

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 Vermont, including interesting people, culture, agriculture, special places, products and events. Published four times a year, the magazine presents articles and photographs in a seasonal setting that showcase the natural beauty of our Green Mountain State, as well as the fascinating stories hidden in our unique villages and towns.

We invite you to learn more about our magazine and the people who have been loyal subscribers for, on average, 15 years or more. These are the people, Vermonters among them, who are your best customers and prospects. Why not invite them to learn about you with your advertisement in *Vermont Life* magazine?

## 171,920 total readership of each issue\*

Paid circulation (subscribers and newsstand buyers): 52,097

Special distribution (medical offices, agencies, trade shows): 5,482

Pass-along readers: 2.3 additional readers per copy

### Who are *Vermont Life* readers? \*\*

**Active:** Nearly half (46%) of *Vermont Life* readers are between 30 and 64 years of age, representing an active demographic of travelers with disposable income.

**Educated:** 84% attended college, 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-stater travelers to Vermont, 19 overnights per year; in-state travelers in and around Vermont, 11 overnights per year.

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

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\*Readership figures based on circulation figures of *Vermont Life's* Autumn 2009 edition. \*\*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.