



VB
VermontBiz
2022
MEDIA KIT

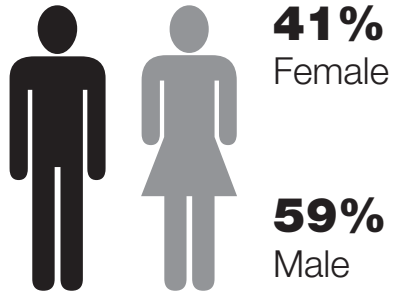


>> MEET THE **VermontBiz** AUDIENCE:

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96%
Graduated
college



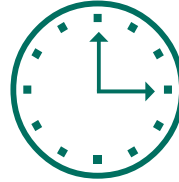
47%
VBM subscribers
went on to post
graduate studies

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



5.05
Average readers per issue



85% VBM subscribers are upper management

88% VBM subscribers make purchasing decisions for their company



7,500+
Followers



4,675+
Fans



500+
Connections



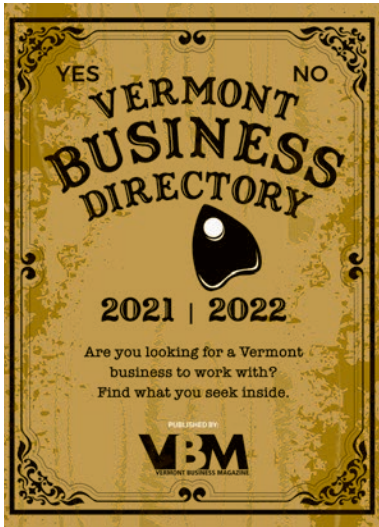
100K+
Visitors per
month



8,000+
Subscribers

Readership Survey conducted Fall 2017 by Circulation Verification Council

>> ANNUALS:



MAY 2022

VERMONT BUSINESS DIRECTORY

There are 4,961 listings. The Directory is compiled in conjunction with the State of Vermont and Department of Economic Development. VermontBiz 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 VermontBiz's Vermont 100+, as well as media and high-tech-related businesses.

Ad Deadline: MAY 27, 2022



AUGUST 2022

BOOK OF LISTS

A compilation of 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.

Ad Deadline: JULY 29, 2022



NOVEMBER 2022

HOLIDAY GIFT GUIDE

The Holiday Gift Guide featuring made in Vermont products brings together Vermont businesses to showcase their locally made products. This Holiday Gift Guide will be available digitally throughout 2022 and encourages our readers to buy locally, not only this holiday season but all year long!

Ad Deadline: NOVEMBER 1, 2022

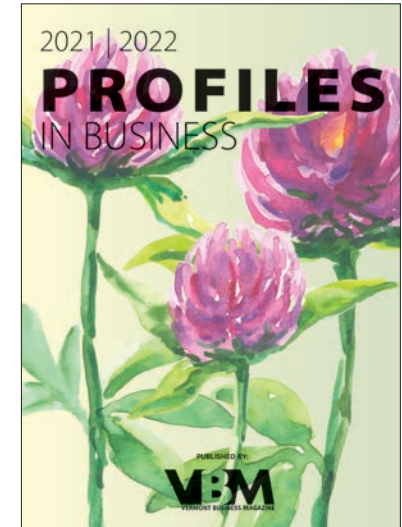


NOVEMBER 2022

GIVING GUIDE

VermontBiz's NEWEST annual. This guide will be used by nonprofits to get their message out to our readers and to engage them and give them an idea of all the good our nonprofits do in Vermont. The will provide us with their mission and goals, leadership teams and board of directors along with major fundraising events and volunteer activities.

Ad Deadline: OCTOBER 15, 2022



DECEMBER 2022

PROFILES IN BUSINESS

VermontBiz's third annual issue. This is an advertorial opportunity open to any company that wants to tell a story about their operations, history or whatever they want customers and prospects to know about their companies. Stories are combined into a special edition and distributed to VBM subscribers as the final issue of the year. Profiles in Business is a great way for companies to cap-off an annual ad campaign or to kick-off a new campaign for the year ahead.

