MEDIA KIT

- INTRODUCTIONS
- REACH & AUDIENCE
- KEY PRODUCTS AND SERVICES
- MEDIA SOLUTIONS
- SPONSORED CONTENT
- DIGITAL ADS - PLACEMENT & SPECS
- PRINT ADS - PLACEMENT & SPECS
- MAGAZINES
- SIGNATURE COMMUNITY EVENTS



VERMONT NEWS & MEDIA

Brattleboro Reformer

Bennington Banner

Manchester Journal

VERMONT COUNTRY MAGAZINE

vm VERMONT MATURITY MAGAZINE

GREENMOUNTAIN Vermont Cannabis News

NEW ENGLAND EVENTS

INTRODUCTIONS

Brattleboro Reformer

- Since 1876, the Brattleboro Reformer has delivered daily news for Windham County.
- Daily newspaper of record: published Tues–Sat
- Digital edition: Monday–Saturday
- Saturday is a double weekend edition
- Available in print, e-edition, newsletters, and across social media

Bennington Banner

- Since 1841, the Bennington Banner has delivered daily news for Bennington County.
- Daily newspaper of record: published Tues–Sat
- Digital edition: Monday–Saturday
- Saturday is a double weekend edition
- Available in print, e-edition, newsletters, and across social media

Manchester Journal

- Since 1861, The Manchester Journal serves news and information for Manchester and the Mountains
- Daily newspaper of record: Mon-Fri online
- Free print edition: every Friday
- Available in print, e-edition, newsletters, and across social media

Vermont Country Magazine

- Vermont Country, formerly UpCountry, is Southern Vermont's travel and tourism guide.
- Bi-monthly publication with the largest physical distribution in Southern Vermont
- Each issue explores a unique theme covering culture, lifestyle, history, destinations, and events
- Available in print, online, and on social media

Vermont Maturity Magazine

- Serving Vermont's 50+ community since 1993.
- Bi-monthly publication featuring senior services, lifestyle content, and stories from across Vermont
- Distributed in Windham, Bennington, and Chittenden counties
- Available in print, online, and on social media

Green Mountain Cannabis News

- Green Mountain Cannabis News is Vermont's dedicated online cannabis publication.
- Covers policy changes, industry updates, trends, and features
- Free weekly newsletter for 21+ audience, reaching 15,000+ subscribers

New England Events

- Offers a ticketing platform for local event producers with lower fees than typical online services
- Features a free community calendar across all our news websites
- Vermont News & Media also produces signature events in Windham and Bennington Counties.

OUR REACH & AUDIENCE

	Brattleboro Reformer	Bennington Banner	Manchester Journal
PRINT	**9,600** AV DAILY PRINT READERSHIP	**9,000** AV DAILY PRINT READERSHIP	**15,000** AV WEEKLY PRINT READERSHIP
WEB	**1,602,582** USERS PER YEAR **2,886,926** VISITS PER YEAR **22,203,259** ONLINE IMPRESSIONS	**1,085,096** USERS PER YEAR **2,053,944** VISITS PER YEAR **15,880,073** ONLINE IMPRESSIONS	**388,166** USERS PER YEAR **693,642** VISITS PER YEAR **4,645,207** ONLINE IMPRESSIONS
SOCIAL MEDIA	**+26,000** FACEBOOK FOLLOWERS **18.1M** FACEBOOK VIEWS/YEAR	**+21,000** FACEBOOK FOLLOWERS **10.8M** FACEBOOK VIEWS/YEAR	**+8,500** FACEBOOK FOLLOWERS **3.9M** FACEBOOK VIEWS/YEAR
E-EDITION	**3,613** MONTHLY USERS **636,005** MONTHLY SCREEN VIEWS	**3,134** MONTHLY USERS **600,957** MONTHLY SCREEN VIEWS	**738** MONTHLY USERS **36,541** MONTHLY SCREEN VIEWS

ONLINE DEMOGRAPHIC DETAILS

	Interests
1	News & Politics/Avid News Readers/Entertainment News Enthusiasts
2	Food & Dining/Cooking Enthusiasts/Aspiring Chefs
3	Travel/Travel Buffs
4	Sports & Fitness/Sports Fans/Fans of American Football
5	Shoppers/Shopping Enthusiasts
6	Home & Garden/Home Decor Enthusiasts
7	Banking & Finance/Avid Investors

	Ages
1	35-44
2	55-64
3	45-54
4	25-34
5	65+
6	18-24
7	Unknown

	States		
1	Vermont	11	Georgia
2	New York	12	Ohio
3	Massachusetts	13	Michigan
4	Virginia	14	Texas
5	Connecticut	15	Indiana
6	Florida	16	South Carolina
7	Pennsylvania	17	New Jersey
8	North Carolina	18	Maine
9	New Hampshire	19	Kentucky
10	California	20	Tennessee

Send your news and press releases to

News@Reformer.com, News@BenningtonBanner.com, News@ManchesterJournal.com

VERMONT NEWS & MEDIA

Brattleboro Reformer Bennington Banner Manchester Journal VERMONT COUNTRY MAGAZINE vm VERMONT MATURITY MAGAZINE GREENMOUNTAIN Vermont Cannabis News

KEY PRODUCTS AND SERVICES

Print Ads
Online versions of Print ads are clickable

Digital Ads
Interactive, targeted & trackable

Special publications
that target your niche audience

Promotional articles
Writing, editing and publishing service

Event promotion
Print, web, and social campaigns

Community Events
Sponsorship & co-branding

Social Media
Promotion

Graphic Design
Complementary with every ad campaign

Our Methodology

Consultative approach delivering tailor-made solutions.

Dedicated advertising, marketing, and production teams focused on creating impactful campaigns and effective strategies for local and regional brands.

Connect with us to discuss advertising frequency discounts and nonprofit rates, underwriting opportunities for a sponsored column or newspaper section, sponsorship and charitable giving opportunities, and media sponsorship options for your upcoming events.

MEDIA SOLUTIONS



Website Design/Construction/Management

- Front and back-end
- E-commerce or static websites
- Optimized for phone and desktop view



Google Services

- Google Ads campaigns, keyword research and SEO, geo-targeted advertising, video ads, display and remarketing ads, local search optimization, and full analytics tracking and reporting.



Newsletter

- Creation or distribution.
- Take advantage of the largest audience in Southern Vermont.



