



The Valley Reporter **Advertising Media Kit**

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The Valley Reporter
P.O. Box 119 • Waitsfield, VT 05673



The Valley Reporter is a weekly newspaper, website, and newsletter serving the Mad River Valley region of Vermont, including the towns of Duxbury, Fayston, Moretown, Waitsfield, and Warren.

Founded in 1971, The Valley Reporter is located in Waitsfield, Vermont and is owned by Publisher Patricia Clark and Editor Lisa Loomis.

CONTACT / QUESTIONS
ads@valleyreporter.com
Call 802-496-3928

Our Print/e-Sub Edition has

- 2000 print copies distributed weekly via the USPS and 20 drop locations throughout the Mad River Valley, Waterbury, Roxbury, and Middlesex.
- In addition to print issues, over 500 electronic issues are sent weekly.

Our Website has

- 20K average monthly visitors
- 43,518 Pageviews, 36,582 Unique Pageviews
- 48.5% Mobile, 47% Desktop, 4.5% Tablet

We also have

- 850 weekly opt-in newsletter subscribers.
- 8.8K Facebook followers
- 1.7K Twitter followers
- 3.5K Instagram followers

MARKET PROFILE

Fayston, VT

Population: 1,364 (2020 Census)
Median Age: ~46-47 years
Education (age 25+):
 High School or Higher: 95.1 %
 Bachelor's or Higher: 50.2 %
Median Home Value: \$524,300
Median Household Income: \$108,000

Duxbury, VT

Population: 1,469
Median Age: ~37.4 years
Education (age 25+):
 High School or Higher: 97.1 %
 Bachelor's or Higher: 55.0 %
Median Home Value: \$350,000
Median Household Income: \$102,917

Middlesex, VT

Population: 1,731
Median Age: ~43 years
Education (age 25+):
 High School or Higher: 97.1 %
 Bachelor's or Higher: 55.0 %
Median Home Value: \$372,284
Median Household Income: \$112,159

Moretown, VT

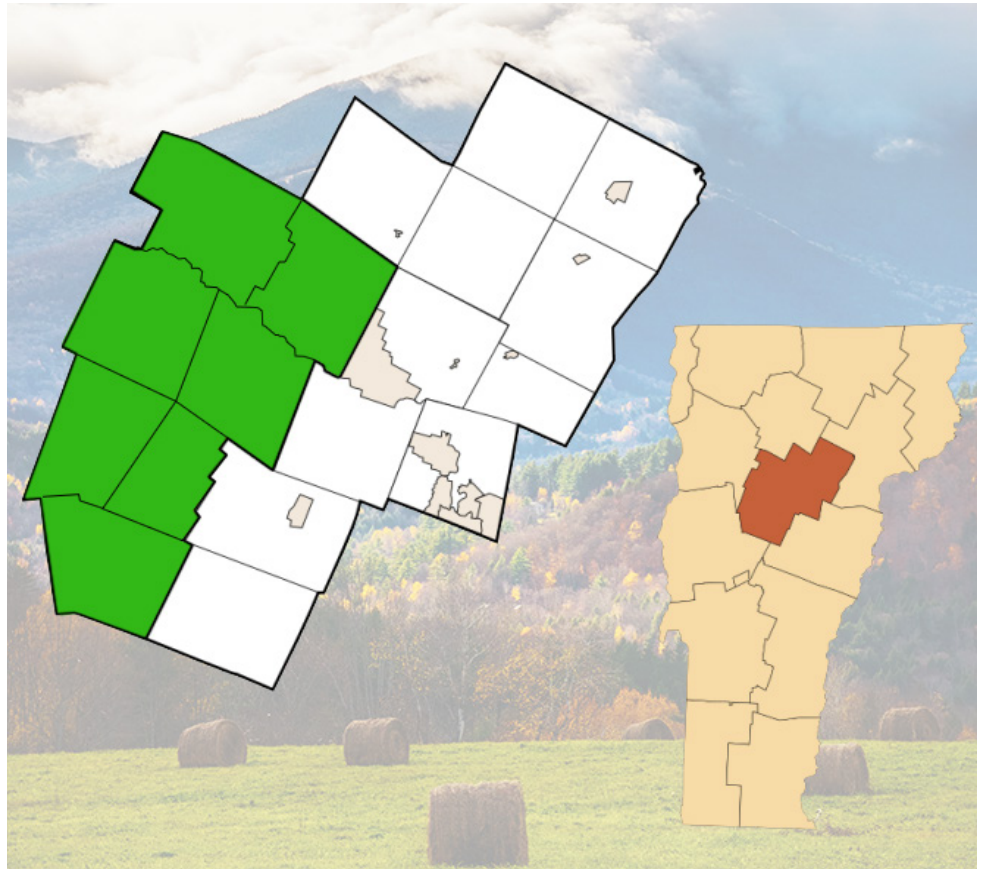
Population: 1,753 (2020 Census)
Median Age: ~45 years
Education (age 25+):
 High School or Higher: 96.2 %
 Bachelor's or Higher: 57.3 %
Median Home Value: ~\$346,500 ± \$26k
(Census) or \$463,839 average per Zillow
Median Household Income: \$100,598

