



VermontBiz

2024

# MEDIA KIT



**READERSHIP:**

**4.85** Average readers per issue

**79%** VB subscribers spend 15 minutes to over an hour reading VB a month

**84%** VB subscribers are upper management

**78%** VB subscribers make purchasing decisions for their company

**DEMOGRAPHICS:**

**77%** of VB subscribers discussed an item they read in VB with others.

**70%** of VB subscribers passed an item along or refer info to a business associate or client.

**76%** of VB subscribers are between 40 and 64

**83%** Graduated college

**51%** VB subscribers went on to post graduate studies

**85%** Readers have a household income of over \$100,000

**SOCIAL MEDIA:**



**7,600+**  
Followers



**5,000+**  
Followers



**760+**  
Connections



**105K+**  
Visitors per month



**9,800+**  
Subscribers

We don't count the people we reach. We reach the people who count.



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.

<b>2023</b>	<p><b>First Place:</b> Best Personality Profile Best Editorial</p> <p><b>Second Place:</b> Best Series Feature</p>	<b>2019</b>	<p><b>First Place:</b> Best Local Coverage of Local Breaking News Best Local Coverage of a National Business/Economic Story</p> <p><b>Second Place:</b> Best Feature</p>
<b>2022</b>	<p><b>First Place:</b> Best Editorial</p>	<b>2018</b>	<p><b>First Place:</b> Best Coverage of Local Breaking News</p>
<b>2021</b>	<p><b>First Place:</b> Best Personality Profile</p> <p><b>First Place:</b> Best Coverage of Local Breaking News</p>	<b>2017</b>	<p><b>First Place:</b> Best Personality Profile</p> <p><b>Second Place:</b> Best Editorial Best Coverage of Local Breaking News</p>
<b>2020</b>	<p><b>First Place:</b> Best coverage of local breaking news</p> <p><b>Second Place:</b> Best Scoop Best Editorial</p>	<b>2016</b>	<p><b>Second Place:</b> Best Coverage of Local Breaking News</p>

	<b>FOCUS:</b>	<b>LISTS:</b>	<b>SPECIAL INSERT/EVENT:</b>	<b>AD DEADLINE:</b>
<b>JAN</b>	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		<b>DECEMBER 13, 2023</b>
<b>FEB</b>	Top Lawyers Lamoille County Economic Report	Largest Ad Agencies Largest Printers	<b>Outstanding Business of the Year</b>	<b>JANUARY 12, 2024</b>
<b>MARCH</b>	Banking Insurance Windsor County Economic Report	Largest Hotels Largest Banks		<b>FEBRUARY 16, 2024</b>
<b>APRIL</b>	Construction Commercial Real Estate	Largest Construction Companies Largest Architecture Firms	<b>Best Places to Work in Vermont</b>	<b>MARCH 15, 2024</b>
<b>MAY</b>	Agriculture Windham County Economic Report	Largest Retail Companies Largest Golf Courses	<b>BOB: Best of Business Awards</b> <b>Efficiency VT's Better Buildings by Design</b>	<b>APRIL 12, 2024</b>
<b>JUNE</b>	Environment Health Care Rutland County Economic Report	Largest Hospitals Largest Credit Unions	<b>SBA Small Business Person of the Year &amp; Small Businesses of the Year Awards</b>	<b>MAY 17, 2024</b>
<b>JULY</b>	Technology Chittenden County Economic Report Breweries	Largest Technology Firms Largest Law Firms		<b>JUNE 14, 2024</b>
<b>AUG</b>	Education Energy Addison County Economic Report	Industrial Parks Largest Software Developers		<b>JULY 12, 2024</b>
<b>SEPT</b>	Construction Commercial Real Estate Franklin County Economic Report	Largest Engineering Firms Largest Service Firms	<b>Vermont Business Growth Awards</b>	<b>AUGUST 16, 2024</b>
<b>OCT</b>	Travel & Tourism Telecommunications Bennington County Economic Report	Largest Internet/Telecom Firms Largest Ski Areas	<b>VermontBiz2Biz EXPO</b>	<b>SEPTEMBER 13, 2024</b>
<b>NOV</b>	Transportation Washington County Economic Report	Largest Employers Largest Manufacturers	<b>Rising Stars: Top 40 Under 40 in Vermont</b>	<b>OCTOBER 18, 2024</b>
<b>DEC</b>	Work Force Development Corporate Wellness Education NE Kingdom Economic Report	Largest Accounting Firms Largest Wholesalers		<b>NOVEMBER 15, 2024</b>