Social Media Management

- Engage and grow your online audience.
- We have a variety of packages for all your needs



Graphic Design & Branding

- Cutting-edge graphic design work
- Outsource your needs to our production team
- This service is free-of-charge for advertisers



Commercial Printing

- Business cards, flyers, posters, banners, tri-folds, menus and more!
- Mail it to our subscribers

WHAT ARE SPONSORED CONTENT ARTICLES?

Vermont News & Media offers professional writing, editing, and publishing, with the option to share in print, online, and on social media to reach the widest audience.

THE ADVANTAGES

- Increase your Google search visibility.
- Leverage your brand by highlighting key points & keywords that you'd like to include in the text.
- Your article will be read by audiences that are engaged in the content and that view our site and social media page as an authority.
- Has the potential to reach 1.3 million people*
- Higher conversion & engagement rates and also a higher level of trust, which translates into more reader interaction with your story.
- Will link to your products/services/offerings.
- You own this content.

*Average annual number of unique site visits



SPONSORED CONTENT

dventure of moving from
t to the privilege of choice

nalcoholic alternatives during April's Alcohol Awareness Month

ALCOHOL AWARENESS MONTH

METRO CREATIVE GRAPHICS AND PROVIDED PHOTOS

SITE VISITORS & SUBSCRIBERS

Reading articles, and browsing local news

DIGITAL ADS

+ Geographical Location Targeting (Area of Operation)

+Data Insights

REDIRECTED TO YOUR URL

Choose a website link, Facebook event, tickets page, or your social media!

DIGITAL ADS PLACEMENTS



1.REVEAL 1920x350 for desktop and 800x146 for mobile.

Great placement on top of the website.
Optimized for phone and desktop view.
Booked per day.

2.BANNER 970x250 px

A visual designed to convey a marketing message and/or cause the user to take an action.
Booking based on # of impressions.

Phone view

Banner 320x50 px

3.ANCHOR 970x90 px

A visual that sticks to the screen while scrolling.
Booking based on # of impressions.

