

THE MEDIA KIT



SOUTH BURLINGTON, VERMONT



LAMOILLE COUNTY, VERMONT

Alyce Jones Photography



SHELBURNE, VERMONT



VERMONT COMMUNITY NEWSPAPER GROUP

Stowe Reporter | News & Citizen

Shelburne News | The Citizen | South Burlington's The Other Paper

Stowe Guide & Magazine | Green Mountain Weddings | Ride

OUR NEWSPAPERS

Stowe Reporter • News & Citizen • Shelburne News • The Citizen • The Other Paper
Through BANG, also reach the Mad River Valley and Williston.



Stowe Reporter

The world-class resort town of Stowe is visited by nearly one million visitors per year and the award-winning Stowe Reporter is here to help you reach them. An independent weekly newspaper published 52 times a year, the Reporter serves the town of Stowe, with circulation in Waterbury, Morrisville, Hyde Park and throughout Lamoille County. The Stowe Reporter reaches residents and visitors alike and is the only timely publication for the Stowe tourist market. The Reporter has an average weekly paid circulation of 4,500, a combination of paid subscriptions and newsstand sales. Pass-along readership is between 10,000 to 15,000 individuals. (Circulation is audited by the U.S. Postal Service.)



The News & Citizen

Since 1881, the weekly News & Citizen has faithfully served the communities of Lamoille County. With circulation of 13,500 households, the News & Citizen is the only sure-fire way to reach all of Lamoille County, except Stowe, plus Hardwick, Craftsbury and Greensboro. The newspaper serves the towns and villages of Cambridge, Jeffersonville, Belvidere, Waterville, Johnson, Eden, Hyde Park, Greensboro, Craftsbury, Hardwick, Wolcott, Elmore and Morristown.



vtcng.com

Check out our new portal to our five great community newspapers, and keep up on local news throughout northern and central Vermont.



SMUGGLERS' NOTCH, VERMONT

Alyce Jones Photography



Shelburne News

Reach every home and business in Vermont's third highest income community with Shelburne News. Each Thursday we mail to every home and business in Shelburne (zip code 05482) and rack distribute at select high traffic locations in and around town for a total weekly circulation of 5,000 copies.



The Citizen

Reach every home and business in Vermont's second highest income community with The Citizen. Each Thursday we mail to every home and business in Charlotte (zip code 05445) and Hinesburg (zip code 05461) and rack distribute at select high traffic locations in and around both towns for a total weekly circulation of 4,500 copies.



South Burlington's The Other Paper

Mailed to every residence and business in South Burlington, The Other Paper serves Vermont's second largest city. Published since 1977, it is the trusted go-to source for local news, connecting readers every week with what matters, including municipal, legislative, school and community news. With a steadily growing circulation, currently at 11,300, The Other Paper is the newspaper of record, fostering a strong sense of community and providing a direct link to your clientele. The Other Paper is published in its entirety online, and is also available through rack distribution in key locations throughout South Burlington and the surrounding area.



Get more BANG for your buck! We're a member of the Burlington Area Newspaper Group (BANG), which means you can place an ad in seven different newspapers and reach 48,100 households. One bill, one sales representative, hassle-free. BANG partner papers include: Stowe Reporter, News & Citizen, Shelburne News, Williston Observer, The Citizen (Charlotte and Hinesburg), Valley Reporter (Warren and Waitsfield) and The Other Paper (South Burlington).

NEWSPAPER ADVERTISING DETAILS

Print Ad Sizes

Full page: 10.25"w x 12.5"h

Half page: 10.25"w x 6.2"h | 5"w x 12.5"h

Two Thirds page: 10.25"w x 8.25"h

Third page: 10.25"w x 4"h | 8.167"w x 5.25"h | 6.083"w x 7"h | 5"w x 8.2"h

Quarter page: 10.25"w x 3"h | 8.167w x 4"h | 6.083"h x 5.25"w | 5"w x 6.2"h | 4"w x 7.75"h

Sixth page: 6.083"w x 3.5"h | 5"w x 4"h | 4"w x 5"h | 1.917"w x 10"h

Eighth page: 5"w x 3"h | 4"w x 4"h | 1.917"w x 8"h

Sixteenth page: 4" x 2" | 1.917"w x 4"h

Business Directory: 3.25"w x 2"h (small) | 3.25"w x 4.5"h (large)

PREMIUM POSITION RATES:

Front Page Banner: 10.25"w x 1.5"h

Front Faux Sticker: 2.25"w x 1.75"h

Online/Web Ads

Available on stowereporter.com, stowetoday.com, newsandcitizen.com, shelburnenews.com, thecitizenvt.com, otherpapersbvt.com and vtcng.com.