## ANNUALS:

### MAY 2024 VERMONT BUSINESS DIRECTORY

Ad Deadline: JUNE 3, 2024

### SEPTEMBER 2024 BOOK OF LISTS

Ad Deadline: SEPTEMBER 6, 2024

### NOVEMBER 2024 GIVING GUIDE

Ad Deadline: OCTOBER 15, 2024

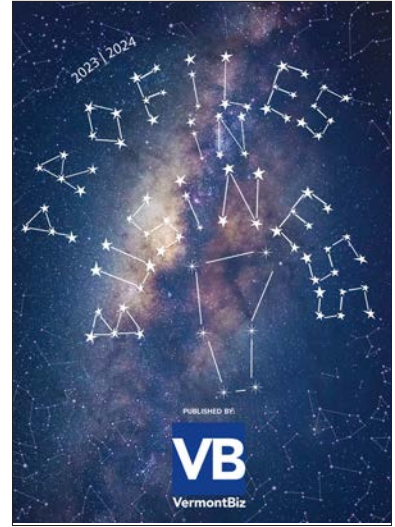
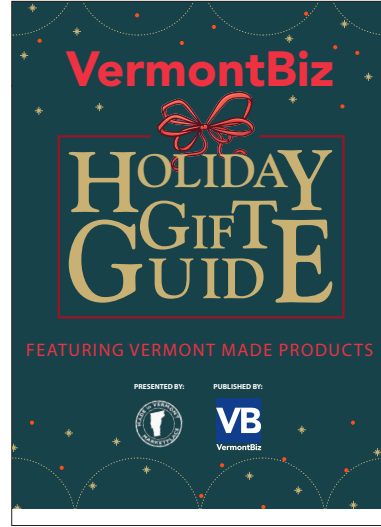
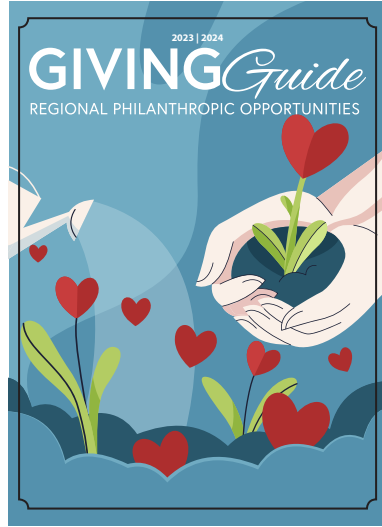
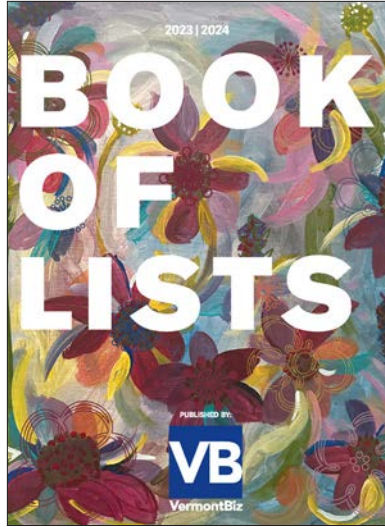
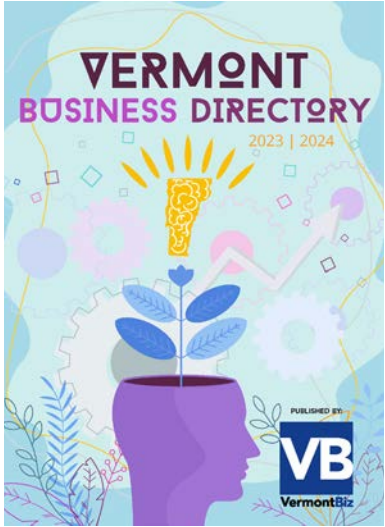
### DECEMBER 2024 HOLIDAY GIFT GUIDE