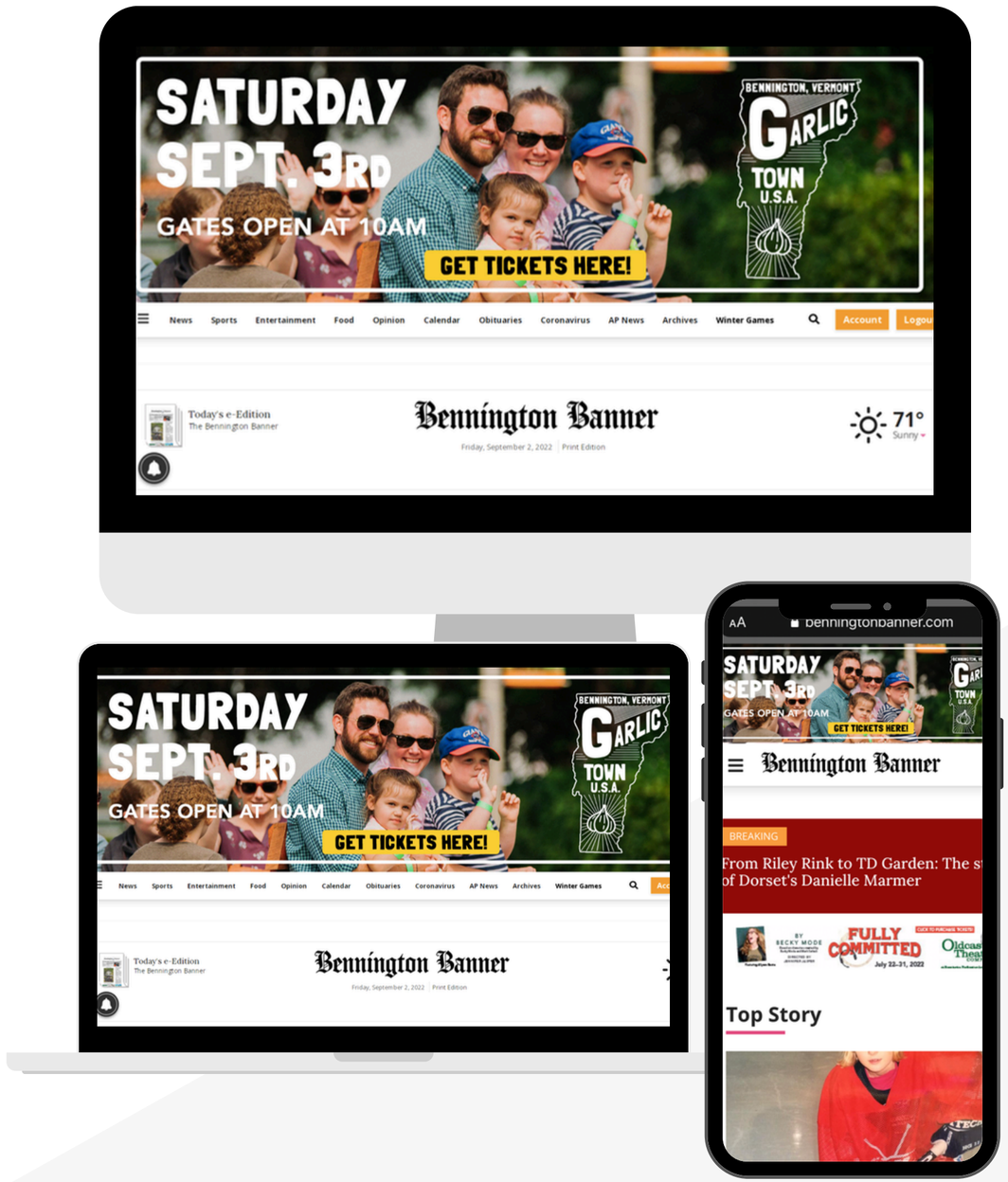
Phone view

Anchor 320x50 px

4. BOX

300x250 px or 300x600 px

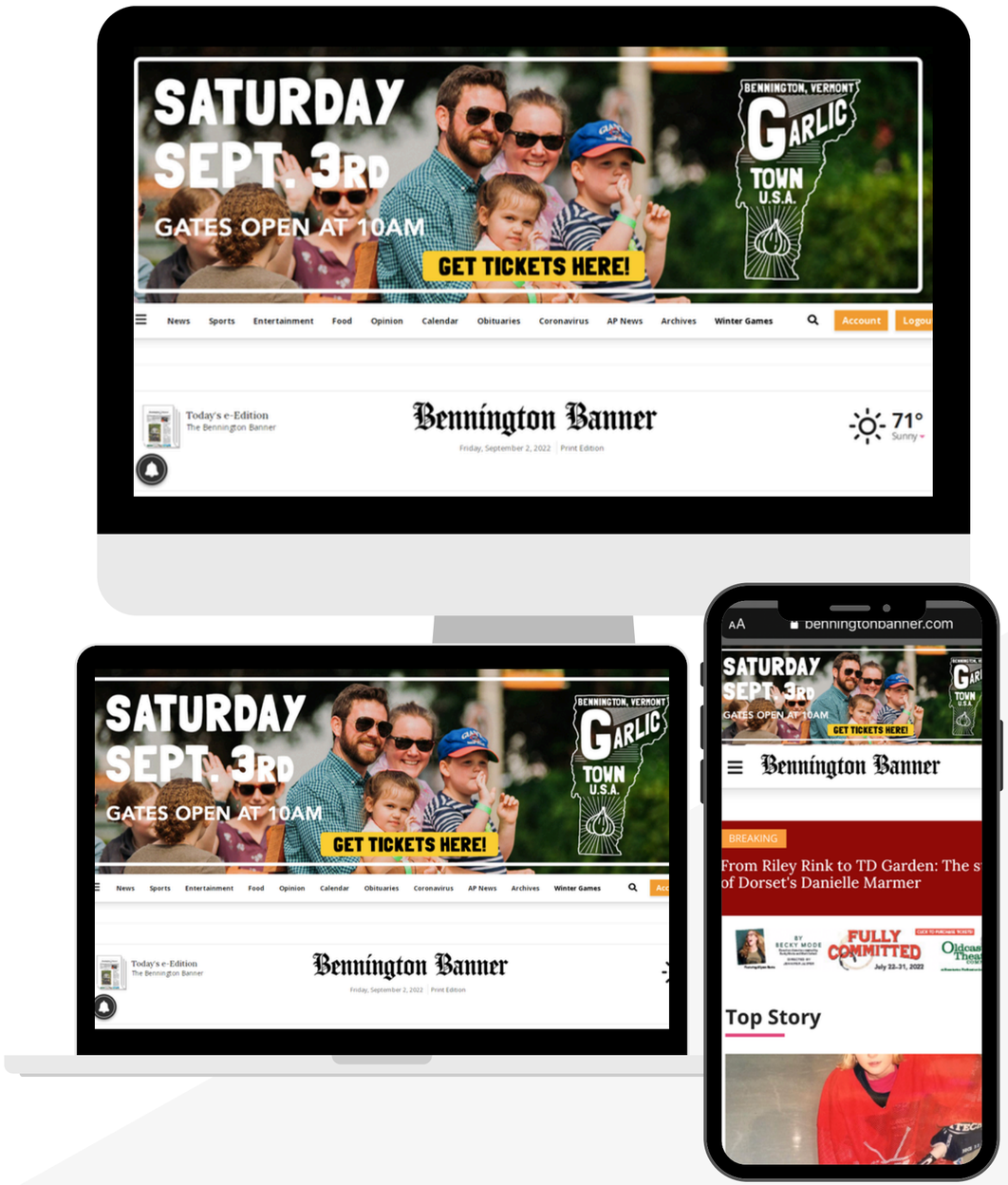
These ads will appear on the website's sidebars and in between article paragraphs.
Booking based on # of impressions.



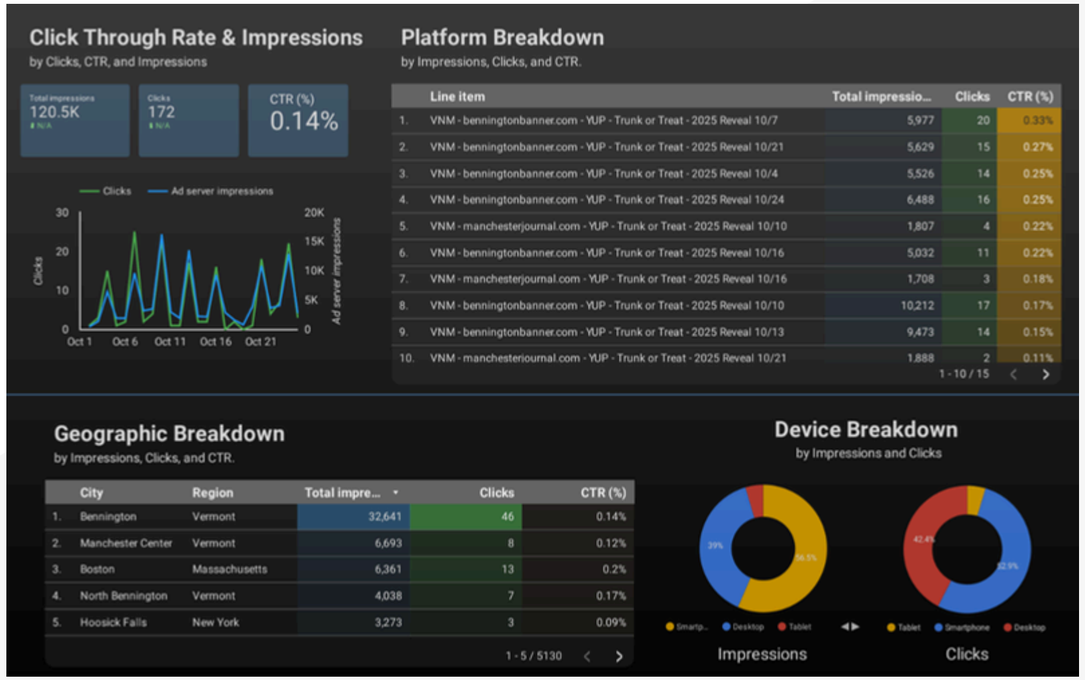
DIGITAL ADS FREQUENCY

10,000 impressions, **$100/month**
(recommended minimum)
20,000 impressions, **$200/month**
50,000 impressions, **$500/month**
100,000 impressions, **$1000/month**

Recommended period: 1-month minimum
Suggested: 3 months
Note: The Reveal position is booked on a daily basis and not impression-based. **$250/Day**



REPORTING EXAMPLE



IMPRESSION-BASED ADS ARE ONLY AVAILABLE ON

Brattleboro Reformer
Bennington Banner
Manchester Journal

VERMONT NEWS & MEDIA

Brattleboro Reformer Bennington Banner Manchester Journal

PRINT ADVERTISING

Let our marketing experts design a tailored campaign around your needs and align our audience to drive new customers.