Waitsfield, VT

Population: 1,825 (2023 ACS)
Median Age: 46.5 years
Education (age 25+):
 High school or higher: 98 %
 Bachelor's or higher: 64.1 %
Median Home Value: \$390,700
Median Household Income: \$85,179

Warren, VT

Population: 1,977 (2020 Census)
Median Age: ~52 years
Education (age 25+):
 High School or Higher: 99.4 %
 Bachelor's or Higher: 59.4 %
Median Home Value: \$486,500
Median Household Income: \$84,688



Sources: (2023 ACS), Census.gov, Census Reporter, Neilsberg, City-Data, housingdata.org, worldpopulationreview.com, ProximityOne, Vermont Demographics, Wikipedia

AWARD WINNING

In our 50+ years of service **The Valley Reporter** has won multiple awards for local news coverage and for advertising, marketing, and design from **NNA & NENPA**. The Valley Reporter has also received awards and accolades from the **United Way** and **Rotary**.



Local Readership Demographics

These graphs provides a snapshot of the demographics within the following towns (Duxbury, Fayston, Middlesex, Moretown, Waitsfield, Warren, Waterbury) It highlights the population, education, age, income and average house price.

Education as a percentage for MRV towns as a whole

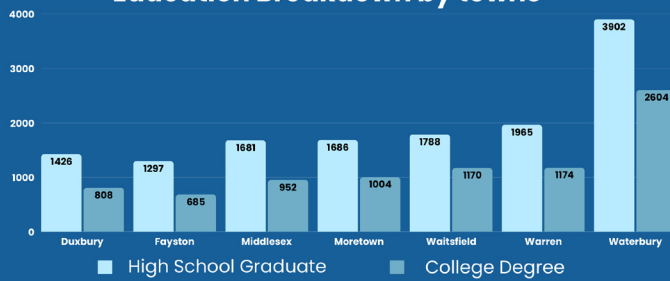


High School Graduate

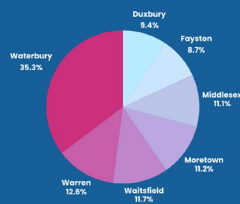


College Degree

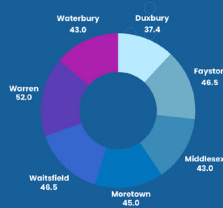
Education Breakdown by towns



MRV Towns Total Population (15,635) as a Percentage

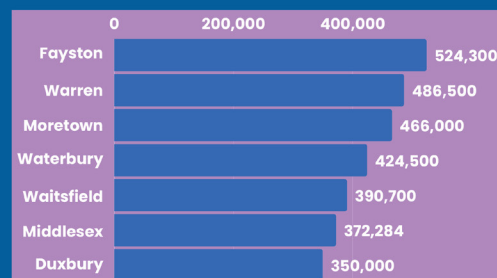


Median Age (Years)



Local Readership Demographics

Median Home Value



Median Household Income



Advertising Sizes

FULL PAGE

10.25" x 13.75"

THREE-QUARTER

10.25" x 10.05"

TWO THIRDS

10.25" x 9.2"

HALF PAGE

10.25" x 6.8"

5" x 13.75"

THIRD PAGE

10.25" x 4.5"

8.167" x 5.75"

6.083" x 7.75"

QUARTER PAGE

10.25" x 3.25"

8.167" x 4.25"

6.083" x 5.75"

4" x 8.5"

SIXTH

6.083" x 3.5"

5" x 4"

4" x 5"

1.917" x 10"

EIGHTH PAGE

4" x 4"

1.917" x 8"

TWELFTH

4" x 3"

SIXTEENTH

4" x 2"

1.917" x 4"

JANUARY 4, 2024

THE VALLEY REPORTER

7

Golden personalities is focus of Golden Huggs Rescue



Above: Oliver, is a yellow lab mix puppy. He is 20 weeks old, weighs 15 pounds and will likely grow to 25-30 pounds. Oliver requires a fenced yard and someone to spend time walking, playing fetch, and doing all of the fun things that a little Labrador would love to do. Right: Tessa is a 66-pound purebred golden retriever that will be celebrating her third birthday in March. She loves the snow and her outside adventure time. Tessa is still learning to trust people.



