

2021 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

Exciting news! You've asked and we've answered – *Manchester Life* will now be the same size as *Stratton Magazine* and *Vermont Magazine*. Please review our ad dimensions on the following page before submitting your ad material.

CLOSING



LISTING DUE



AD MATS DUE



ISSUANCE



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 2021 will include:

- A guided tour of Manchester that highlights its premier shops, boutiques, and designer outlets
- *Good Taste Dining* editorial featuring local farm producers
- A conversation with some of our area gallery owners
- A shout out to the new businesses in town
- A feature profile of the historic Glebelands property and its longtime owner, Diana Olcott
- An in-depth look at Orvis, highlighting the craftsmanship of their fishing rods
- The history of the Pullman Car at Hildene ...and more



SEE NEXT PAGE FOR NEW AD SIZES & DIGITAL ADVERTISING RATES FOR MANCHESTERLIFEMAGAZINE.COM

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

2/3 PAGE

includes 2 listings in the section of your choice; or 1 listing and 1 web banner for the year

\$1320

4.625 X 10"

1/2 ISLAND

includes 2 listings in the section of your choice

\$1025

4.625 X 7.375"

1/2 HORIZONTAL

\$1025

includes 2 listings in the section of your choice

7.5 X 4.875"

1/3 VERTICAL

\$685

includes 1 listing in the section of your choice

2.25 X 10"

1/3 SQUARE

\$685

includes 1 listing in the section of your choice

4.625 X 4.875"

1/6 HORIZONTAL

\$595

includes 1 listing in the section of your choice

4.625 X 2.375"

1/6 VERTICAL

\$595

includes 1 listing in the section of your choice

2.25 X 4.875"

1/12

\$400

includes 1 listing in the section of your choice

2.25 X 2.375"

1/4 (REAL ESTATE SECTION)

\$650

includes 1 listing in the section of your choice

3.625 X 4.875"

BLEED AREA

TRIM SIZE

SAFE AREA

NON BLEED AD SIZE

FULL PAGE ARTWORK GUIDELINES

Please provide CROP MARKS FOR BLEED ADS ONLY.

bleed area 9.25" x 11"
Extend your background beyond the trim to fill the bleed area

trim size 9" x 10.75"
This is where the pages get cut off

safe area 8.5" x 10.25"
Keep text, logos, icons, etc. within .25" of trim

non bleed ad 8.5" x 10.25"
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

DIGITAL ADVERTISING

WEBSITE	Rotating Side Banner (300 x 250) 2 Month Commitment	\$150/mo
NEWSLETTER	Bottom Banner (800 x 260) Arrives upon issuance of magazine	\$200

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 Mettowiee Valley area. Additionally, heavy distribution will be focused on key places in Western Massachusetts, Saratoga, and Lake George, New York.

EXPANDED ONLINE PRESENCE

With a social media and website manager, we have a daily presence on Facebook and Instagram 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.

PAYMENT TERMS

New clients/infrequent credit history: Payment is due in full at time of reservation. Existing clients: 50% payment is due at the time of reservation, for the current issue. 50% balance is due by ad close date. Payment in full for all placements are due upon issuance. Subject to late fees applied on balances over 30 days.

2021 ADVERTISING PLANNING

Please reach out for detailed advertising information on Old Mill Road Media's other publications, where you can experience informed curiosity, high-quality editorial content, and beautiful photography:

<i>Stratton Magazine</i>	A VIP look at what's happening in the spectacular Manchester & the Mountains area.
<i>Vermont Magazine</i>	An insider view of Vermont, focusing on craftsmanship, the arts, & history.
<i>Berkshire Magazine</i>	Lifestyle magazine for Western Massachusetts exploring arts, homes, happenings, & personalities.
<i>Vermont News Guide</i>	Weekly newspaper highlighting local events in Southern VT, Nearby NY, and Western MA.

SUBMITTED ADS

Advertising rates are based on receiving your ad electronically, camera ready; otherwise additional production work including typesetting, scanning, resizing, reverse ads, screens and bleed ads will be charged to the advertiser at prevailing rates. Advertisers agree that Old Mill Road Media may add a border to submitted ads, if needed, at no additional cost.

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, 300 dpi 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.

KIMBERLY JONES, ADVERTISING DIRECTOR

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