

CONNECTING YOU TO THE PEOPLE
WHO LOVE VERMONT.



Vermont Life

M A G A Z I N E

Welcome 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?

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 pass-along in-state readers + 2.1 pass-along out-of-state readers + special distribution at a conservative 2.3 pass-along 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 *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.

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

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