Ad Deadline: NOVEMBER 30, 2022

>> AWARDS:



Each year, the Alliance of Area Business Publishers (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.

2021

First Place:

Best Personality Profile

First Place:

Best Coverage of Local Breaking News

2020

First Place:

Best coverage of local breaking news

Second Place:

Best Scoop

Best Editorial

2019

First Place:

Best Local Coverage of Local Breaking News

Best Local Coverage of a National Business/Economic Story

Second Place:

Best Feature

2018

First Place:

Best Coverage of Local Breaking News

2017

First Place:

Best Personality Profile

Second Place:

Best Editorial

Best Coverage of Local Breaking News

2016

Second Place:

Best Coverage of Local Breaking News

>> 2022 EDITORIAL CALENDAR:

	FOCUS:	LISTS:	SPECIAL INSERT/EVENT:	AD DEADLINE:
JAN	Vermont 100+: VermontBiz's most popular issue of the year!	Ranking of the Vermont 100+ Alphabetically List of the Vermont 100+ Construction Firms Financial Firms Manufacturing Firms Service Firms Technology Firms		DECEMBER 15, 2021
FEB	Top Lawyers Lamoille County Economic Report	Largest Ad Agencies Largest Printers	Efficiency VT's Better Buildings by Design	JANUARY 14, 2022
MARCH	Banking Insurance Windsor County Economic Report	Largest Hotels Largest Banks		FEBRUARY 11, 2022
APRIL	Construction Commercial Real Estate	Largest Construction Companies Largest Architecture Firms	Best Places to Work in Vermont	MARCH 18, 2022
MAY	Agriculture Windham County Economic Report	Largest Retail Companies Largest Golf Courses	BOB: Best of Business Awards Deane C. Davis Outstanding Business of the Year Award	APRIL 15, 2022
JUNE	Environment Health Care Rutland County Economic Report	Largest Hospitals Largest Credit Unions	SBA Small Business Person of the Year & Small Businesses of the Year Awards	MAY 13, 2022
JULY	Technology Chittenden County Economic Report Breweries	Largest Technology Firms Largest Law Firms		JUNE 17, 2022
AUG	Education Energy Addison County Economic Report	Industrial Parks Largest Software Developers		JULY 15, 2022
SEPT	Construction Commercial Real Estate Franklin County Economic Report	Largest Engineering Firms Largest Service Firms	Vermont Business Growth Awards	AUGUST 19, 2022
OCT	Travel & Tourism Telecommunications Bennington County Economic Report	Largest Internet/Telecom Firms Largest Ski Areas		SEPTEMBER 16, 2022
NOV	Transportation Washington County Economic Report	Largest Employers Largest Manufacturers	Rising Stars: Top 40 Under 40 in Vermont	OCTOBER 14, 2022
DEC	Work Force Development Corporate Wellness Education NE Kingdom Economic Report	Largest Accounting Firms Largest Wholesalers		NOVEMBER 18, 2022



>> BUSINESS COMMUNITY EVENTS:

BEST PLACES TO WORK IN VERMONT

CAMPAIGN STARTS:
August 1st
EVENT: TBA

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

CAMPAIGN STARTS:
November 1st
EVENT: TBA

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

CAMPAIGN STARTS:
January 1st
EVENT: TBA

VermontBiz readers cast their votes to find and honor Vermont's stand-out businesses and best b2b companies in over 100 categories. A celebration in honor of the VBM Best of Business Award winners is held in May 2022.

SBA SMALL BUSINESS PERSON OF THE YEAR AWARD SMALL BUSINESS AWARDS

CAMPAIGN STARTS: April 1st
EVENT: TBA

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

DEANE C. DAVIS OUTSTANDING VERMONT BUSINESS OF THE YEAR AWARD

CAMPAIGN STARTS:
January 1st
EVENT: TBA

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 BUSINESS GROWTH AWARDS

CAMPAIGN STARTS:
March 1st
EVENT: TBA

Vermont's 25 fastest growing businesses in key industry categories over the past five years as published in VermontBiz's Vermont January Top 100+.