By Lisa Loomis
Brigitte Ritchie, Waitsfield, founded Golden Huggs Rescue in 2017 but she'd been working on rescuing golden retrievers, and dogs with retriever personalities well before that. Ritchie was diagnosed with cancer 21 years ago and while undergoing treatment, had a co-worker who had a five-organ transplant.

THE VALLEY REPORTER

to start by rescuing golden retrievers in kill shelters," Ritchie recalled.

She now has a team of volunteers working with her on rescuing, spread all over New England.

"I've learned the hard way that some of the people you work with in the South are not always telling the truth

fine," she said.

She and her team members try to set realistic expectations for adopters and do not place puppies with people who are away from their homes all day. They require back yards to be fenced-in for some dogs and they do not adopt dogs to people under 25

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JANUARY 11, 2024

THE VALLEY REPORTER

Lawson's Finest Liquids

UPCOMING TAPROOM EVENTS

ROW 34
WINTER POP-UP
SATURDAY, JANUARY 6
12pm - 10pm
\$1000 - SOLD OUT

BACLETTE NIGHT
WINTER WEDNESDAYS
APRIL 3 - 7PM

Fresh Catch Thursdays
W. NORTHAMPTON CAFE/GRILL
APRIL 3 - 8PM

LAWSONSFINEST.COM

product think tank

1/16 page

ProductTT.com
201 West Washington Street, Portland, ME

Fine Art Prints
From Fayston Artist Sue Loppia

1/12 page

12" X 24" giclée and ink fine art prints, Maine. Deliveries of fine art prints available at Artisans' Gallery
28 College Street, Waterville, VT or email susan@artisansgallery.com

WE'RE HIRING COMMUNITY BANKERS!

Full-time Community Bankers are needed in the following areas:

We are committed to providing a welcoming work environment for all. Only female work experience at NSB.

MINIMUM REQUIREMENTS:

- High School Diploma, General Education
- Proven FICO or equivalent
- Customer service skills
- Must be at least 21

PREferred REQUIREMENTS:

- Previous community bank work
- Previous bank lending or retail

APPLY TO JOIN TEAM NSB AT
NSBV.COM/CAREERS

Northfield Savings Bank, founded in 1895 is one of the largest banks headquartered in Vermont.

Northfield
BUILDERS • MAKERS • HIRERS •

CASTLEROCK PUB

\$5 Draft Specials

MONDAYS 5 - 8 PM
\$5 Drafts
+ \$1 Wings

TUESDAYS 5 - 8 PM
\$5 SugarBush Light Drafts
+ 1/2 Price Burgers

Only at Castlerock Pub
Draft specials offered during open hours

The snow is back.
And so are your friends at Chez Henri

1/8 page
Preferred Placement

Make your holiday reservations now!

Chez Henri
The Parisian Bistrot in Sugarbush Village
583-2600
www.chezhenri.com

Whitney Tree Service, LLC

1/16 page

ICMA 495-9973
Adam Whitney, ISA - Certified Arborist
www.WhitneyTreeService.com

BARRIE FISHER PHOTO

1/12 page

Barrie Fisher Photography
www.barriefisherphoto.com

Irassville Country Store

1/8 page

PIZZA
Non-Ethanol
91oct. gas
At Pumps 5 & 6 (Red Nozzles)

496-5400
Mobil Express Mobil Rewards
Reg 47 oct. Special 49 oct.
Super V1 oct.
8 Low Sulphur Diesel

Advertising Rates

Prices in chart are per week based on the number of weeks with a signed contract.

The Valley Reporter - black & white

| Contract | 1/16 | 1/12 | 1/8 | 1/6 | 1/4 | 1/3 | 1/2 | 2/3 | Full Page |
|----------|------|------|------|-------|-------|-------|-------|-------|-----------|
| 1X | \$46 | \$69 | \$92 | \$119 | \$183 | \$238 | \$355 | \$472 | \$711 |
| 6X | \$42 | \$62 | \$80 | \$109 | \$165 | \$215 | \$320 | \$425 | \$640 |
| 12X | \$39 | \$59 | \$79 | \$102 | \$156 | \$203 | \$302 | \$402 | \$605 |
| 24X | \$37 | \$55 | \$74 | \$96 | \$147 | \$190 | \$284 | \$378 | \$569 |
| 52X | \$35 | \$52 | \$69 | \$90 | \$138 | \$179 | \$267 | \$354 | \$533 |

