vermontbiz.com | 802-863-8038

■ Stephen Joachim, *Account Executive*

■ Nino Abbott, *Senior Account Executive*

■ Nino Abbott, *Senior Account Executive* & Stephen Joachim *Account Executive*



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