Brattleboro Reformer

Vt. still facing labor shortage

Bennington, Windham county businesses cite dearth of workers

A grateful reopening

Bodhi to celebrate a year's survival of arson fire

Industrial


Bennington Banner

Board to study Morgan Spring access

Stuart Hurd concerned about proposal

Attempted murder defendant released

Allegedly fired crossbow at victim


Distinguished Weekly Newspaper NENPA

Manchester Journal

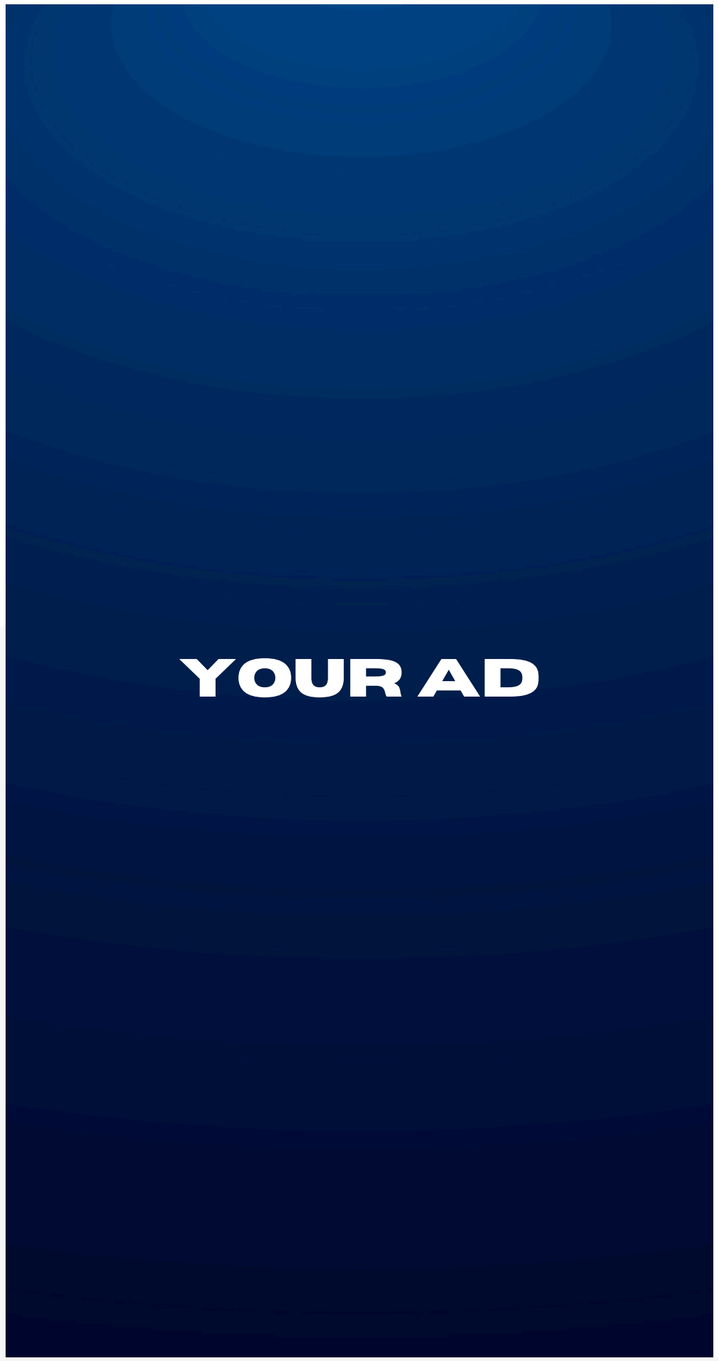
Leahy deeply concerned about Ukraine invasion

Specialty care wait times outlined in state report

Dee

Kayla Pendelbury, the COVID-19 vaccine coordinator for Brattleboro Memorial Hospital gets the children's dose of the Pfizer COVID-19 vaccine ready before the first children's vaccination clinic at the hospital on Nov. 6, 2021.

FULL PAGE	11"w x 21"h $825 per appearance





ANCHOR

PREMIUM FRONT PAGE AD

3.56”w x 5”h

$250 per appearance



HALF PAGE	5.42”w x 21”h
HALF PAGE	or 11”w x 10.25”h $499 per appearance

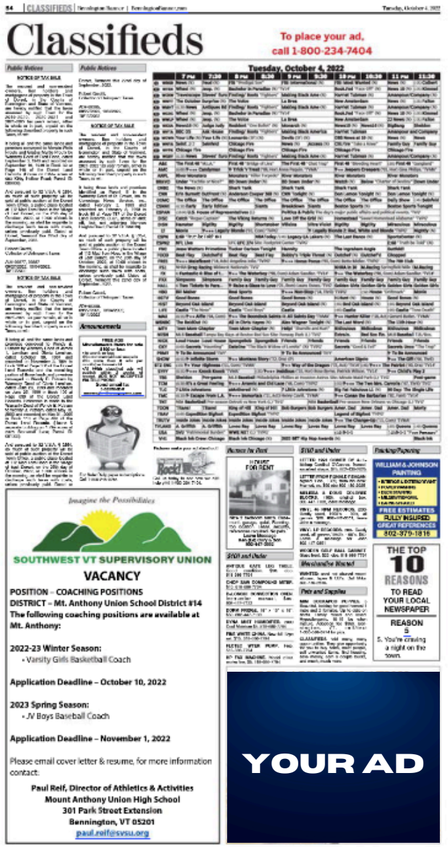




QUARTER PAGE	11”w x 5.25”h
QUARTER PAGE	<u>or</u> 5.42”w x 10.25”h $325 per appearance



EIGHTH PAGE	**5.42”w x 5”h $199 per appearance**
BUSINESS CARD	**3.56”w x 2”h $99 per appearance**



Classifieds

To place your ad, call 1-800-234-7404

Tuesday, October 4, 2022

Imagine the Possibilities

SOUTHWEST VT SUPERVISORY UNION

VACANCY

POSITION - COACHING POSITIONS
DISTRICT – Mt. Anthony Union School District #14
The following coaching positions are available at Mt. Anthony:

2022-23 Winter Season:
• Varsity Girls Basketball Coach

Application Deadline – October 10, 2022

2023 Spring Season:
• JV Boys Baseball Coach

Application Deadline – November 1, 2022

Please email cover letter & resume, for more information contact:

Paul Reif, Director of Athletics & Activities
Mount Anthony Union High School
301 Park Street Extension
Bennington, VT 05201
paul.reif@svsu.org

WILLIAM A. JOHNSON PAINTING
• INTERIOR & EXTERIOR
• WALLPAPERING
• FULLY INSURED
FREE ESTIMATES
FULLY INSURED
802-379-1818

THE TOP 10 REASONS TO READ YOUR LOCAL NEWSPAPER

REASON 5. You're reading a right on the town.

