

# Benefits to Advertising in Vermont Woman

## 1. Target your Market -WOMEN!

VW is the *only* statewide publication that *specifically* targets the lucrative women's market.

## 3. Reach Your Prospects

VW reaches 24,000 loyal readers with each issue and generates 75,000-100,000 unique annual visits to our website.

## 5. Increase business

**VW readers make 85-90% of all household buying decisions**

including: car purchases – retail – vacation – home improvement – entertainment – dining – health – financial and education choices

## 7. Our Demographics Match your Business

Our Readers are a match for your business—

Age Range: 22 to 80+

Education: 90% college/advance degrees

Employment: 63% professionally employed

Family Status: 55% married/domestic partnerships; 45% other

Household Income: \$90,000



## 2. Boost Your Bottom Line

Consistent advertising in VW and on our website pays big dividends

## 4. Cost Effective

Spend your media dollars wisely with our laser focus approach.

## 6. More Exposure

Many VW readers save each issue and view multiple times which means increased ad exposure for your business.

## 8. Impacts the Community

... with many important local and regional event sponsorships.

## 9. Quality Publication

Consistently recognized within the industry for excellence – named **Newspaper of the Year**; and cited for **General Excellence** by the New England Newspaper and Press Association



Vermont Woman Newspaper

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