Line Classifieds

charged by word count

Inserts

contact us for more information

Technical Information

Acceptable Ad formats: Flattened PDF is the preferred format to receive electronic files. Set resolution to 300 dpi and embed fonts. Color ads must be submitted as CMYK. Photos in ads should be at 300 dpi for best reproduction results.

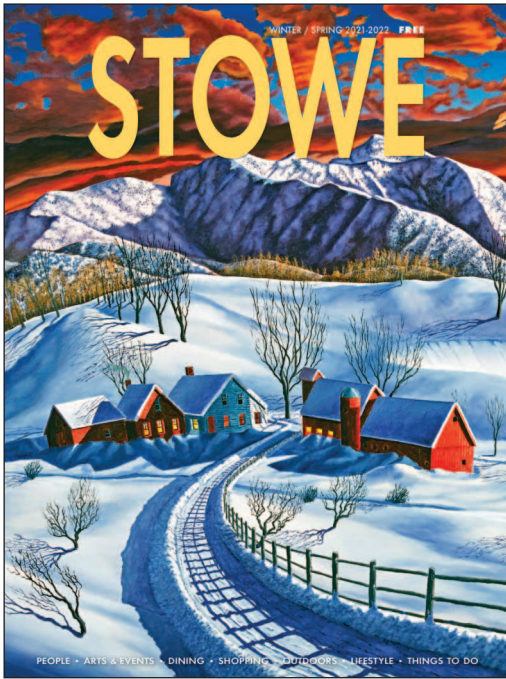
Deadlines

- Display ad deadline, Monday at noon.
- Burlington Area Newspaper Group (BANG), other combination/multiple-paper ads, business/services ads, Fridays at 5 p.m.
- Line/box classified ads, Monday at 5 p.m.
- Editorial submissions, including letters and press releases, Mondays at noon.
- Press releases and calendar information, Fridays at 5 p.m.

Rates

contact us for more information





Ask your sales rep for rates and deadlines on these special editions.

OUR MAGAZINES & SPECIAL SECTIONS

Stowe Guide & Magazine

The award-winning Stowe Guide & Magazine – it's won best niche publication from the New England Newspaper & Press Association for the last eight years – is the one indispensable guide and comprehensive information source on events and attractions, places to stay and eat, shopping, art galleries, and outdoor sports and activities in the greater Stowe and Smugglers Notch region as well as central and northern Vermont.

Stowe Magazine is the perfect vehicle to reach the lucrative second-home market, the nearly one million visitors who come to Stowe every year, and local residents. Average readership per issue is estimated at 200,000. Approximately 10,000 copies are distributed free at welcome centers along Vermont's interstate system, and at Canadian border crossings.

Stowe Weddings & Green Mountain Weddings

Stowe & Green Mountain Weddings helps brides and grooms reach the best purveyors of wedding services in central and northern Vermont. Directly distributed to local bridal shops and suppliers, inns, resorts and lodges, event planners, select clothing and jewelry shops, reception sites, local chambers of commerce, florists and caterers, bakeries and cakeries. Annual printed circulation of 8,500, with limited distribution at select Vermont welcome centers. Online at greenmtnweddings.com and stoweweddings.com.

RIDE

Published annually in June, RIDE is now in its eighth year. The supplement celebrates the popularity of mountain biking and explores the businesses, people, trail networks and new initiatives surrounding this growing sport. RIDE is inserted into the Stowe Reporter, a central location for the mountain biking community with its extensive trail network, and is distributed via newsstands, bike shops and other complementary businesses in Waterbury, Shelburne/Hinesburg/Charlotte, South Burlington, and throughout Morrisville and Lamoille County.

HOME

Published spring/summer. Home is a popular supplement to the Stowe Reporter and News & Citizen. With a circulation of over 17,000, it's the best way to reach homeowners in the Stowe and Lamoille region. Display ads are surrounded by topical editorial copy, most generated by our award-winning stable of writers and photographers. Extend the reach of your message into Chittenden County through South Burlington's The Other Paper, Shelburne News and The Citizen, which serves the towns of Hinesburg and Charlotte.