RISING STARS AWARDS

CAMPAIGN STARTS: July 1st
EVENT: TBA

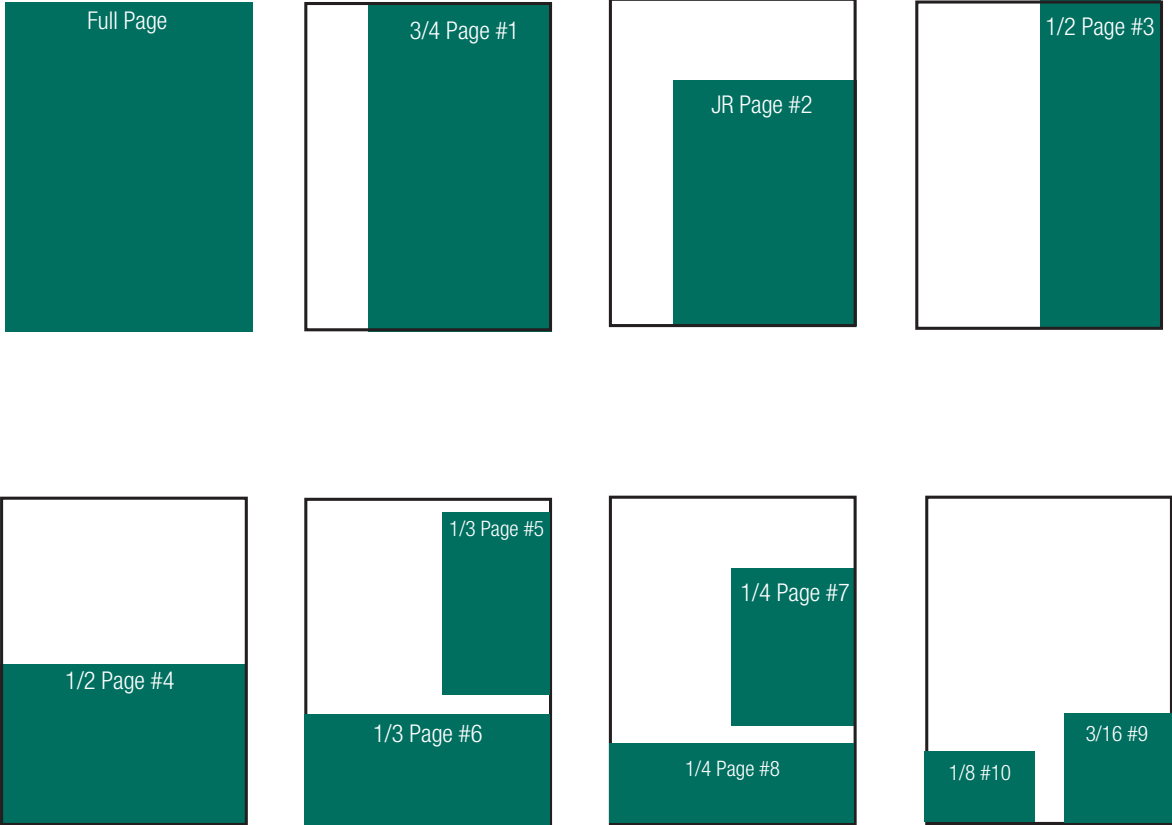
Recognizing 40 young professionals under 40 for their accomplishments, as well as their contribution to Vermont's economy and community.



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

>> ADVERTISING SIZES:

Ad #	Size	Width x height In inches
	FULL	9.875 x 13.125
Layout Source Preferences for full page ad:		
Live Area 9.875" x 13.125"		
Trim 10.75" x 14.417"		
Bleed 11.25" x 15"		
#1	3/4	7.375 x 13.125
#2	JR	7.375 x 9.75
#3	1/2	4.8125 x 13.125
#4	1/2	9.875 x 6.3125
#5	1/3	4.8125 x 8.4375
#6	1/3	9.875 x 4.5
#7	1/4	4.8125 x 6.3125
#8	1/4	9.875 x 3.125
#9	3/16	4.8125 x 4.8125
#10	1/8	4.8125 x 3.125



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 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](mailto:sales@vermontbiz.com)** or call **802-863-8038**.