YOUR AD



Not Real News

A look at what DIDN'T happen last week

A roundup of some of the most popular but completely untrue stories and visuals. None of these are legit, even though they were shared widely on social media. The Associated Press checked them out. Here are the facts:

Harris comments on addressing climate inequity misrepresented

CLAIM: Vice President Kamala Harris said that Hurricane Ian relief will be distributed based on race, with communities of color receiving aid first.

Inflation is worse than it was a year ago, despite online claims

CLAIM: New data shows that inflation has dropped to half of what it was a year ago, marking a win for President Joe Biden.

No, COVID shots don't change human DNA to a 'triple helix'

CLAIM: COVID-19 mRNA vaccines alter recipients' DNA by changing its shape to a "triple helix."

YOUR AD

World Cup 'rules' graphic created by citizens group, not Qatari officials

CLAIM: Qatar's government created an infographic with instructions for fans attending the 2022 World Cup, including rules that ban alcohol, homosexuality and dating.

MAGAZINES & SPECIAL PUBLICATIONS

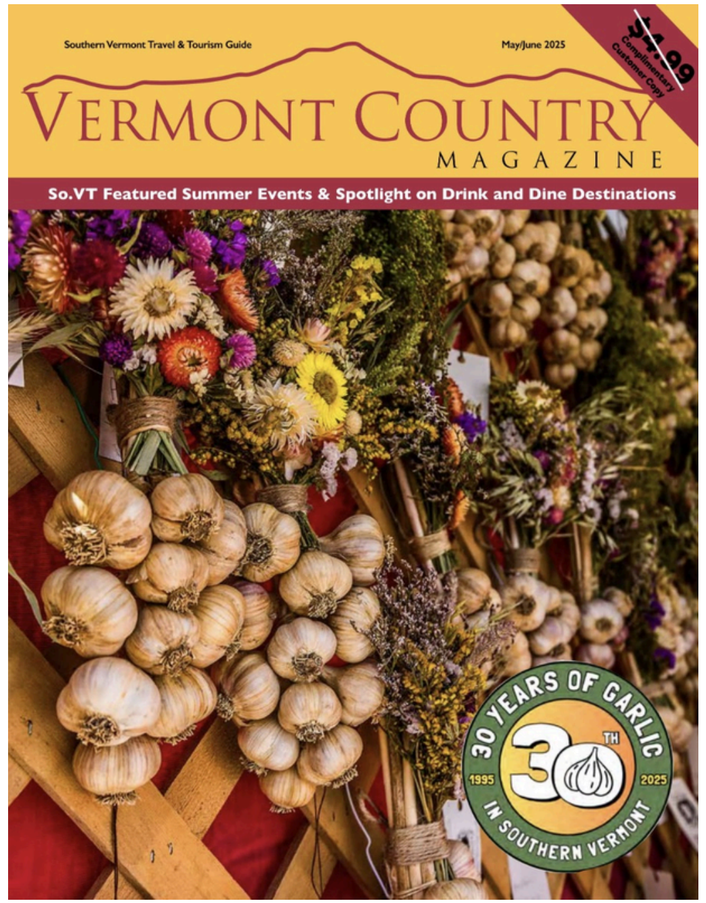
VERMONT COUNTRY MAGAZINE

Southern Vermont's Travel & Tourism Guide

THEMES

- **Jan/Feb:** Weddings (venues, vendors, services), Winter Destinations, Valentine's experiences & getaways, So.VT Ski Guide.
- **Mar/Apr:** Maple Sugaring, Health & Wellness, Outdoor recreation, Breweries & Festivals, Craft Producers, So.VT Farm Guide.
- **May/Jun:** Drink & Dine, Outdoor dining, Family Adventures, Summer Destinations, Fairs & Festivals, So.VT Events Guide
- **Jul/Aug:** Live Entertainment (theater, music), Summer Experiences, Agritourism, Adventure Toursim, Arts Guide (galleries, events)
- **Sep/Oct:** Fall Foliage Destinations, Antiques, Best of So. VT Guide
- **Nov/Dec:** Winter Drink & Dine, Winter Events, So. VT Gift Guide

- **Every issue includes:** Travel/recreation tips, shopping/retail, seasonal lodging, "So. VT Weekend Getaway" itineraries, plus Homes Section (dedicated to home improvement and real-estate listings.



VermontCountry.com @VtCoMagazine

VERMONT COUNTRY MAGAZINE

Southern Vermont's Travel & Tourism Guide

SPECIAL FEATURES

- Online business directory for Southern Vermont
- Online events calendar for Southern Vermont
- National distribution through Thruhike.io (tech partners)

SERVICES

- Print ads production and placement
- Sponsored content writing and publishing

2025 REACH

- Placement at Vermont Welcome Centers
- Found at popular destinations throughout Southern VT
- +7,000 copies are delivered to homes
- +200k per month, website visits
- +50k per month, social media reach
- National distribution through our tech partners ThruHike.io

PRINT ADS

- 1/8 Page 3.56" x 2.35" $299
- 1/4 Page 3.56" x 4.9" $475
- 1/2 Page 3.56" x 10" or 7.28" x 4.9" $749
- Full Page 8.37" x 10.875" plus .125" bleed $1,299
- Inside Cover 8.37" x 10.875" plus .125" bleed $1,599
- Back Cover 8.37" x 10.875" plus .125" bleed $1,799

