



2022
MEDIA KIT

Since 1964

STRATTON magazine

FEATURING MANCHESTER & THE MOUNTAINS

STRATTON MAGAZINE showcases the communities, people, and lifestyle of the Manchester & the Mountains area. The publication engages readers by providing an inside look at the vibrant year-round recreation, events, culinary and arts activities that make the region so spectacular. Beautiful photography, editorial of the highest quality, and award-winning design have positioned *Stratton Magazine* as a premiere resort and regional lifestyle publication.



WINTER 2022

CLOSING MATERIAL DUE ISSUANCE



**FEATURING GOOD TASTE DINING SECTION
(LIMITED AVAILABILITY—MUST RESERVE SPACE BY 12/3)**

An enhanced dining guide will be incorporated into this issue. All dining-related advertisers with a display ad of 1/6 page or more will have an enhanced listing within the dining section which includes a restaurant description and a photograph.

SUMMER 2022

CLOSING MATERIAL DUE ISSUANCE



FALL 2022

CLOSING MATERIAL DUE ISSUANCE



**FEATURING HOME IMPROVEMENT SECTION
(LIMITED AVAILABILITY—MUST RESERVE SPACE BY 6/24)**

An enhanced home improvement guide will be incorporated into this issue. All home-related advertisers with a display ad of 1/6 page or more will have an enhanced listing within the home improvement section which includes a business description.

HOLIDAY 2022

CLOSING MATERIAL DUE ISSUANCE



FEATURING HOLIDAY GIFT GUIDE—INFO TO FOLLOW.

An enhanced gift guide will be incorporated into this issue. All gift-related advertisers with a display ad of 1/6 page or more will have an enhanced listing within the gift guide section which includes product photos and business contact information.

In 2021, we highlighted a wide range of beautiful “Made in Vermont” crafts – from heirloom-quality musical instruments to custom ski boots.

We featured farmers and foodies, spotlighting CSAs and providing some great recipes courtesy of our local chefs.

We showcased great leaders, including our new Lieutenant Governor, Molly Gray, who shared her memories of her years at Stratton Mountain School (SMS), and we celebrated several Golden Anniversaries, including The Carlos Otis Stratton Mountain Clinic, SMS, and Tilting at Windmills Gallery.

We offered tips from local experts on how to transform your home into a haven, and we honored our cultural organizations, local non-profits, and the volunteers that help them thrive.

We enjoyed deeper conversations on higher education in Vermont today and how local businesses are succeeding despite adversity.

And, of course, we shared great recommendations on enjoying the outdoors.

We have even more in store for you in 2022.

Join us!

RATES + SIZES

1-Issue and 4-Issue color rates below:

Take advantage of the **BEST RATE** and reserve your space in **ALL FOUR ISSUES!**

FULL PAGE

BACK COVER
\$2,925

INSIDE COVERS
\$2,445

FULL PAGE
1X \$2,410
4X \$2,145

*SEE BELOW FOR AD SIZE

2/3 PAGE

1X \$1,840
4X \$1,685

4.625 X 10"

1/2 ISLAND

1X \$1,429
4X \$1,275

4.625 X 7.375"

1/2 HORIZONTAL

1X \$1,429
4X \$1,275

7.5 X 4.875"

1/3 VERTICAL

1X \$1,125
4X \$ 995

2.25 X 10"

1/3 SQUARE

1X \$1,125
4X \$ 995

4.625 X 4.875"

1/4 PAGE

1X \$745
4X \$670

3.625 X 4.875"

1/6 HORIZONTAL

1X \$690
4X \$610

4.625 X 2.375"

1/6 VERTICAL

1X \$690
4X \$610

2.25 X 4.875"

1/12

1X \$455
4X \$405

2.25 X 2.375"

EMAIL AD MATERIAL TO ADS@OLDMILLROADMEDIA.COM*

CAMERA-READY ADS: HIGH RES (300 DPI) PDF • CMYK • NO CROP MARKS UNLESS FULL PAGE
ADS TO BE CREATED: HIGH RES (300 DPI) LOGO AND PHOTOS • TEXT IN WORD DOCUMENT OR BODY OF EMAIL

* PLEASE NAME FILES WITH YOUR ADVERTISER NAME AND ISSUE DATE. SEE FOLLOWING PAGE FOR MORE DETAILS.