For technical questions and or information about sizes and specifications please contact **[katie@vermontbiz](mailto:katie@vermontbiz.com)** or call **802-863-8038**.

>> WEB:

POSITION	SIZE
Front Page Box	360 x 360
Banner *includes responsive sizes	750 x 90
*Narrow Banner	450x54
*Mobile Banner	305x37
Skyscraper	300 x 850
Box	300 x 250
Sponsored Content	

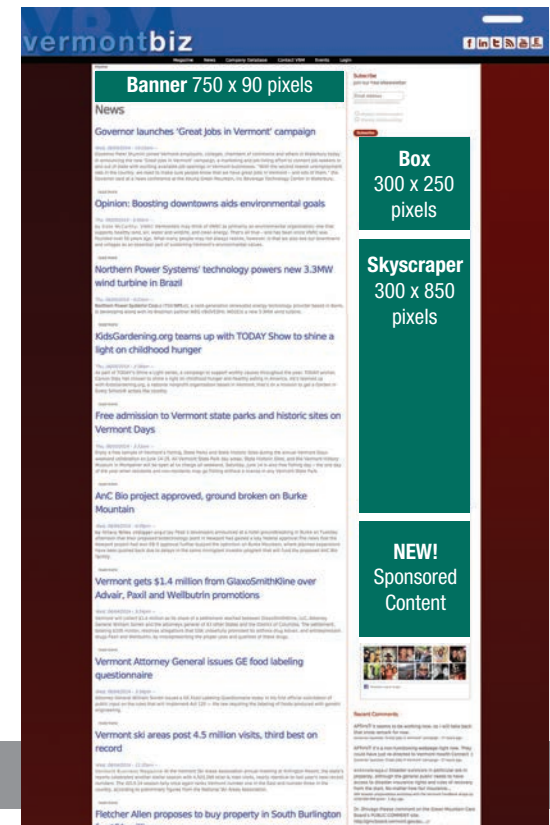
vb
100K+
 Visitors per month

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** or call **802-863-8038**.

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



>> ENEWS:

POSITION	SIZE
Sponsor Header	600 x 200
Top-Banner	550 x 90
Tile	180 x 180
Skyscraper	180 x 360
Mid-Banner	320 x 120
Bottom-Banner	550 x 90

Exclusive Spot! Check for availability!



8,000+ Subscribers

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.*

>> enews SCHEDULE:

enews: Daily @6pm Monday - Friday

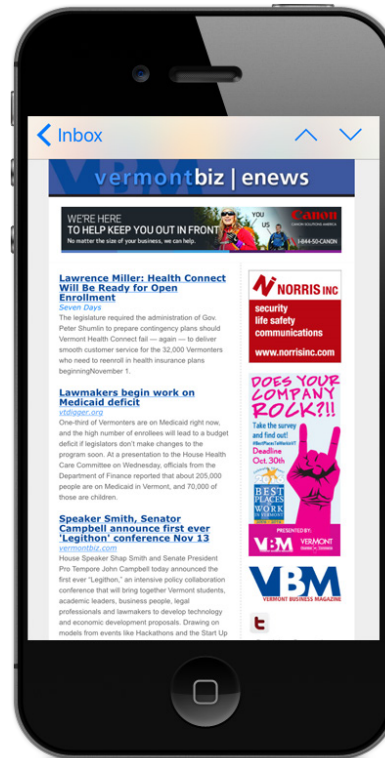
eHealth: weekly on Tuesdays

enewsmakers: weekly on Wednesdays

e/enews: weekly on Thursdays

Roundup: weekly on Saturday @12pm

Sunday enews: weekly on Sunday @5pm



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/MrSE6EQ7u>
- <http://t.co/QQzURINAKA> 12:15PM
- Weekly unemployment claims climb over 400 | Vermont Business Magazine
- <http://t.co/Lat89NteR> 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

>> SPONSORED EMAILS & ENEWS CONTENT

POSITION	SIZE
Sponsored Email	600 wide
Sponsored Content	300 wide

Sponsored Email (Eblast):

VBM offers the ability to have an email with only the client's content, from a vermontbiz.com address to our list of about 12,000 recipients for \$750.