PROMOTIONAL ARTICLES

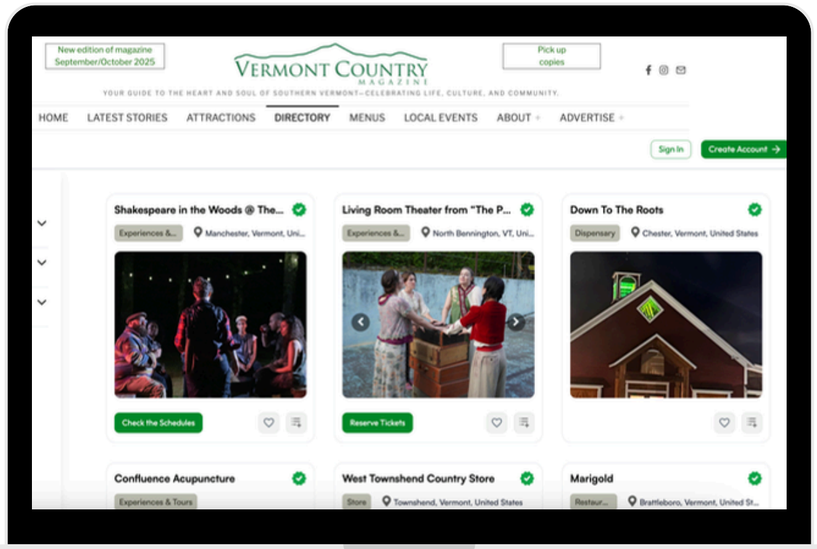
- Write-ups in group articles start at $299
- Half-page write-up $599
- Full sponsored content article $999
- Featured sponsored content article $1,500
- COVER STORY, starts at $1,800

VERMONT COUNTRY MAGAZINE

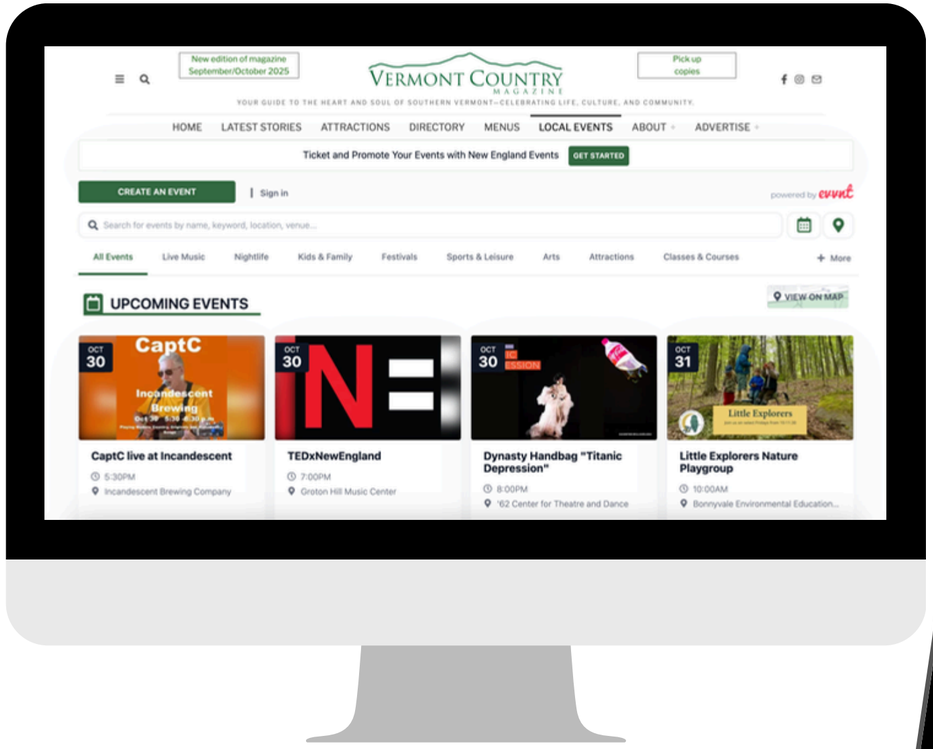
Southern Vermont's Travel & Tourism Guide

SPECIAL FEATURES

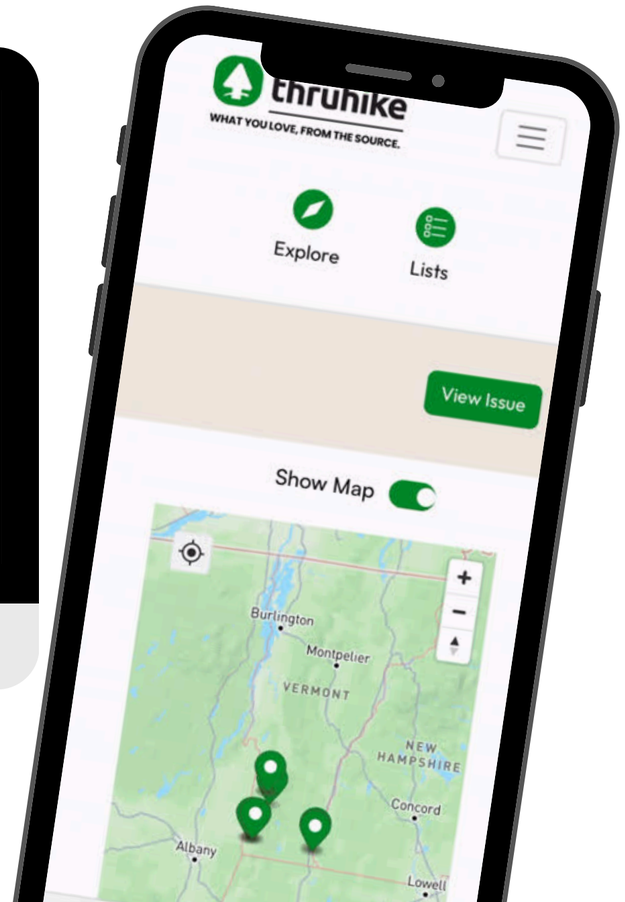
SO.VT BIZ DIRECTORY



SO.VT EVENTS CALENDAR



VISUAL ITINERARIES & LISTICLES



VERMONT MATURITY MAGAZINE



EMPOWERING VERMONT'S 50+ COMMUNITY SINCE 1993

SPECIAL FEATURES

- Online ads available
- Newsletter ad placement

SERVICES

- Print ads production and placement
- Sponsored content writing and publishing

PRINT ADS

	1 Issue	3 Issues	6 Issues
Two Page Spread	$1,749	$1,494	$1,239
Full Page	$968	$832	$692
Half Page	$721	$617	$509
Third Page	$522	$448	$369
Quarter Page	$421	$363	$299
Business Card Directory	$120	$105	$85
Premium Positions			
Centerfold Spread	$1,924	$1,642	$1,363
Inside Front Cover	$1,090	$932	$773
Inside Back Cover	$1,029	$882	$732
Back Cover	$1,190	$1,017	$844