Please Note
New Email
Address

BLEED AREA
TRIM SIZE
SAFE AREA
NON BLEED AD SIZE

FULL PAGE ARTWORK GUIDELINES

Please provide CROP MARKS FOR BLEED ADS ONLY.

bleed area 9.25" x 11"
Extend your background beyond the trim to fill the bleed area

trim size 9" x 10.75"
This is where the pages get cut off

safe area 8.5" x 10.25"
Keep text, logos, icons, etc. within .25" of trim

non bleed ad 8.5" x 10.25"
This is the size required for ads that don't extend off the page.

BW RATES

	1X BW	4X BW
back cover		
inside covers		
full page		
2/3 page	\$1,599	\$1,325
1/2 page	\$1,110	\$965
1/3 page	\$805	\$680
1/4 page	\$539	\$450
1/6 page	\$470	\$399
1/12 page	\$280	\$240
Regional Services	\$199	\$179

Local Services listings bought in conjunction with a minimum 1/6 page display ad earns an additional 20% discount

HOME IN VERMONT

Stratton Magazine now features a new Home in Vermont section, specifically designed as an advertising opportunity for real estate agents, home builders, architects and interior designers surrounded by home-related editorial.

FREQUENCY DISCOUNTS: The four-time rate is earned only when ads run in consecutive issues. Advertisers will be charged the one-time rate on published ads if multiple insertion contracts are cancelled.

ALL RATES AND DEADLINE DATES ARE SUBJECT TO CHANGE

DIGITAL ADVERTISING

2 Month Minimum

WEBSITE	Rotating Side Banner (300 x 250)	\$150/mo
E-NEWSLETTER	Bottom Banner (800 x 260)	\$200

DISTRIBUTION + SPECIFICATIONS

ADVERTISING BENEFITS



Stratton Magazine offers its readers quality content and its advertising partners key benefits:

DISTRIBUTION

Reach an ever-expanding readership through a controlled circulation of 25,000+/- copies with each issue. That's approximately 75,000 readers per issue!

- Mail distribution to second homeowners, IKON passholders, regular visitors, and followers of *Stratton Magazine*.
- Physical distribution locations include real estate offices, resort information desks, retail shops, galleries, restaurants, inns, and other quality, high traffic locations and events in the Northshire area (Manchester, Peru, Dorset, Arlington), as well as the West River Valley (Stratton, Bondville, Londonderry, Weston, Winhall, Jamaica, Townshend and Newfane), and the Bennington area.
- Issues are provided in resort welcome packages and in-room at Stratton Mountain Resort and The Equinox Resort. They are also available at Vermont Visitor's Centers including Guilford/Brattleboro, Fair Haven, and Bennington.

EXPANDED ONLINE PRESENCE

With a social media and website manager, *Stratton Magazine* has a daily presence on Facebook and Instagram to further engage with our audience and promote what's new with our advertisers.  

PROMOTION

Through targeted promotions and events our advertising partners have opportunities to showcase their services and products.

GET ON THE LIST

Connect with *Stratton Magazine* online for the most up-to-date information. Sign up for our monthly e-newsletter and subscribe to home delivery at strattonmagazine.com.

PHOTO CREDITS FOR COVER IMAGES INCLUDE:

Kim Burke & Timothy Peters

SUBMITTED ADS

Advertising rates are based on receiving your ad electronically, camera ready; otherwise additional production work including typesetting, scanning, resizing, reverse ads, screens and bleed ads will be charged to the advertiser at prevailing rates. Advertisers agree that Old Mill Road Media may add a border to submitted ads, if needed, at no additional cost.

