

2019 MEDIA KIT

MANCHESTER & THE MOUNTAINS

manchester *life*
MAGAZINE

MANCHESTER LIFE magazine showcases the beauty, lifestyle, and community of Manchester and the Mountains region. It features a breadth of recreational activities and events, arts, dining, shopping, and lodging choices and highlights the treasures unique to the area.

manchester life

MAGAZINE



PHOTO: LUV LENS, DANIELLE VISCO AND @LUVLENS ON INSTAGRAM



This annual lifestyle publication for residents and visitors includes editorial and photography, area business listings, travel resources, and an events calendar.

Featured stories in 2019 will include

- Wedding pictorial featuring venues, photographers, caterers, and more
- *Good Taste Dining* editorial
- Community Focus on Manchester Medical Center
- Highlight on new businesses
- Music ~ people & places
- Walking tour of historic Bonnet Street ...and more



lodging

Discover new accommodations and lodging options with fresh perspectives and tips. From historic inns to modern hotels, we'll help you find the perfect place to stay.

Our first feature on lodging is an in-depth look at the historic Dorset Inn, a charming property with a rich history and modern amenities. We'll explore the inn's architecture, its location in the heart of downtown Manchester, and the exceptional service provided by its staff. We'll also offer tips on how to make the most of your stay at this unique property.

BY CHERIE MADGAN
Photographs by George Forbes

A HOLISTIC Heritage

The arrival of organic products in Manchester, New Hampshire's natural food scene is a testament to the region's commitment to sustainable living. From locally sourced produce to artisanal products, the natural food movement is gaining momentum in the Granite State. This feature explores the rise of natural food stores, the challenges they face, and the impact they are having on the local food system.

At Morning Natural Foods, the store's commitment to organic and locally sourced products is a key selling point. The store's owner, [Name], shares her journey from a small-scale operation to a thriving business. She discusses the importance of transparency in sourcing and the role of community support in the success of natural food stores.

At the store, however, Kelly and her team offer a wide selection of organic products, from fresh produce to artisanal products. They also offer workshops and classes to educate customers on the benefits of natural food products. This feature highlights the role of natural food stores in promoting a healthier and more sustainable lifestyle.

GRAFTON DRAUGHTS
Women's Premier Craft Beer

3 Peas Gallery
in the City Center

Bringing you the beauty of Vermont from the heart of Manchester.

WILD FOODS

The Dorset Inn

THE CROOKED RAM
CRAFT BEER

SAVING ROOM
CORSAGE DRESS

LOCAL CHEESE & COUNTRY BUTTER

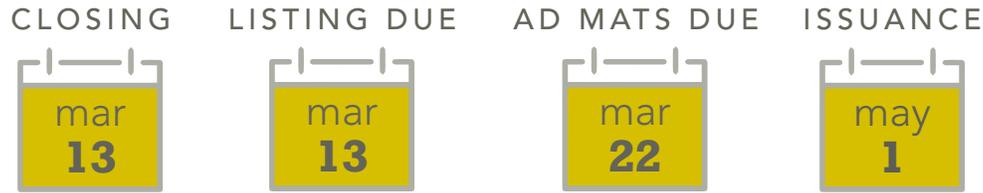
FOR THE FOLKLORE

Wild Ram Harvested Trout with Noris and Dairy Cheese Potenta

FOR THE FOLKLORE

Local Cheese & Country Butter

RATES + SIZES



ONE-TIME RATES

FULL PAGE

INSIDE COVERS
\$2000

OUTSIDE COVERS
\$2200

FULL PAGE
\$1950
includes 2 listings in the section of your choice; or 1 listing and 1 web banner for the year

*SEE BELOW FOR AD SIZE

1/2 HORIZONTAL

\$1025
includes 2 listings in the section of your choice

6.625 x 4.3875"
(88% of Stratton Mag size)

1/3 SQUARE

\$685
includes 1 listing in the section of your choice

4.125 x 4.3875"
(90% of Stratton Mag size)

1/3 VERTICAL

\$685
includes 1 listing in the section of your choice

2.025 x 9"
(90% of Stratton Mag size)

1/6 H OR V

\$595
includes 1 listing in the section of your choice

4.125 x 2.06" H
2.025 x 4.3875" V
(90% of Stratton Mag size)

FULL PAGE ARTWORK GUIDELINES

BLEED AREA
Extend your background beyond the trim to fill the bleed area.