2025 REACH

- Distributed in Chittenden, Windham and Bennington Counties.
- Found at popular destinations throughout Southern VT
- +8,000 copies are delivered to homes
- +100k per month, website visits
- +30k per month, social media reach

PROMOTIONAL ARTICLES

- Write-ups in group articles start at $299
- Half-page write-up $599
- Full sponsored content article $999
- Featured sponsored content article $1,500
- COVER STORY, starts at $1,800

VermontMaturity.com @VermontMaturity

GreenMountain

Vermont Cannabis News

SPECIAL FEATURES

- Online publication only, with a free weekly newsletter sent to a +21 audience

SERVICES

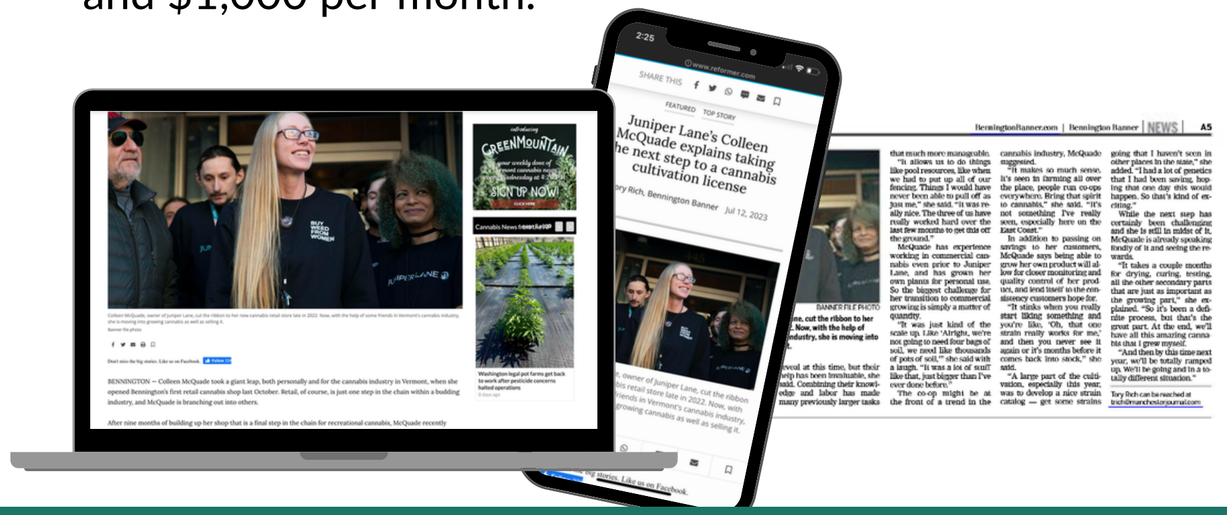
- Digital impression-based campaigns
- Newsletter and web page ad placements
- Promotional articles
- Sponsored social media campaigns

2025 REACH

- GreenMountain stories also run in print with our sister publications
- Minimum 1k views per article
- 15k subscribers
- 60% open rate, per newsletter
- +40k social media reach, per month

SPONSORSHIP LEVELS

- Our mission is to promote craft producers and retailers.
- Vermont News & Media is certified by the CCB for cannabis advertising.
- Sponsorship levels include varying frequencies of online ads and news coverage, priced at $250, $500, and $1,000 per month.



GreenMountainCannabisNews.com | @GreenMountainVermont

VERMONT NEWS & MEDIA

Special Publications

- Bennington County's Readers' Choice Awards
- Windham County's Readers' Choice Awards
- Southern Vermont Gift Guides
- Education supplement: Making The Grade
- Life Planning Guide
- Seasonal Business Profiles, Directories and more!



Bennington County Readers Choice 2025

The best of the best in Bennington County, chosen by you!



Summer Profiles

Meet the hard-working people behind some of Southern Vermont's most beloved businesses.



Life Planning Guide 2025

Guidance and resources to help you take big steps and manage big changes, across every stage of life.



Bennington County's Got Talent 2025

A companion guide to the Bennington Banner and Manchester Journal's annual county-wide talent competition



Banner Back to School 2025

Get ready for the coming school year with the Bennington Banner



Shires Dining Guide 2025

A collection of menus from popular restaurants throughout the Shires.



Vermont Making The Grade 2025

The state of education in Southern Vermont and beyond.



Best Places to Explore 2025

The region's best places to shop, eat, drink and support



Spring Home and Car Care 2025

How to recover from winter wear and tear on your home and automobile or rejuvenate them this spring.



2025 Life Planning Guide

Guidance and resources to help you take big steps and manage big changes, across every stage of life.



Southern Vermont Last Minute Holiday Gift Guide 2024

Holiday gift ideas for everyone on your list.



Amaru Gourmet Restaurant Menu

Current offerings from Amaru Gourmet Restaurant in Brattleboro



2025 Windham County Meet Your Realtor

Get to know Windham County's real estate professionals.



Southern Vermont Holiday Gift Guide 2024

Holiday gift ideas for everyone on your list.



Panasian Menu

Chinese and Japanese cuisine



Fall Home Improvement & Car Care

The annual guide to preparing your home and automobile for the coming New England winter.



Brattleboro Readers Choice 2025

The best of the best of Windham County and beyond, chosen by Brattleboro Reformer readers



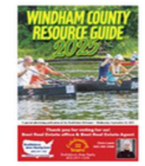
Brattleboro Chamber Directory 2025

Your guide to greater Brattleboro, Vermont



River Valley Business Directory Fall 2025

Local businesses ready to serve you across the River Valley region.



Windham County Resource Guide 2025

A directory of local government and community services in Windham County, Vt.



Royal Diner menu

Current offerings from Royal Diner in Brattleboro, Vt.



Pet of the Month 2025

Windham County's cutest pets compete for the title of Pet of the Month.

SIGNATURE COMMUNITY EVENTS

VERMONT NEWS & MEDIA

COMMUNITY SIGNATURE EVENTS SPONSORSHIP OPPORTUNITIES

BENNINGTON COUNTY

Bennington Banner Manchester Journal

BENNINGTON COUNTY'S GOT TALENT!

BACK TO SCHOOL

TRUNK OR TREAT

WINDHAM COUNTY

Brattleboro Reformer

REMARKABLE WOMEN

WINDHAM COUNTY'S GOT TALENT!

