

# 2020 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

PHOTOS: WILLIAM THOMAS PHOTOGRAPHY

**WINTER TRAVEL**  
The perfect winter getaway begins with a warm winter stay at the historic Lincoln family home in Manchester. The property is a beautiful blend of historic architecture and modern amenities. Located in the heart of Manchester, the property is a perfect base for your winter getaway. The property is a beautiful blend of historic architecture and modern amenities. Located in the heart of Manchester, the property is a perfect base for your winter getaway.

**RECIPE FOR AN IDEAL**  
Winter is the perfect time to visit Manchester. The weather is just what you need for a winter getaway. The property is a beautiful blend of historic architecture and modern amenities. Located in the heart of Manchester, the property is a perfect base for your winter getaway.

**THE GOLDEN HOUR**  
The golden hour is the best time to visit Manchester. The weather is just what you need for a winter getaway. The property is a beautiful blend of historic architecture and modern amenities. Located in the heart of Manchester, the property is a perfect base for your winter getaway.

**RECIPE FOR AN IDEAL**  
Winter is the perfect time to visit Manchester. The weather is just what you need for a winter getaway. The property is a beautiful blend of historic architecture and modern amenities. Located in the heart of Manchester, the property is a perfect base for your winter getaway.

**PHOTOS: KAYLA BREITHAUP**

**Kimpton taconic hotel**  
A beautiful blend of historic architecture and modern amenities. Located in the heart of Manchester, the property is a perfect base for your winter getaway.

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This annual lifestyle publication for residents and visitors includes editorial and photography, area business listings for dining, lodging, activities, services, retail, and real estate; travel resources, and an events calendar.

Featured stories in 2020 will include

- Wedding pictorial featuring venues, photographers, caterers, and more
- *Good Taste Dining* editorial
- The re-envisioning of the community skate park
- A welcome to new businesses in town
- The history of a local institution, r.k. Miles
- An in-depth look at some of our area arts organizations
- An update on the Putnam block re-development project
- What's new at Burr and Burton Academy ...and more

**PHOTOGRAPHY BY TINSLEY PERES**

**to two cow lane and back**  
a short stroll on bonnet street

There is a wonderful walk to take in Manchester Center—something to enjoy after your shopping and your walk to the store. The walk is a beautiful blend of historic architecture and modern amenities. Located in the heart of Manchester, the property is a perfect base for your winter getaway.

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**lodging**

Serene and memorable—local lodging establishments will have you returning again and again. Fine service and attention to detail will energize you to fit your days and nights, and still have you refreshed upon your return home.

**MANCHESTER BEST RESTAURANT**  
A beautiful blend of historic architecture and modern amenities. Located in the heart of Manchester, the property is a perfect base for your winter getaway.

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**WILD FOODS**

**The Dorset Inn**  
A beautiful blend of historic architecture and modern amenities. Located in the heart of Manchester, the property is a perfect base for your winter getaway.

**THE CROOKED RAM**  
A beautiful blend of historic architecture and modern amenities. Located in the heart of Manchester, the property is a perfect base for your winter getaway.

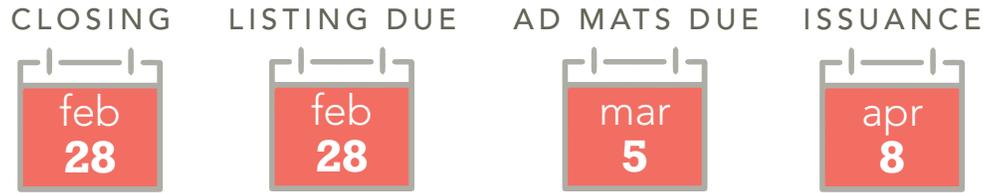
**WILD BAMP WARRIORS TROUT WITH MORELS AND CHERRY CHEESE TOAST**  
A beautiful blend of historic architecture and modern amenities. Located in the heart of Manchester, the property is a perfect base for your winter getaway.

**amanda birch seed to skin**

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# 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)

**BLEED AREA**  
**TRIM SIZE**  
**SAFE AREA**  
**NON-BLEED AD SIZE**

**FULL PAGE ARTWORK GUIDELINES**

**bleed area 8.375"x10.25"**  
Extend your background beyond the trim to fill the bleed area.

**trim size 8.125"x10"**  
This is where the pages get cut off.

**safe area 7.875"x9.75"**  
Keep text, logos, icons, etc. inside this area.

**non-bleed ad 6.625"x9"**  
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!"

Pete Conrad Construction / The Barnstead Inn

"*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

"Old Mill Road 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. A late fee of \$25.00 per month will be applied on balances over 30 days.

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 20,000 +/- issues printed 1x/year.

Locations will include real estate offices, retail shops, resort information desks, galleries, restaurants, inns, welcome centers, and other high-quality, high-traffic locations surrounding 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

Old Mill Road Media  
4858 Main Street  
Manchester Center, VT 05255  
802-362-7200

### KIMBERLY JONES

Advertising Director  
802-891-4771  
kim@oldmillroadmedia.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. Old Mill Road Media 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.