



# VERMONT SPORTS

New England's Outdoor Magazine

2017 MEDIA KIT

**600,000**

ACTIVE READERS

**475**

LOCATIONS AROUND  
VERMONT

**9**

ISSUES A YEAR

**5**

DISTRIBUTED IN 5 STATES







# WE'RE OUT THERE. ARE YOU?

**100%**

PARTICIPATE IN OUTDOOR  
SPORTS AND RECREATION

**80%**

EXERCISE OR RECREATE  
OUTDOORS **THREE OR MORE**  
TIMES A WEEK.

**78%**

BUY FROM THEIR **LOCAL**  
RETAILER

**50%**

HAVE A HOUSEHOLD INCOME  
OVER \$100,000

**60%**

SPEND MORE THAN \$1000 ON  
OUTDOOR ADVENTURES AND  
GEAR EACH YEAR

**62%**

HAVE ATTENDED AN EVENT  
BECAUSE OF VERMONT SPORTS

**W**ho is your next, best customer? It's easy to spend money blanketing a region with ads that reach the masses. Or, you can think carefully about the people you really want to connect with. Who has the passion, the money and the dedication to be your new best customer? Who do you *really* want to reach?

*Vermont Sports* is the largest outdoor sports publication in New England. Our readers live, eat, play and breathe sports and outdoor recreation. They are constantly planning their weekends, looking for new hangouts, places, sports and adventures.

They're the types who would choose a large gear garage over a McMansion, a camping or biking vacation over a trip to Vegas, a sweet bike over a tricked-out sports car. A run in the mountains? That's what they do before breakfast.

*Vermont Sports* is their Bible, their trip planner and their entertainment wrapped into one. And they engage with us in print, online, on social media and at our events.

Our peeps are not just Vermonsters—they're the Northeast's adventurers. Vermont is just their playground. Consider this:

- **80 million people live within a five-hour drive of Vermont.**
- **Vermont is historically among the top three states (after Colorado and California) for skier/rider visits, hitting 4.7 million in 2015**
- **Vermont ranks as one of the healthiest states in the nation.**

Those are some big numbers for a small state. And that's what makes *Vermont Sports* the most efficient and effective way to reach both the influential world-class athletes who live here as well as the millions who visit to ski, bike, run, hike and camp and more.

That's the reason why retailers, health care organizations, events, resorts, gyms, restaurants and more make *Vermont Sports* their core partner in reaching their target audiences. That's why brands like Outdoor Gear Exchange, UVM Medical, Dartmouth Hitchcock, Picasso and more advertise in every issue.

**When you partner with *Vermont Sports* you can be sure that 100 percent of your target audience is active, educated, health-focused and affluent.**

And with an annual readership of more than 600,000, the numbers simply add up. We're out there. **Won't you join us?**



FULL PAGE 4 Color 9.25" x 12" safe area, bleed to 10.25" x 13" trim

6x ..... \$1500      3x ..... \$1650      1x ..... \$1740

HALF PAGE 4 Color 9.25" x 5.90"

6x ..... \$900      3x ..... \$1020      1x ..... \$1080

QUARTER PAGE 4 Color 4.6" x 5.90"

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

SIXTH PAGE 4 Color 4.6" x 3.85"

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

NINTH PAGE 3" x 3.85"

Color 6x ..... \$250      3x ..... \$280      1x ..... \$300

## Special Sections

Seasonal Directories | Bike Shops Listings | Ski Shops Listing | Maps & More

\$250/six months (\$50/month with sixth month FREE)

## Web | vtsports.com

Full Banner Top of Page (728 x 90) ..... \$145/mo

Medium Rectangle Right Hand Side of Page (300 x 250) ..... \$100/mo

Skyscraper Right Hand Side of Page (160 x 600) ..... \$75/mo

## Contact us today!

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

[ads@vtsports.com](mailto:ads@vtsports.com) • (802) 388-4944 • [www.vtsports.com](http://www.vtsports.com)



Ask us about

**VT SKI + RIDE**  
Reach 25,000 active and  
affluent readers per issue!



## REASONS WHY

**1. FIND NEW CUSTOMERS.** *Vermont Sports* is distributed free at more than 475 targeted locations around the state and at events that draw participants from all over the country. In addition, you will find *Vermont Sports* at more than 75 outdoor retail outlets around New England, places like Patagonia, REI and more.

**2. ENGAGE WITH OUR AUDIENCE.** More than just a magazine, *Vermont Sports* is a multi-platform brand, with engaged social media, an e-newsletter and a relaunched website, [vtsports.com](http://vtsports.com). We also sponsor and attend races and events around the state. Ask us about our sampling program.

**3. REACH THE INFLUENCERS.** Many of the world's top athletes hail from Vermont and we feature them in every issue. They rely on *Vermont Sports* for their local news, the latest gear, events and where to head to next.

**4. PLAN THE YEAR.** With the most extensive outdoors and sporting event calendar in New England, *Vermont Sports* is the place people turn to plan their race schedules and vacations. Plus, our online calendar, "Weekend Picks" e-newsletter and featured event listings are a weekly resource of things to do.

**5. CHANGE THE WORLD.** *Vermont Sports* gives people the information and inspiration to be healthier, stronger and happier. Top coaches, trainers and doctors offer the latest news and advice. Pro athletes provide tips on how to improve. And our regular "Speak Up" column is a place for leaders to advocate for things that will improve our environment and recreation: from expanding bike lanes to setting aside public land for backcountry skiing.



# 2017 EDITORIAL CALENDAR

## JAN/FEB

Athletes of the Year  
Athletes of the Year | Climbing Gyms  
Nordic | ACLS | Winter Fitness  
**Ad deadline: Dec 16, 2016**

## MAR/APR

Spring | Black Diamond Awards  
Great Spring Events | Backcountry Skiing  
Black Diamond Awards  
**Ad deadline: Feb 17, 2017**

## MAY

Running Special  
Best Road Runs | Fishing  
Gear Up for Summer | Bike Swaps  
**Ad deadline: April 21, 2017**

## JUNE

Cycling Special  
Great Century Rides  
Summer Bucket List | Father's Day Gifts  
**Ad deadline: May 19, 2017**

## JULY

Get Wet! Lakes & Watersports  
SUP, Paddling Sailing & Watersports  
| Staycations | Swimming Holes  
**Ad materials due: June 23, 2017**

## AUGUST

Explore the Outdoors  
Great Mountain Biking  
Weekends away | Climbing  
**Ad deadline: July 21, 2017**

## SEPTEMBER

Trails & Foliage  
Favorite Foliage Hikes  
Trail Running | Camping  
**Ad deadline: Aug. 18, 2017**

## OCTOBER

Endurance | Adventure Dogs  
Great Feats of Endurance  
Distance Events | Adventure Dog Contest  
Ski Season Preview  
**Ad deadline: Sept. 22, 2017**

## NOV/DEC

Holiday Fun  
Holiday Gear & Gift Guide | Cyclocross  
What's Cooking | Dream Trips  
**Ad deadline: Oct. 20, 2017**

*Advertising commitments are due Fridays, by 5 pm. Issues are published on the first Friday of month, and for double issues (Jan/Feb, Mar/Apr, Nov/Dec), in the second week of the month.*

## WE'RE DIGITAL, TOO!

- Check out our website, [VTSports.com](http://VTSports.com)
- Follow us on Facebook, Twitter & Instagram
- Sign up for our e-newsletter and "Weekend Picks"

