

# CONNECTING YOU TO THE PEOPLE WHO LOVE VERMONT.



## Vermont Life

M A G A Z I N E

**W**elcome to the world of *Vermont Life* magazine. It is made up of subscribers and loyal readers located in all 50 states. Since 1946, *Vermont Life* has enjoyed presenting the very best of what Vermont has including fascinating people, culture, agriculture, special places, products and unique events. Published four times a year, the magazine presents stories and photographs in a seasonal setting showing the visual beauty of our Green Mountain State as well as the fascinating stories hidden in our unique villages and towns here.

We invite you to learn more about our magazine and the people who have been subscribing so loyally for, on average, 15 years or more. These are the true "Vermonters" and the best ambassadors to all that Vermont offers. These are the people who are your best customers and prospects. Why not invite them to learn about you with your advertisement in *Vermont Life* magazine?

### 196,011 Total Readership of each issue \*

*Vermont Life's* paid circulation is over 66,000 subscribers and newsstand buyers. Each copy of the magazine enjoys a pass along readership of 2.3 additional readers per copy.

#### READERSHIP: 196,011

Paid Circulation: 66,062

Special distribution: 16,365\*\*

Pass-along readers: 2.3 additional readers per copy.

\* Total readership = 2.7 passalong readers in-state + 2.1 passalong readers out of state + special distribution at a conservative 2.3 passalong readers per copy = 196,011

\*\* On average there is an additional distribution of 16,365 copies each issue to a variety of individuals via doctors offices, advertisers, agencies, *Vermont Life* marketing partners, special Travel Trade and Consumer Shows.

#### Who are these readers?

**Active:** Close to half (46%) of *Vermont Life* readers are between the ages of 30 and 64 representing an active demographic of travelers with disposable income.

**Well Educated:** 84% are college educated including 64% graduated college and 33% hold a graduate degree or higher.

**Affluent:** The average household income is \$108,098, average household net worth is \$697,586.

**Vermont Travelers:** Out-of-staters travel to Vermont with 19 overnights a year, in-state travel in and around Vermont with 11 overnights per year.

Statistics based on July 2007 survey of *Vermont Life* readers, Research USA, Inc. Additional statistics provided by the Vermont department of Tourism and Marketing prepared by Economic & Policy Resources, Inc. Readership figures based on circulation figures of *Vermont Life's* Autumn 2006 edition.

[www.VermontLife.com](http://www.VermontLife.com)

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