BACK TO SCHOOL

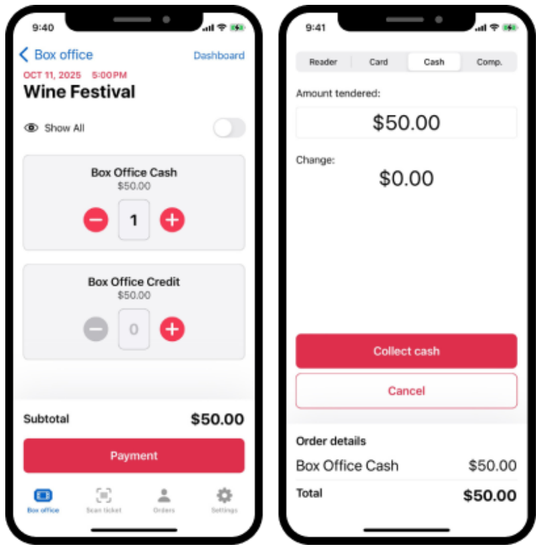
NEW ENGLAND Street Food Festival
BRATTLEBORO, VT

TRUNK OR TREAT

NEW ENGLAND **EVENTS**

Sell tickets and promote your events with New England Events

- 100% free for event creators and includes local promotion
- Included on our digital calendar with a ‘Buy Tickets’ button.
- Upgraded on our local calendar.
- Indexed in Google Search for consumer search.
- Inclusive distribution to local events discovery network.





A POWERFUL LOCAL TICKETING & EVENT MARKETING SOLUTION

Free for event creators and affordable ticket fees for your ticket buyers

A dedicated team of experts, advanced live and recorded training PLUS an onsite expert for large-scale enterprise events

All-access, customizable ticketing features including attendee surveys & questionnaires, merchandise, charity donations, full reporting capabilities and so much more!

By ticketing your events with New England Events, you will also benefit from free event promotion and access to a vast, local consumer audience enabling you to boost ticket sales and reach!

TICKETING FEATURES

Free for event creators!
No contracts or upfront costs. Enjoy efficient, and on-time payments

Customizable
Create a bespoke event page and brand your tickets with your logo

All access features
Offer early bird to VIP, seniors to children and tailor with parking, promos and surveys

On-time payments
No contracts or upfront costs. Enjoy efficient, on time payments

Mobile box office app
Scan and sell tickets at the door

Donations
Accept donations at checkout

Accounting and reporting
Including the ability to download data

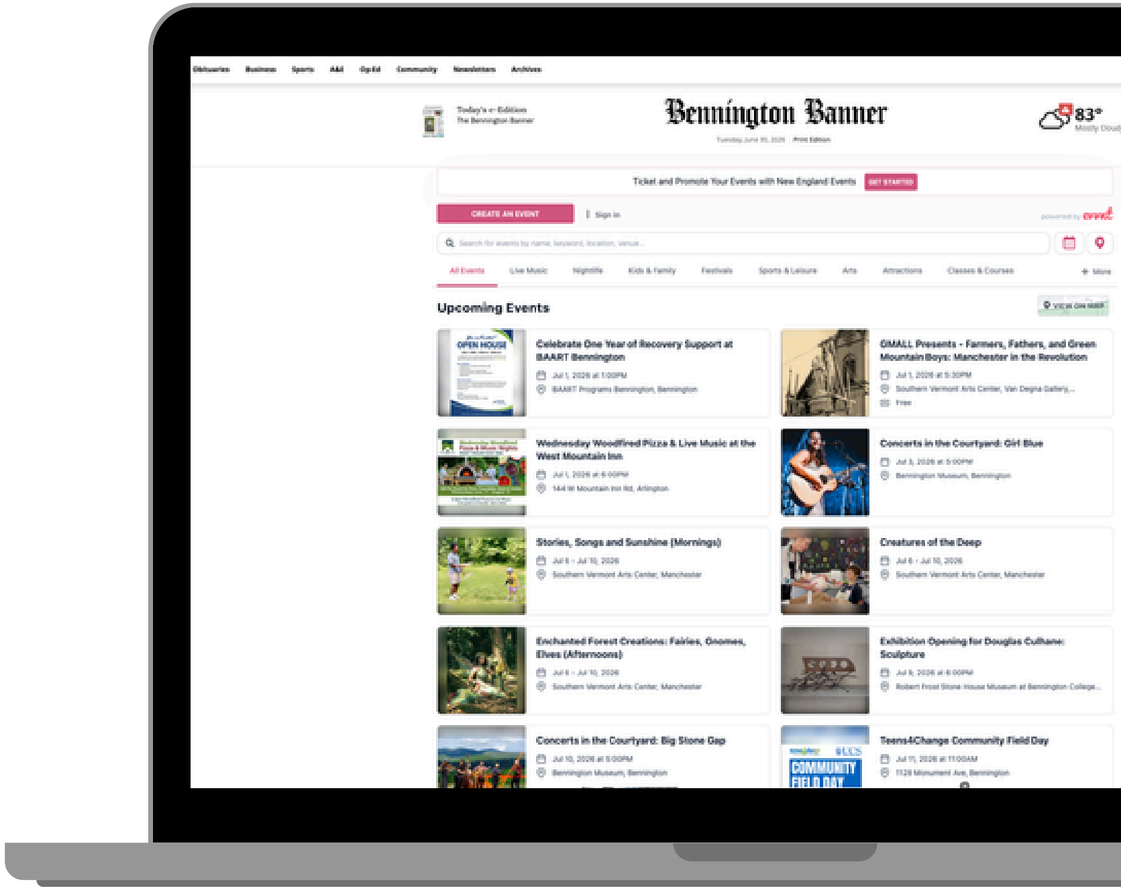
Seating chart builder
Reserved seating and general admission tickets

NEW ENGLAND **EVENTS**

Community Calendar

One free event posting gets your event listed on four websites.
Your event will automatically appear on the website most relevant to each viewer based on their geographic location.

Bennington Area: BenningtonBanner.com/local-events
Manchester Area: ManchesterJournal.com/local-events
Brattleboro Area: Reformer.com/local-events
Southern Vermont: VermontCountry.com/local-events



VERMONT NEWS & MEDIA

Brattleboro Reformer Bennington Banner Manchester Journal VERMONT COUNTRY MAGAZINE vm VERMONT MATURITY MAGAZINE GREENMOUNTAIN Vermont Cannabis News

We look forward to working with you!

For more information, reach out to our Sales Managers

Bennington County

Advertising@BenningtonBanner.com | 802-447-7567 x127

Windham County

Advertising@Reformer.com | 802-254-2311 x132