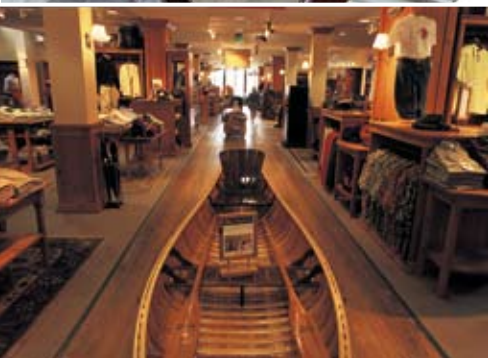


Vermont Life READERS HAVE PURCHASING POWER!

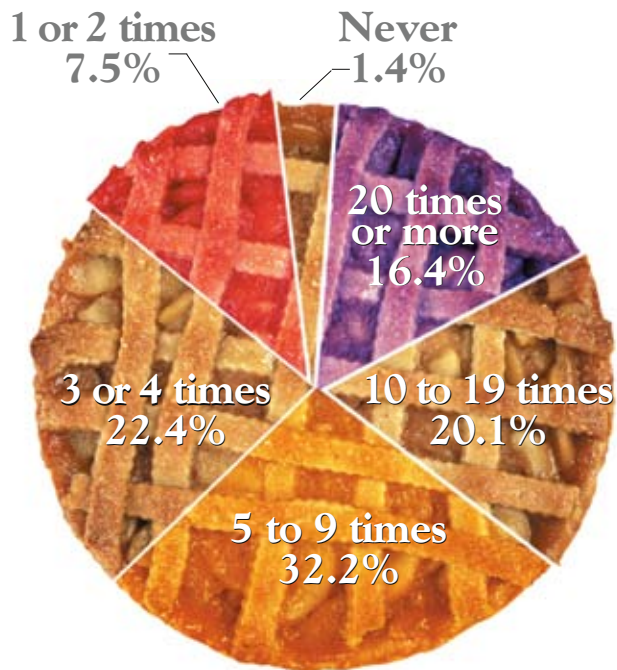


Vermont Life

M A G A Z I N E

Vermont Life readers are your best ambassadors, making 1,831,724 recommendations a year!

Number of times subscribers recommend things to do in Vermont each year



Vermont Life readers are discerning consumers. This is what they own:

Books about Vermont	79.5%	Fine art	40.8%
Antiques	70.5%	Outdoor recreation equipment	40.7%
Home computer	69.5%	Vermont-made jewelry	31.2%
Vermont craft items	61.1%	New car	30.3%
Mail-order books	55.6%	Indoor exercise equipment	28.7%
Other mail-order products	55.3%	Woodstove	25.1%
Outdoor sportswear	48.2%	Vermont-made fine furniture	18.6%
One or more of the above	98.3%		
Purchased one or more of these in the past two years	72.0%		

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