Vermont Vacation Section
Special Advertising Section
Sponsored by Vermont Department of Travel & Tourism

SPECIAL ADVERTORIAL SECTION: January/February 2018

Sign on for this year’s special Vermont advertising section. With a focus on planning for year-round vacationing in the Green Mountain state, these pages will bring the singular spirit and beauty of the region to Yankee’s readers.

Why YANKEE MAGAZINE?
+ $6,774 average spent on U.S. travel per year
+ 86% travel within New England yearly
+ 62% planned their trip based on Yankee content

Source: Accelara Publishing Survey, January 2017

What’s YOUR Exposure?
+ Total print audience: 1.5 Million
+ 1 Million average Page Views per month
+ Regional Readership:
  + New England 850,710
  + Mid-Atlantic (NY, NJ, PA) 205,628
+ 538,128 average Unique Visitors per month
+ 505,630 average Total Visits per month

Source: Certification Verification Council, June 2016

Google Analytics May 2017

RESERVATIONS DUE: NOVEMBER 1, 2017 MATERIALS DUE: NOVEMBER 7, 2017

RATES: PRINT AND ONLINE COMBINATION

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate (NET)</th>
<th>Impressions</th>
</tr>
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<tbody>
<tr>
<td>4-1/2” W X 4” H</td>
<td>$1,930</td>
<td>75K</td>
</tr>
<tr>
<td>2-1/8” W X 4” H</td>
<td>$980</td>
<td>50K</td>
</tr>
<tr>
<td>2-1/8” W X 1-7/8” H</td>
<td>$490</td>
<td>N/A</td>
</tr>
</tbody>
</table>

IN-HOME: DECEMBER 22, 2017 NEWSSTAND: DECEMBER 29, 2017

Kelly Moores - KellyM@YankeePub.com – 603-933-0427
NEWENGLAND.COM – NewEngland.com/AdInfo
STOWE Area Advertorial - March/April 2018

FRESH NEW LOOK!
With an updated and eye-catching new look for this year, our dedicated advertorial section, exclusively for the Stowe area, provides a great opportunity for you to showcase your business! This special section will highlight the Vermont experience for Yankee’s readers—reserve your space today.

Make sure your business is included in this comprehensive ad program!

Why YANKEE MAGAZINE?
+ $6,774 average spent on U.S. travel per year
+ 86% travel within New England yearly
+ 62% planned their trip based on Yankee content
Source: Accelara Publishing Survey, January 2017

What’s YOUR Exposure?
+ Total print audience: 1.5 Million
+ Regional Readership:
  + New England 850,710
  + Mid-Atlantic (NY,NJ, PA) 205,628
Source: Certification Verification Council, June 2016

Google Analytics May 2017
+ 1 Million average Page Views per month
+ 538,128 average Unique Visitors per month
+ 505,630 average Total Visits per month

Business Listing
Rate: $500 NET

DEADLINES
Reservations Due..............JANUARY 2, 2018
Materials Due....................JANUARY 7, 2018
Issue In-Home....................FEBRUARY 16, 2018
BURLINGTON Area: Advertorial - May/June 2018

FRESH NEW LOOK!
With an updated and eye-catching new look for this year, our dedicated advertorial section, exclusively for the Burlington area, provides a great opportunity for you to showcase your business! This special section will highlight the Vermont experience for Yankee’s readers—reserve your space today.

Make sure your business is included in this comprehensive ad program!

Why YANKEE MAGAZINE?
+ $6,774 average spent on U.S. travel per year
+ 86% travel within New England yearly
+ 62% planned their trip based on Yankee content

Source: Accelara Publishing Survey, January 2017

What’s YOUR Exposure?
+ Total print audience: 1.5 Million
+ Regional Readership:
  + New England 850,710
  + Mid-Atlantic (NY, NJ, PA) 205,628

Source: Certification Verification Council, June 2016

Business Listing
Rate: $500 NET

DEADLINES
Reservations Due..................MARCH 1, 2018
Materials Due.........................MARCH 7, 2018
Issue In-Home..........................APRIL 21, 2018
FRESH NEW LOOK!
With an updated and eye-catching new look for this year, our dedicated advertorial section, exclusively for the Mad River Valley area, provides a great opportunity for you to showcase your business! This special section will highlight the Vermont experience for Yankee’s readers—reserve your space today.

Make sure your business is included in this comprehensive ad program!

Why YANKEE MAGAZINE?
+ $6,774 average spent on U.S. travel per year
+ 86% travel within New England yearly
+ 62% planned their trip based on Yankee content

Source: Accelara Publishing Survey, January 2017

What’s YOUR Exposure?
+ Total print audience: 1.5 Million
+ Regional Readership:
  + New England 850,710
  + Mid-Atlantic (NY, NJ, PA) 205,628

Source: Certification Verification Council, June 2016

Business Listing Rate: $500 NET

DEADLINES
Reservations Due..............May 1, 2018
Materials Due.....................May 7, 2018
Issue In-Home.....................June 23, 2018

Dave Honeywell, Dave_GolfHouse@MadRiver.com – 802-583-4653
NEWENGLAND.COM – NewEngland.com/AdInfo
Manchester Area - Vermont
Sponsored by Vermont Department of Travel & Tourism

MANCHESTER Area: Advertorial - September/October 2018

FRESH NEW LOOK!
With an updated and eye-catching new look for this year, our dedicated advertorial section, just for the Manchester area, provides a great opportunity for you to showcase your business! This special section will highlight the Vermont experience for Yankee’s readers—reserve your space today.

Make sure your business is included in this comprehensive ad program!

Why YANKEE MAGAZINE?
+ $6,774 average spent on U.S. travel per year
+ 86% travel within New England yearly
+ 62% planned their trip based on Yankee content
Source: Accelara Publishing Survey, January 2017

What’s YOUR Exposure?
+ Total print audience: 1.5 Million
+ Regional Readership:
  + New England 850,710
  + Mid-Atlantic (NY,NJ, PA) 205,628
Source: Certification Verification Council, June 2016
Google Analytics May 2017

Business Listing
Rate: $500 NET

DEADLINES
Reservations Due..............July 2, 2018
Materials Due..................July 6, 2018
Issue In-Home.....................August 24, 2018

Kelly Moores, KellyM@YankeePub.com, 603-933-0427
NEWENGLAND.COM – NewEngland.com/AdInfo
WOODSTOCK Area - Advertorial - November/December 2018

FRESH NEW LOOK!
With an updated and eye-catching new look for this year, our dedicated advertorial section, exclusively for the Woodstock area, provides a great opportunity for you to showcase your business! This special section will highlight the Vermont experience for Yankee’s readers—reserve your space today.

Make sure your business is included in this comprehensive ad program!

Why YANKEE MAGAZINE?
+ $6,774 average spent on U.S. travel per year
+ 86% travel within New England yearly
+ 62% planned their trip based on Yankee content
Source: Accelara Publishing Survey, January 2017

What’s YOUR Exposure?
+ Total print audience: 1.5 Million
+ Regional Readership:
  + New England: 850,710
  + Mid-Atlantic (NY,NJ, PA): 205,628
Source: Certification Verification Council, June 2016

Google Analytics May 2017

AUDIENCE:
1.5 MILLION

Business Listing
Rate: $500 NET

DEADLINES
Reservations Due.................August 30, 2018
Materials Due.......................September 6, 2018
Issue In-Home..........................October 24, 2018

Kelly Moores, KellyM@YankeePub.com, 603-933-0427
NEWENGLAND.COM – NewEngland.com/AdInfo