

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 34,000 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 2007, 2008 & 2011**; and for **General Excellence 2012** by the New England Newspaper and Press Association



Vermont Woman Newspaper