The Valley Reporter - color

| Contract | 1/16 | 1/12 | 1/8 | 1/6 | 1/4 | 1/3 | 1/2 | 2/3 | Full Page |
|----------|------|------|-------|-------|-------|-------|-------|-------|-----------|
| 1X | \$62 | \$93 | \$124 | \$169 | \$233 | \$288 | \$405 | \$522 | \$761 |
| 6X | \$58 | \$86 | \$114 | \$159 | \$215 | \$265 | \$370 | \$475 | \$690 |
| 12X | \$55 | \$83 | \$111 | \$152 | \$206 | \$253 | \$352 | \$452 | \$655 |
| 24X | \$53 | \$79 | \$106 | \$146 | \$197 | \$240 | \$334 | \$428 | \$619 |
| 52X | \$51 | \$76 | \$101 | \$140 | \$188 | \$229 | \$317 | \$404 | \$583 |

COMBO The Valley Reporter & Stowe Reporter - black & white

| Contract | 1/16 | 1/12 | 1/8 | 1/6 | 1/4 | 1/3 | 1/2 | 2/3 | Full Page |
|----------|-------|-------|-------|-------|-------|-------|-------|---------|-----------|
| 1X | \$104 | \$127 | \$203 | \$267 | \$401 | \$528 | \$780 | \$1,026 | \$1,521 |
| 6X | \$97 | \$117 | \$185 | \$249 | \$372 | \$491 | \$723 | \$950 | \$1,408 |
| 12X | \$91 | \$111 | \$180 | \$236 | \$354 | \$466 | \$686 | \$904 | \$1,337 |
| 24X | \$86 | \$104 | \$169 | \$223 | \$333 | \$438 | \$648 | \$852 | \$1,261 |
| 52X | \$81 | \$98 | \$159 | \$208 | \$313 | \$413 | \$608 | \$799 | \$1,183 |

COMBO The Valley Reporter & Stowe Reporter - color

| Contract | 1/16 | 1/12 | 1/8 | 1/6 | 1/4 | 1/3 | 1/2 | 2/3 | Full Page |
|----------|-------|-------|-------|-------|-------|-------|-------|---------|-----------|
| 1X | \$195 | \$226 | \$310 | \$392 | \$526 | \$653 | \$905 | \$1,151 | \$1,646 |
| 6X | \$188 | \$216 | \$294 | \$374 | \$497 | \$616 | \$848 | \$1,075 | \$1,533 |
| 12X | \$182 | \$210 | \$287 | \$361 | \$479 | \$591 | \$811 | \$1,029 | \$1,462 |
| 24X | \$177 | \$203 | \$276 | \$348 | \$458 | \$563 | \$773 | \$977 | \$1,386 |
| 52X | \$172 | \$197 | \$266 | \$333 | \$438 | \$538 | \$733 | \$924 | \$1,308 |

Add The Valley Reporter weekly Newsletter for even more reach

Placed in weekly The Valley Reporter newsletter.

600px X 300px wide business card

Cost: \$40/wk. stand alone or \$20/wk with ad in-paper

Basic business card size. Linked to URL of choice.

Larger vertical options can be purchased for an additional fee based on size.

Not-For-Profit Rates available, please inquire.



CONTACT / QUESTIONS
ads@valleyreporter.com
Call 802-496-3928

valleyreporter.com

WEB ADVERTISING

All ads are unlimited impressions.

Ads can be purchased by week, month, or year and linked with an URL of your choice.

Options

Home/Story Page Top: 728 x 90px Leaderboard, top of every page

Cost: \$125/mo. or \$50/wk.

Home Page Category

728 X 90px or 300 x 250px placed under category headings

Cost: \$100/mo. or \$30/wk.

Home Page & Story sidebar

300 X 250px. placed alongside stories and and home page.

Cost: \$100/mo. or \$30/wk.

NEWSLETTER ADVERTISING

Placed in weekly newsletter.

600px X 300px wide business card

Cost: \$40/wk. stand alone or \$20/wk with ad in-paper

Basic business card size. Linked to URL of choice.

Larger vertical options can be purchased for an additional fee based on size.

DISPLAY ADVERTISING DESIGN

PDF at 300 dpi with all fonts embedded is the preferred ad type.
We can accommodate high-resolution jpeg and tiff.

The Valley Reporter provides free display advertising design and layout as part of the advertising cost.
Please allow appropriate time for the design and proofing process.