



2017 MEDIA KIT

Manchester Life

Manchester and the Mountains Area Guide

MANCHESTER LIFE showcases the beauty, lifestyle, and community of the Manchester area. It features the vibrant breadth of activities, arts, dining, shopping, and lodging choices available to all and illustrates to visitors the opportunities and treasures unique to the area.

Manchester Life

Manchester and the Mountains Area Guide



Manchester Life takes the place of two previous publications, the Area Guide to Manchester and the Mountains and Manchester and the Mountains Resource Guide, and will be published each spring.

Discover distinctive properties for sale in and around southern Vermont's charming and friendly New England towns.

Led by the same team who has transformed the look of Stratton Magazine, this newly reimagined lifestyle piece will include editorial and photography alongside the area's business listings, travel resources, and events calendar. Look for features in our Welcome to Our Neighborhood section and details on major events such as the Vermont Summer Festival, Manchester Food and Wine Classic, and the Independent Television Festival.

Touring Manchester by Foot

By Meredith M. Bailey

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MANCHESTER LIFE 2016

Walking the Walk

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MANCHESTER LIFE 2016

Dining

sophisticated varied memorable

Dining in the Manchester and the Mountains region of Vermont is everything you could ask for—our dining establishments have been awarded a New York Magazine, The Boston Globe, Bon Appetit, Gourmet, and Food and Wine to name but a few. The options are almost endless and the attention you receive will make you want to come back for more. Our list of restaurants will be sure to satisfy your dining desires and we proudly offer you an opportunity to check them out at www.visitmanchestervt.com.

Arlington Inn
Arlington Inn is a historic, 18th-century inn located in the heart of Manchester. It features a full-service restaurant, a bar, and a guest house. The inn is surrounded by lush gardens and a large porch.

Barrows House Restaurant
Barrows House Restaurant is a historic, 18th-century inn located in the heart of Manchester. It features a full-service restaurant, a bar, and a guest house. The inn is surrounded by lush gardens and a large porch.

Billy's Bistro
Billy's Bistro is a casual dining restaurant located in the heart of Manchester. It features a full-service restaurant, a bar, and a guest house. The inn is surrounded by lush gardens and a large porch.

Bob's Diner
Bob's Diner is a casual dining restaurant located in the heart of Manchester. It features a full-service restaurant, a bar, and a guest house. The inn is surrounded by lush gardens and a large porch.

The Barn Restaurant and Tavern
The Barn Restaurant and Tavern is a casual dining restaurant located in the heart of Manchester. It features a full-service restaurant, a bar, and a guest house. The inn is surrounded by lush gardens and a large porch.

The Copper Grange
The Copper Grange is a casual dining restaurant located in the heart of Manchester. It features a full-service restaurant, a bar, and a guest house. The inn is surrounded by lush gardens and a large porch.

The Dandelion Inn
The Dandelion Inn is a historic, 18th-century inn located in the heart of Manchester. It features a full-service restaurant, a bar, and a guest house. The inn is surrounded by lush gardens and a large porch.

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Lodging

Here you'll find the perfect place to stay when you are in Manchester and the Mountains. From quaint bed and breakfasts, to full service country inns, resorts, hotels, motels and lodges, you can enjoy unique, comfortable and gracious lodging. We invite you to contact the properties directly by calling or visiting their websites. Feel free to call the chamber office for additional help (802) 362-6157 or visit our lodging page on the www.visitmanchestervt.com.

Bed & Breakfasts & Country Inns	45
Hotels & Resorts	46
Motels	46
Resort Inns	47

Bed & Breakfasts & Country Inns
Arlington Inn
Barrows House
Billy's Bistro
Bob's Diner
The Barn
The Copper Grange
The Dandelion Inn

Hotels & Resorts
The Grand Inn

Motels
The Grand Inn

Resort Inns
The Grand Inn

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RATES + SIZES

CLOSING



MATERIAL DUE



ISSUANCE



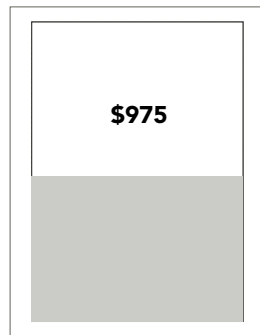
ONE-TIME RATES

FULL PAGE



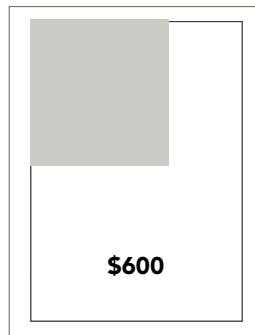
*SEE BELOW FOR AD SIZE

1/2 HORIZONTAL



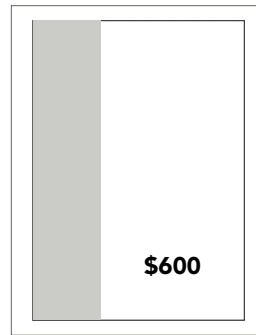
6.625 x 4.3875"
(88% of Stratton Mag size)

1/3 SQUARE



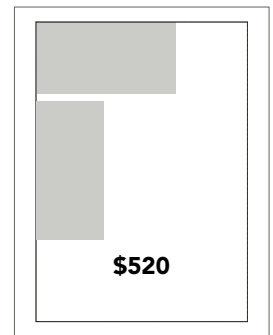
4.125 x 4.3875"
(90% of Stratton Mag size)

1/3 VERTICAL



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

1/6 H OR V



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 7.625"x9.5"
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.

MULTI-PUBLICATION DISCOUNTS

You will receive a 10% discount if you advertise in *Stratton Magazine* and/or in *Good Taste: Dining* in 2017.

	1x 4C	JOINT AD
inside covers	\$2000	
full page	\$1840	\$1656
half page	\$975	\$875
one-third page	\$600	\$540
one-sixth page	\$520	\$465
listing	\$275	\$250

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 20,000 issues printed 1x/year.

- Mail distribution of 12,000+/- copies to second-home owners from Stratton Mountain Resort, residents of various second and primary home developments in the Manchester and the Mountains area, regular visitors, and followers of *Manchester Life*.
- Physical distribution locations include real estate offices, resort information desks, retail shops, galleries, restaurants, inns, and other high-quality, high-traffic locations, and events in the Northshire area (Manchester, Peru, Dorset, and Arlington).

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 strattonmagazine.com.



STRATTON & MANCHESTER AREA APP

Featuring local activities, dining spots, accommodations, events, and more, this app helps visitors and residents find everything they need during their time in Manchester and the Mountains. Users can view a comprehensive events calendar, save their favorite finds, and receive alerts. As a benefit to our advertisers, a business listing is included in the app. Available on Google Play and the Apple App Store.



Stratton802

PROMOTION

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

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.

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, CMKY, 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.

EXECUTIVE OFFICE

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