ACCEPTED FILES

High-resolution PDF (preferred)
InDesign CC or below (include all images & fonts)
Illustrator CC or below (type outlined)
High resolution PSD or TIF (Flattened, CMYK, 300 dpi)
Please name files with YOUR advertiser name and issue date. Please provide crop marks for BLEED ADS ONLY.

IMAGES

All provided photos should be CMYK, 300 dpi and sized at 100% when imported into your layout program. All provided photos should be color-corrected and ready for print. *Stratton Magazine* is not responsible for the quality of supplied photos and art.

COLOR MATCHING

The Publisher will not assume responsibility for color ads printed without a provided digital color proof.

PAYMENT TERMS

New or seasonal clients: Payment is due in full at time of reservation. Existing clients: 50% payment is due at the time of reservation, for the current issue. 50% of all future placements are due by ad close date. Payment in full for all placements are due upon individual issuance. Advertisers who contract for multiple rates initially agree to pay one-time rates for incomplete multiple-rate contracts. Late fees will be applied to balances >30 days.

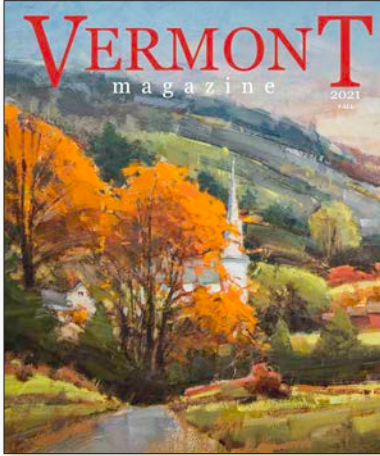
CONTRACT & COPY REGULATIONS

No cancellations will be accepted after closing date.

The Publisher reserves the right to reject any and all advertising. All advertising is subject to Publisher's approval and agreement by the advertiser to indemnify and protect the Publisher from loss or expense on claims and suits based on subject matter of such advertisements. Regarding copy changes, advertisers under contract will have prior ad run unless advertising offices are notified of changes by closing dates. The Publisher assumes no liability for errors in ads or, for any reason, the omission of an advertisement. Liability for errors for which the Publisher may be found legally responsible cannot exceed the cost of the space.

2022 ADVERTISING PLANNING

Please reach out for detailed advertising information on Old Mill Road Media's other publications.



VERMONT

m a g a z i n e

Vermont Magazine is committed to showcasing the beautiful landscapes, rich history, and the energetic & creative culture that is Vermont today! Regular features focus on the arts, entrepreneurs, the outdoors, history, and superb craftsmanship.

VTMag.com

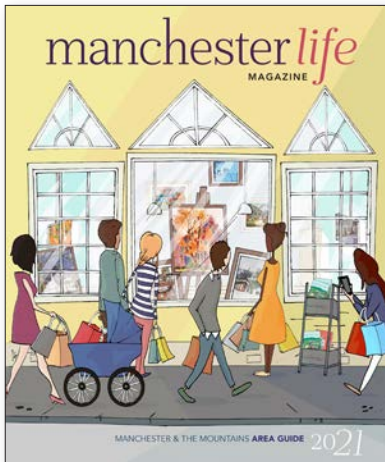


Berkshire

MAGAZINE

Berkshire Magazine is your go-to guide to Western Massachusetts. The high-quality publication explores the arts, homes, happenings, personalities, and attractions with an informed curiosity, high-quality editorial content, and beautiful photography.

BerkshireMag.com



manchester life

MAGAZINE

Manchester Life magazine showcases the beauty, lifestyle, and community of Manchester & the Mountains. It features the arts, dining, shopping, recreational activities, events, and lodging choices unique to the area.

ManchesterLifeMagazine.com



VERMONT

n e w s g u i d e

The *Vermont News Guide* is a weekly newspaper featuring events and news to help you plan your Vermont adventure and stay connected to the community. Its primary focus is Southern VT, Middle VT, Nearby NY, and Western MA.

VermontNewsGuide.com