Ad Deadline: NOVEMBER 15, 2024

### DECEMBER 2024 PROFILES IN BUSINESS

Ad Deadline: DECEMBER 6, 2024





**MAY 2024**

**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: JUNE 3, 2024**

**SEPTEMBER 2024**

**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: SEPTEMBER 6, 2024**

**NOVEMBER 2024**

**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, 2024**

**DECEMBER 2024**

**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 15, 2024**

**DECEMBER 2024**

**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: DECEMBER 6, 2024**

**OUTSTANDING VERMONT BUSINESS OF THE YEAR AWARD**

**CAMPAIGN STARTS:**  
October  
**EVENT:** January

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.

**BEST PLACES TO WORK IN VERMONT**

**CAMPAIGN STARTS:**  
August 1st  
**EVENT:** April

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  
**EVENT:** April

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:** May

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  
**EVENT:** June

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

**VERMONT BUSINESS GROWTH AWARDS**

**CAMPAIGN STARTS:**  
March  
**EVENT:** September

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

**VERMONTBIZ2BIZ EXPO**

**CAMPAIGN STARTS:**  
March  
**EVENT:** October

The VermontBiz2Biz EXPO is back and better than ever. The show to attract 3,000 business leaders and small business owners during the one day expo and conference. Nearly 125 businesses will exhibit in the tradeshow, which is complemented by a line up of special events, seminars and networking opportunities.

**RISING STARS AWARDS**

**CAMPAIGN STARTS:**  
July 1st  
**EVENT:** November

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.

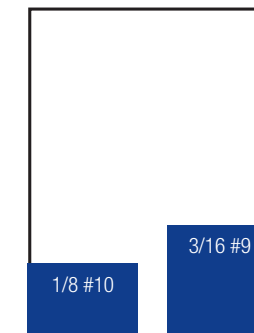
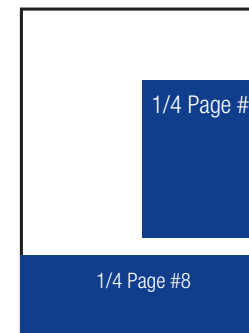
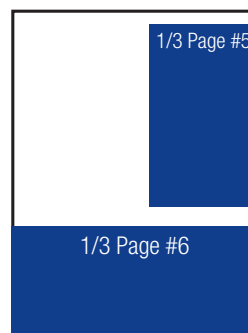
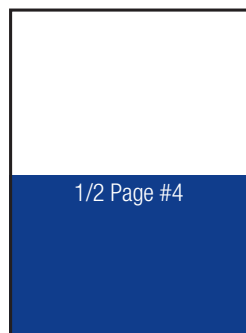
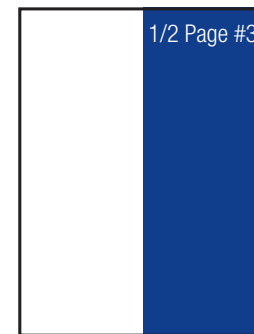
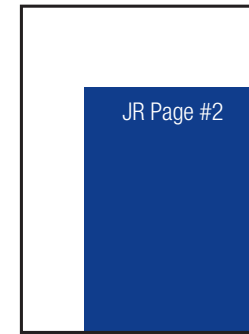
## VermontBiz Event Packages & Rates

Level of Participation	Associate Sponsor	Invitational Sponsor	Promotional Sponsor	Presenting Sponsor*
<b>VermontBiz Advertising Support</b>				
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	FULL	FULL	FULL	FULL
Sponsorship mention in promotions	YES	YES	YES	YES
Logo on all eblasts	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO + LOGO ON ALL DIGITAL ADS
<b>Web link from vermontbiz.com</b>				
On VermontBiz website event page before the event	YES	YES	YES	YES
Logo on the VermontBiz website event page	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO
<b>Event Presence</b>				
Acknowledgement in the introductory remarks	YES	YES	YES	YES
Logo on display	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO
Sponsor Slide(s) during Networking Reception (16:9)	1	2	3	4
Product/service display area (If available)	YES	YES	YES	YES
Speak at event	NO	NO	NO	YES
<b>Invitations and Promotions</b>				
Logo on the invitations	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO
Logo on promotional advertising in VermontBiz	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO
Logo on cover of event program	SMALL LOGO	SMALL LOGO	MEDIUM LOGO	LARGE LOGO
<b>Mailing List</b>				
Of all attendees	NO	NO	YES	YES
1 eblast per year	NO	NO	NO	YES
<b>Complimentary Invitations</b>	4	6	8	10
<b>Sponsorship Investment (per event)</b>	\$2,500	\$5,000	\$7,500	\$15,000