TRIM SIZE
This is where the pages get cut off.

SAFE AREA
Keep text, logos, icons, etc. inside this area.

NON-BLEED AD SIZE
This is the size required for ads that don't extend off the page.

"We love Manchester Life, a great new publication for our area. Quality printing that's so well designed with great visibility. For our businesses it's a must-do for advertising!"

Peter Conrad Construction

"Manchester Life Magazine's print and digital options made our restaurants' advertising elegant, affordable, and easy. Our sales are up in both establishments since we began working with them and we have advertisements of which we are proud. Manchester Life is an indispensable resource for locals and visitors alike."

Zoey's Deli / Zoey's Double Hex

"Mountain Media is the local media expert, producing beautiful content that reaches and connects with its readers, embracing the local community and enticing visitors to experience the Magic of Manchester and the surrounding areas. It is a pleasure working with such a talented team!"

Hampton Inn & Suites

PAYMENTS & COMMISSIONS: Payment must accompany all advertising materials unless credit has been established with *Manchester Life*. Agency commission: 15% of b/w gross to recognized agencies providing full agency service. To receive this discount, bills must be paid within the normal 30-day net period. No commission on production charges or color charges. Finance charges of 1% per month (12% annually) applied on balances over 30 days. Advertisers must contract for multiple rates initially and agree to pay one-time rates for incomplete multiple-rate contracts.

ALL RATES SUBJECT TO CHANGE

PLEASE NAME FILES WITH YOUR BUSINESS NAME AND ISSUE.
PLEASE PROVIDE CROP MARKS FOR BLEED ADS ONLY.

DISTRIBUTION + SPECIFICATIONS

ADVERTISING BENEFITS

Manchester Life offers its readers high-quality content and its advertising partners key benefits:

DISTRIBUTION

Reach an ever-expanding readership through a controlled circulation of 25,000 +/- issues printed 1x/year.

Locations will include real estate offices, resort information desks, retail shops, galleries, restaurants, inns, welcome centers, and other high-quality, high-traffic locations in Manchester, Dorset, Stratton Resort, Arlington, Bennington, and the Mettowee Valley area. Additionally, heavy distribution will be focused on key places in Western Massachusetts, Saratoga, and Lake George, New York.

EXPANDED ONLINE PRESENCE

With the addition of a social media and website manager, we have a daily presence on Facebook, Twitter, Instagram, and Pinterest to further engage with our audience and to promote what's new with our advertisers. Viewers will be able to read our digital edition on manchesterlifemagazine.com.



PROMOTION

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

EXECUTIVE OFFICE

Mountain Media, LLC
4858 Main Street
Manchester Center, VT 05255
802-362-7200

KIMBERLY JONES

Advertising Director
802-891-4771
kimberly.jones@mountainmediavt.com

SUBMITTED ADS

Advertising rates are based on receiving your ad electronically, camera ready. Camera-ready ads with preflight issues (i.e. incorrect dimensions, lack of bleeds and crop marks on full page ads, low resolution images, images that are not CMYK, typos, non-embedded fonts, etc.), will be charged to the advertiser at a minimum rate of \$45.

Any production work including typesetting, changes, photo and/or logo replacements, resizing, bleeds, etc., will be charged to the advertiser at a minimum rate of \$45.

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, 300dpi, and sized at 100% when imported into your layout program. All provided photos should be color-corrected and ready for print. Mountain Media, LLC 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.

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.