Sponsored Enews Content:

VBM also offers a similar option, but as sponsored content within our enews (which has high open rates) and that content then also links to its own page or on our website where it'll continue to live.

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

Sample of Sponsored Email:

Efficiency Vermont

Energy Efficiency is Good for Business

Looking to boost productivity, improve customer satisfaction, and reduce overhead costs? You can do it with energy efficient lighting, ventilation, and equipment!

Start with a [free energy assessment](#) from Efficiency Vermont to receive unbiased advice, project estimates, financial incentives, and more.

Through energy-efficient upgrades, Vermont businesses have seen:

- Improved work environment
- Increased employee productivity and comfort
- Aesthetic improvements
- Extended life of equipment
- Improved environmental sustainability
- Increased profitability

Whether you want to start small or do a total overhaul, Efficiency Vermont is ready to assist.

[Sign up for your free business energy consultation today.](#)

[Learn More →](#)

Efficiency Vermont, 128 Lakeside Avenue Suite 401, Burlington Vermont 05401

[f](#) [t](#)

Sample Sponsored Enews Content:

Email not displaying correctly? View it in your browser.

vermontbiz | enews

Marlboro College Community Members Sign Letter Asking To Keep Campus Open

A new wave of former Marlboro College faculty, staff and students is trying to keep the Vermont campus open.

Judge rejects request to move trial of EB-5 fraud defendant

A federal judge has denied a request to move the trial of a Miami businessman accused in a multimillion-dollar site report fraud case from northern Vermont.

Number of Vermont dairy farms drops to an average of 677

The Vermont Agency of Agriculture says the state lost an average of 48 dairy farms last year, dropping the total number of dairies to about 677.

Addison County Chamber provides business education to the community

The Addison County Chamber of Commerce announces their seminar schedule for 2020. The Addison County Chamber provides monthly seminars for members and the community each year focused around the challenges faced by small and medium sized businesses and non-profits. Typically, they include topics around marketing, human resources and organizational issues. This year's schedule includes four seminars to support non-profits, in partnership with United Way of Addison County and non-profit consultant Sarah Audet.

Fuse named one of the Best Places to Work in Vermont for tenth consecutive year

Fuse, a marketing agency specializing in reaching teens and young adults, has been named one of the Best Places to Work in Vermont for the tenth consecutive year. The annual program is designed to identify and celebrate places of employment that benefit the state's economy, workforce and businesses. Fuse is based in Burlington.

Sponsored Content

Partner with Energy Professionals to Save Money

Energy waste puts a strain on many small- to mid-size business' budgets. Limited budgets mean much-needed energy-efficiency upgrades don't happen, despite the potential for savings. Here are four low-risk, high-reward projects designed to help businesses break the cycle and realize energy savings year-over-year.

[Click here for more info](#)

Local businesses support Vermonters making a difference

Sean, a recent Winooksi High School graduate, gestured beyond farm fields to the Winooksi River and Green Mountains visible from Vermont Youth Conservation Corps' farm in Richmond.

Chocolatier owner fights social media attacks alleging sexual misconduct

The owner of Rabble Rouser has apologized for appearing nude in front of staff at work in 2013. Some former employees aren't satisfied, and are trying to undermine her new business.

Judge Gives Preliminary Approval In Dartmouth Sexual Misconduct Settlement

>> CONTACT INFO:

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

George Eget | Advertising Director
george@vermontbiz.com | 802-863-8038
Chittenden/Franklin/Grand Isle/Southern Vermont

Jessie Swétel | Account Executive
jessie@vermontbiz.com | 802-863-8038
Cell: 802-825-2356
Northern/Central/Southern Vermont

For more information on other aspects of the magazine,
please contact:

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john@vermontbiz.com | 802-863-8038

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mcq@vermontbiz.com | 802-863-8038

Wendy Colley Circulation, Research Manager & Events Manager
wendy@vermontbiz.com | 802-863-8038

Katie Kittell, Art Director
katie@vermontbiz.com | 802-863-8038

