

VERMONT SPORTS



New England's Outdoor Magazine | vtsports.com

2014 Media Kit



Vermont Sports Magazine Has Numbers That Work For You

Published **10 times** each year

16,000 copies printed = **40,000** readers

More than **2,900 Facebook fans**

Distributed in **5 states**

In more than 400 targeted locations

At local shops and major retailers including REI and EMS

8,000 monthly web visits and growing

60% of readers have attended an event because they saw it advertised in Vermont Sports.

60% of readers bought gear based on a review they read in Vermont Sports.

40% of our readers have made a purchase based on an advertisement in Vermont Sports.

73% of our readers buy the majority of their gear at a local shop.

Nearly **10%** buy their gear from a local retailer, online.

That means more than 80% of our readers buy most of their gear from locally-owned shops.

Nearly **70%** of our readers spend **at least \$1,000** on outdoor adventures and gear each year, and

one quarter spend \$3,000 to \$10,000 per year.

Numbers are from a 2012 reader survey

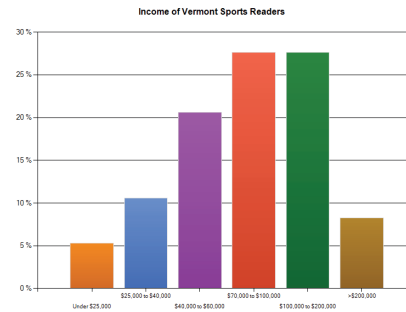
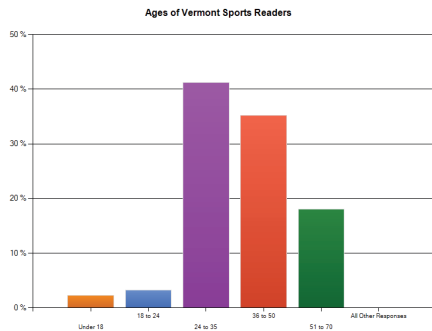
WHO ARE OUR READERS?

Our readers are **ENGAGED**.

More than half of readers are active **2 to 3 days** per week

One quarter are active **4 to 5 days** per week

Our readers are **YOUNG** and **AFFLUENT**.



Our readers main warm-weather sports are mountain biking, road cycling, hiking, golf, kayaking, running, rock climbing, and triathlon.

Their main cold-weather sports are snowboarding, Alpine skiing, Nordic skiing, backcountry skiing, snowshoeing, running, and hockey.

The main reason readers pick up Vermont Sports is for the feature stories (56%) followed by the calendar of events (30%).

Our readers are **LOYAL**.

When asked their favorite thing about Vermont Sports, readers said:

“I love it when you tell us about spots (running trails, swimming holes, mountain biking) that are off the beaten track. A couple years ago you did a story featuring six under-appreciated trail runs and I've done most of them -- I loved that!”

“It's local and relevant!”

“Articles and advertising.”

“The feature stories and event calendars are great.”

“Local mag for local folks, love it!”

7 Reasons To Choose Vermont Sports Magazine

- **Vermont Sports is THE outdoor activity and lifestyle magazine in Vermont and New England.**
- Vermont Sports has top quality, original content, featuring photographers and writers who contribute to Outside, The New York Times, Backcountry, Vermont Life, Subaru Drive Magazine, and E/The Environmental Magazine.
- Vermont Sports has an emphasis on recreation and family outdoor adventures, appealing to the weekend warriors.
- Vermont Sports is locally owned, with offices in Addison County.
- Vermont Sports is a green publication, using recycled paper and water-based inks for printing.
- Vermont Sports is growing, with distribution in REI, EMS, many local venues and on the UVM, UConn and UMass campuses.
- Vermont Sports attends many outdoor events each year, getting the magazine in the hands of more readers than ever before.

But don't just take it from us.

VERMONT SPORTS

Vermont Sports works for small businesses:

“Vermont Sports is an effective way to reach active outdoor lovers throughout each month. We use it to highlight new products and brands, and to increase awareness of the sports we support. We get direct results from Vermont Sports: **Our customers stop by both in response to our advertisements** and specifically to pick up each issue.”

—Marc Sherman, Visionary, Outdoor Gear Exchange

And Vermont Sports works for events:

“When looking to spread the word about our event, Tubbs Romp to Stomp Out Breast Cancer Series that Benefits the VT/NH Susan G. Komen for the Cure, we count on Vermont Sports Magazine!

They have a widespread distribution with a great target audience for our event. They are great to work with on all levels and they helped us design a campaign that works in our budget.

*It definitely **works**.*”

—Jennifer Lyons, Event Coordinator for Vermont Tubbs Romp to Stomp

“We had several skiers indicate they heard about us through your magazine, so **we feel like the advertisement was a good investment!**”

—Jared Poor, Camel's Hump Challenge

Are you ready to partner with Vermont Sports?

VERMONT SPORTS



Advertising Rates and Specs

Premium positions (inside cover, inside back cover, back cover, and Page 3, opposite the Table of Contents) have an earlier deadline, please get in touch for rates and dates.

Full Page, Four Color (9.25"x12" safe area, bleed to 10.25"x13" trim)

6x	3x	1x
\$1,500	\$1,650	\$1,740

Half Page, Four Color (9.25"x5.95")

6x	3x	1x
\$900	\$1,020	\$1,080

Quarter Page, Four Color (4.625"x5.925")

6x	3x	1x
\$540	\$600	\$630

Sixth Page, Four Color (4.65"x3.95")

6x	3x	1x
\$380	\$400	\$420

Ninth Page (3"x3.95")

	6x	3x	1x
Color	\$250	\$280	\$300
B&W	\$175	\$205	\$225

Special Sections

Dining and Beverage Directory | 25 words and logo or photo: \$100; \$69 *with 4x prepay*
Bikes, Skis, and More Directory | 3x1.55" \$60, \$50 per month *with 6x prepay*

Web | vtsports.com

8,200 visits; 17,000 page views per month (statistics from Jan 2012)

Half Banner at Top of Page (234 x 60) | \$125 per month

Medium Rectangle on Right Hand Side of Page (300 x 250) | \$100 per month

Skyscraper on Right Hand Side of Page (160 x 600) | \$75 per month

What's on Tap? Key Features Coming in 2014

	Advertising Deadline	Publication Date
January — Nordic Skiing, Snowskating, Alpine Skiing/Snowboarding	Dec. 16	Jan. 3
February/March Combined Issue —Black Diamond of Excellence Awards, Midwinter sports, Snowshoe Nationals	Feb. 3	Feb. 21
April —Annual Adventure Dog Photo Contest, Fly Fishing, Spring Sports	Mar. 21	Apr. 4
May —Marathon Running, Road Cycling, Outdoor Leaders	Apr. 11	May 2
June —Mountain Biking, Triathlon, Paddling	May 16	June 6
July —Wilderness Exploration, Summer Sports	June 20	July 11
August —Hiking/Backpacking, Summer Sports	July 25	August 8
Sept/Oct Combined Issue —Staycations, Fall Sports	Aug. 29	Sept. 19
November —Winter Sports Season Preview	Oct. 17	Nov. 7
December —Holiday Gift Guide, Ski Season Deals, Winter Sports	Nov. 14	Dec. 5

Regular departments: Gear Review, Race Recap (a participants take on a regional event), Sports Medicine (preventative care and treatment for sports-related injuries), Calendar of Events, Reader Athlete profile and much more!

The editorial calendar changes from time to time. Please contact us before advertising based on a particular story. Publication date may vary by up to a week depending on location.

Contact Us Today!

We are ready to put together a competitive package that will get you in print, online, and on our social media.

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