

# Vermont Bride

MAGAZINE

## Newsstand Advertising Rates

	1/12	1/8	1/6	1/4	1/3	1/2	2/3	Full Pg	BC	IFC
<b>2 Issues</b>	\$259	\$318	\$386	\$498	\$655	\$898	\$1,166	\$1,527		
<b>3 Issues</b>	\$359	\$439	\$537	\$687	\$914	\$1,239	\$1,627	\$2,169		
<b>4 Issues</b>	\$444	\$539	\$656	\$847	\$1,114	\$1,527	\$1,982	\$2,672	\$3,674	\$3,288

**Notes:**

- 1) Minimum sign-on of (2) consecutive Issues.
- 2) BC (back cover) and IFC (inside front cover) require a minimum sign-on of (4) consecutive Issues.
- 3) There are alternative ad configurations/orientations for the following ad sizes:  
1/6 pg, 1/4 pg, 1/3 pg and 1/2 pg.
- 4) Ad bleeds are available on Full Page ad sizes only.

## Newsstand ad size options & their respective dimensions

Ad Size Options	Ad Width in Inches	Ad Height in Inches
1/12	2.312	2.25
1/8	3.72	2.20
1/6 Horiz.	4.875	2.250
1/6 Vert.	2.250	4.875
1/4	3.72	4.91
1/4 Horiz.	7.687	2.312
1/4 Vert.	2.312	7.687
1/3 (1 col) Vert.	2.250	10.187
1/3 (2 col) Square	4.875	4.875
1/2 Horiz.	7.687	4.91
1/2 Vert.	3.72	10.187
1/2 (2 col) Vert.	4.875	7.687
2/3 Vert.	4.875	10.187
Full pg	7.687	10.187
Full pg (w bleed)	8.75	11.25 [ see note 1 ]

Notes: 1) Subtract 1/4" for type safety. Keep all type within boundaries of 8.0" wide x 10.5" high.

**To see a graphical, scaled to size, representation of our various ad size options, as they will appear in print, please contact VT Bride Magazine.**