\*Exclusive

## VermontBiz Advertising Sizes

Ad #	Size	Width x height In inches
	FULL	9.875 x 13.125
<b>Layout Source Preferences for full page ad:</b> 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



**49%** of VB subscribers contacted a company because of an advertisement in VB.



## Layout Source Preferences:

Live Area 9.875"x13.125"

Trim 10.75"x14.417"

Bleed 11.25"x15.064"

We work with InDesign 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), VermontBiz, 365 Dorset Street, So. Burlington, VT 05403

email: [ads@vermontbiz.com](mailto: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 VermontBiz 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.

[katie@vermontbiz.com](mailto:katie@vermontbiz.com)

VermontBiz

802.863.8038 f 802.863.8069

For advertising questions and or information please contact your area sales person or contact 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**.

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	



105K+

Visitors per month

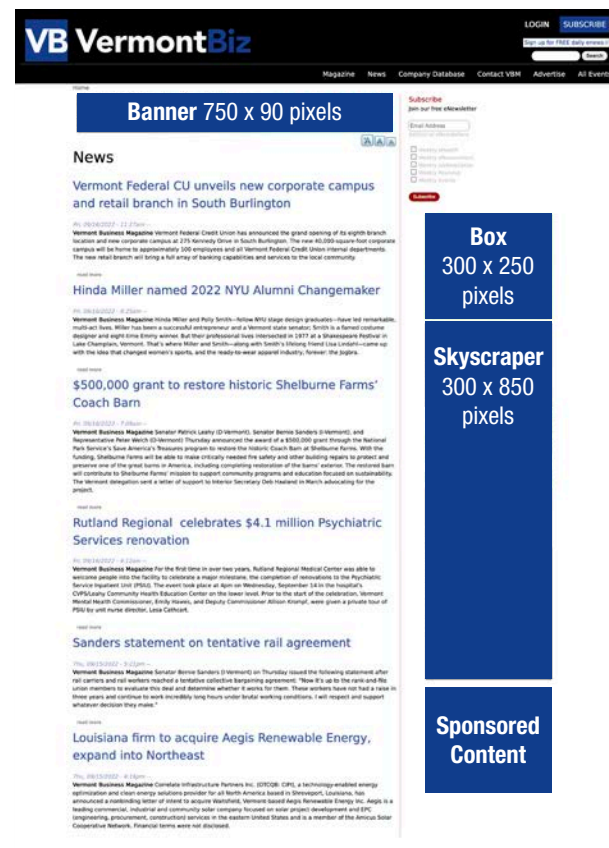
70% of respondents visit vermontbiz.com at least once a week.\*

**File Specifications:**

All files must be either **JPEG , GIF or Animated GIF**. All dimensions are width by height in pixels.

*Artwork can be submitted at 150 dpi and/or twice the size for a clearer image when reduced to actual ad size(s).*

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



POSITION	SIZE	DURATION
Sponsor Header	600 x 200	4x
Top-Banner	550 x 90	4x
Tile	180 x 180	4x
Skyscraper	180 x 360	4x
Mid-Banner	320 x 120	4x
Bottom-Banner	550 x 90	4x

Exclusive Spot! Check for availability!



9,800+ Subscribers

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 @6pm

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Sponsorship Header  
600 x 200 pixels



Top-Banner  
550 x 90 pixels

[Governor promotes Quebec trade, strengthening relationships](#)  
vermontbiz.com

Governor Phil Scott, Agency of Commerce and Community Development Secretary Lindsay Kurrie and Economic Development Commissioner Joan Goldstein today highlighted their recent trade mission to Montreal, Quebec, and discussed the partnerships Vermont has with its closest foreign trade partner. Quebec is the largest foreign trading partner with Vermont, ahead of Taiwan, China and South Korea, and the state is the second largest for Quebec in New England. The delegation was in Quebec last week as part of the Aéro Montréal trade show.

