### Who Are Our Readers?

#### Active & Educated
- **41%** Female
- **59%** Male

74% of VBM subscribers are between 40 and 64.

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.
- **87%** Readers have a household income of over $100,000.

85% VBM subscribers are Upper Management.

88% VBM subscribers make purchasing decisions for their company.

5.05 Average readers per issue.

#### Social Media & Engagement
- **7,000+** Followers
- **2,500+** Fans
- **500+** Connections
- **55,000+** Visitors per month
- **8,000+** Subscribers

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Readership survey conducted Fall 2017 by Circulation Verification Council.
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.

Ad Deadline: 4/26/19
PUBLISHED MAY 2019

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.

Ad Deadline: 7/26/19
PUBLISHED AUGUST 2019

Profiles in Business

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.

Ad Deadline: 11/29/19
PUBLISHED DECEMBER 2019

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.

<table>
<thead>
<tr>
<th>2015</th>
<th>Third Place:</th>
<th>Best Editorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Second Place:</td>
<td>Best Coverage of Local Breaking News</td>
</tr>
<tr>
<td>2017</td>
<td>First Place:</td>
<td>Best Personality Profile</td>
</tr>
<tr>
<td>2018</td>
<td>Second Place:</td>
<td>Best Editorial</td>
</tr>
<tr>
<td></td>
<td>First Place:</td>
<td>Best Coverage of Local Breaking News</td>
</tr>
<tr>
<td></td>
<td>First Place:</td>
<td>Best Scoop</td>
</tr>
</tbody>
</table>
### JANUARY 2019

**FOCUS**
Vermont 100+: VBM's most popular issue of the year!

**LISTS**
- Ranking of the Vermont 100+
- Alphabetically List
- Construction Firms
- Financial Firms
- Manufacturing Firms
- Service Firms
- Wholesalers
- Retailers
- Technology Firms

Ad Deadline: 12/12/18

### FEBRUARY 2019

**FOCUS**
Top Lawyers
Entrepreneurship
Lamoille County Economic Report

**LISTS**
- Largest Ad Agencies
- Largest Printers

**SPECIAL INSERT:**
Better Buildings by Design

Ad Deadline: 1/18/19

### MARCH 2019

**FOCUS**
Travel & Tourism
Conferences
Banking & Insurance

**LISTS**
- Largest Hotels
- Largest Banks

Ad Deadline: 2/15/19

### APRIL 2019

**FOCUS**
Construction
Commercial Real Estate

**LISTS**
- Largest Construction Companies
- Largest Architecture Firms

**SPECIAL INSERT/EVENT:**
Best Places to Work in Vermont

Ad Deadline: 3/15/19

### MAY 2019

**FOCUS**
Agriculture
Windham County Economic Report

**LISTS**
- Largest Retail Companies
- Largest Golf Courses

**SPECIAL INSERT/EVENT:**
BOB: Best of Business Awards
Deane C. Davis Outstanding Business of the Year Award

Ad Deadline: 4/19/19

### JUNE 2019

**FOCUS**
Environment & Recycling
Health Care
Rutland County Economic Report

**LISTS**
- Largest Hospitals
- Largest Credit Unions

**SPECIAL INSERT/EVENT:**
SBA Small Business Person of the Year & Small Businesses of the Year Awards

Ad Deadline: 5/17/19
## JULY 2019

**FOCUS**
High Tech & The Office  
Lake Champlain Economic Report  
Breweries

**LISTS**
Largest Technology Firms  
Largest Law Firms

**SPECIAL INSERT:**
Capital Region Profile  
Ad Deadline: 6/14/18

## AUGUST 2019

**FOCUS**
Education  
Energy  
Upper Valley Economic Report  
Addison County Economic Report

**LISTS**
Industrial Parks  
Largest Software Developers

**Ad Deadline:** 7/19/19

## SEPTEMBER 2019

**FOCUS**
Construction  
Commercial Real Estate  
Franklin County Economic Report

**LISTS**
Largest Engineering Firms  
Largest Service Firms

**SPECIAL INSERT/EVENT:**
Vermont Business Growth Awards  
Ad Deadline: 8/16/19

## OCTOBER 2019

**FOCUS**
Travel & Tourism  
Telecommunications  
Bennington County Economic Report

**LISTS**
Largest Internet/Telecom Firms  
Largest Ski Areas

**Ad Deadline:** 9/13/19

## NOVEMBER 2019

**FOCUS**
Transportation  
Washington County Economic Report  
Franklin County Perspective

**LISTS**
Largest Employers  
Largest Manufacturers

**SPECIAL INSERT/EVENT:**
Rising Stars: Top 40 Under 40 in Vermont  
Ad Deadline: 10/18/19

## DECEMBER 2019

**FOCUS**
Work Force Development  
Corporate Wellness  
Education  
NE Kingdom Economic Report

**LISTS**
Largest Accounting Firms  
Largest Wholesalers

**SPECIAL INSERT:**
Rutland County Profile  
Ad Deadline: 11/15/19
## Business Community Events:

### Best Places to Work in Vermont

**Campaign Starts:** August 1st  
**Event:** April 2019

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:** April 2019

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 2019

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

**Campaign Starts:** January 1st  
**Event:** May 2019

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.

### SBA Small Business Person of the Year Award & Small Business Awards

**Campaign Starts:** April 1st  
**Event:** June 2019

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

### Vermont Business Growth Awards

**Campaign Starts:** March 1st  
**Event:** September 2019

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

**Campaign Starts:** July 1st  
**Event:** November 2019

Recognizing 40 young professionals under 40 for their accomplishments. As well as their contribution to Vermont’s economy and community.
## EVENT PACKAGES & RATES:

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

*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
**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 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:

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SIZE</th>
<th>PRICE/MO</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Page Box</td>
<td>360 x 360</td>
<td>$500</td>
<td>1 Month</td>
</tr>
<tr>
<td>Banner</td>
<td>*includes responsive sizes</td>
<td>750 x 90</td>
<td>$375</td>
</tr>
<tr>
<td>*Narrow Banner</td>
<td>450x54</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Mobile Banner</td>
<td>305x37</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>300 x 850</td>
<td>$275</td>
<td>1 Month</td>
</tr>
<tr>
<td>Box</td>
<td>300 x 250</td>
<td>$200</td>
<td>1 Month</td>
</tr>
</tbody>
</table>

**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 RATES & SPECS:

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SIZE</th>
<th>PRICE/MO</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor Header</td>
<td>600 x 200</td>
<td>$600</td>
<td>4x</td>
</tr>
<tr>
<td>Top-Banner</td>
<td>550 x 90</td>
<td>$400</td>
<td>4x</td>
</tr>
<tr>
<td>Tile</td>
<td>180 x 180</td>
<td>$200</td>
<td>4x</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>180 x 360</td>
<td>$300</td>
<td>4x</td>
</tr>
<tr>
<td>Mid-Banner</td>
<td>320 x 120</td>
<td>$400</td>
<td>4x</td>
</tr>
<tr>
<td>Bottom-Banner</td>
<td>550 x 90</td>
<td>$300</td>
<td>4x</td>
</tr>
</tbody>
</table>

**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 enewsletter 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

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

John Boutin, Publisher
john@vermontbiz.com | 802-863-8038

Tim McQuiston, Editor
mcq@vermontbiz.com | 802-863-8038

Glen Critchlow, Circulation, Research Manager
gjc@vermontbiz.com | 802-863-8038

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