

New Advertising Discounts for VGA & VSFA Members

Vermont Life

VERMONT LIFE EMPORIUM, a new in-magazine advertising opportunity, debuts in the Spring 2012 issue of Vermont Life. This is a continuing effort to make the State of Vermont's flagship magazine approachable for Vermont entrepreneurs who advertise Vermont specialty foods, art, crafts, gifts and other Vermont-inspired products.

VERMONT LIFE EMPORIUM is pleased to receive the support of the Vermont Grocers and Vermont Specialty Foods Associations, whose members may purchase ads in VERMONT LIFE EMPORIUM for only \$350 per 1/12-page ad. This is the lowest ad price Vermont Life currently offers to any party anywhere in the magazine. To further save money, Vermont Life standardizes and assembles 1/12-page ads at no charge. These 1/12-page ads comprise a logo or eye-popping product image, 20-word description, home town, phone number and URL.

Vermont entrepreneurs are invited to inquire about discounts on larger ads in VERMONT LIFE EMPORIUM as well as throughout the magazine. Advertisers or their agencies may submit their own artwork for ads 1/6-page and larger. Please direct bookings and inquiries to Dave Hakins, Director of Advertising, Partnerships & Events, Vermont Life, dave.hakins@vermontlife.com.

Vermont Magazine

VERMONT Magazine, an associate member of VAICS, is pleased to announce a program that offers special advertising rates to VGA, VAICS and VSFA members, as an affordable way to get their message to a wide range of both in-state and out of state readers who have a passion for all things Vermont.

Founded in 1989, VERMONT Magazine has subscribers in 95% of Vermont's towns and in every state (most out of state subscribers live within a 6 hour drive and visit frequently.)

Full-color, run-of-press ad prices start at just \$195 for a 1/12th page ad. Space in our special ad section, 'Made in Vermont' is available for Vermont-produced food or specialty item producers, with ad prices starting at only \$165 for a 1/16th page. As an additional benefit to members in an effort to make their advertising dollars go further, new advertisers who contract for 5 issues will receive a 6th ad free. Please contact the advertising director, Alisa DiBlasi at: (802) 375-1366, or at: advertising@vermontmagazine.com