[Challenge to state's withholding of EB-5 records heads to Vermont Supreme Court](#)  
vermontbiz.com

The Vermont Journalism Trust (VJT) filed its opening brief with the Vermont Supreme Court yesterday in its lawsuit challenging the State's withholding of public records related to oversight of the EB-5 Foreign Immigrant Investor Program - the program that led to the largest financial fraud in Vermont history. VJT operates VTDigger, which requested the records pursuant to Vermont's Public Records Act. After the trial court ordered the state to turn over certain records to VJT, the suit claims the state refused to say which records it is not providing, in clear violation of the public records statute. VJT is asking the Supreme Court to enforce the Public Records Act's requirement that, if a public body is going to withhold public records, it must at a minimum disclose what it is withholding, and why.

Mid-Banner  
320 x 120 pixels

[Pride Parade declines Hannaford sponsorship over farmworker issue](#)  
vermontbiz.com

Hannaford Supermarkets will not sponsor this year's Vermont Pride Parade and Festival for the first time since 2019. The grocery chain paid \$15,000 to sponsor last year's event, which occurs annually in Burlington every September. As a condition for sponsorship this year, the Pride Center of Vermont asked Hannaford to meet with farmworkers who they said are facing discrimination and abuse in the company's dairy supply chain. According to Migrant Justice, the company has refused to meet with workers. In appreciation of this act of solidarity, farmworkers have launched a fundraiser to replace the funds that Pride has lost from Hannaford Supermarkets.

[Burlington Council OKs Purchase of 100 Security Cameras](#)  
Seven Days

Most of those cameras won't be used right away. About a dozen cameras would replace broken ones, and another 15 to

Skyscraper  
180 x 360 pixels

Tile  
180 x 180 pixels



POSITION	SIZE
Sponsored Email	600 wide
Sponsored Content	300 wide

**Sponsored Email (Eblast):**

VermontBiz 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 \$800.

**Sponsored Email (Eblast) Requirements/Recommendations:**

- Recommended that creative be sent 3 days prior to published date
- Recommended that the from line be the mailer's name
- Static, table-based layouts
- HTML tables and nested tables
- Template width of 600px-800px
- Simple, inline CSS
- Web safe fonts
- We encourage all creative to be mobile responsive

**Use Caution:**

- Background images
- Animated GIFs
- Custom web fonts
- Wide layouts
- Image maps
- Embedded CSS

**File Options:**

- HTML
- ZIP file

**Sponsored Enews Content:**

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

**Sample of Sponsored Email:**



**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.](#)



**Sample Sponsored Enews Content:**



**Governor promotes Quebec trade, strengthening relationships**

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**Sponsored Content:**

**Vermont's Largest Career Fair April 26**

Ready to get back into the workforce? Looking for a new job? Considering a career change? Look no further! On Tuesday, April 26<sup>th</sup>, over 100 local recruiters will be at Champlain Valley Expo ready to interview and hire, so bring your resume and your "A" game! There is no admission cost to attend this mega event! This Career Fair will provide you with access to a variety of employers seeking to hire talented, committed, hardworking and enthusiastic employees at all levels and disciplines.



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Hannaford Supermarkets will not sponsor this year's Vermont Pride Parade and Festival for the first time since 2019. The grocery chain paid \$15,000 to sponsor last year's event, which occurs annually in Burlington every September. As a condition for sponsorship this year, the Pride Center of Vermont asked Hannaford to meet with farmworkers who they said are facing discrimination and abuse in the company's dairy supply chain. According to Migrant Justice, the company has refused to meet with workers. In appreciation of this act of solidarity, farmworkers have launched a fundraiser to replace the funds that Pride has lost from Hannaford Supermarkets.

**Burlington Council OKs Purchase of 100 Security Cameras**

Most of those cameras won't be used right away. About a







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