



VT Monthly Email





About EverWondr

sales@everwondr.com

Meet Your New Media Partner

EverWondr Media is a digital media network that reaches over 100 million visitors across the U.S. We expanded our service to partners in Vermont in starting in late 2015. To date, our Calendar and Directory power the state Web tourism site, VemontVacation.com, as well as 15 other local partners, including Stowe and Big Heavy World.

With the help of our local partners, we have been able to build a large, highly targeted audience of people who are looking for something to do in Vermont. Our Vermont network averages about 3.7 million visitors per year, which each visitor browsing roughly 8 pages per visit. That's about 25 million page visits a year. This number continues to grow as new partners join our network throughout the state.

To take advantage of this audience, EverWondr is working in partnership with the State of Vermont to offer digital advertising packages starting Spring 2017. These digital ad packages put your message in front of visitors at the time they are doing their travel planning. Highly targeted and results-based, these units cost a fraction of typical print placements and put your ideal visitors just one-click away from your brand.

This Media Kit outlines the different types of digital Ad Units available, including contact information to begin your planning now. Take a look and let us know if you have any questions. We look forward to working—and growing—with you in the great state of Vermont.

Owners, The EverWondr Network



The Vermont statewide eNewsletter is released monthly in a joint partnership between the Vermont State Tourism office and the EverWondr Network.

This email is sent to a highly targeted list of more than 85,000 visitors and prospects who have asked to learn more about Vermont. Each month, content promotes upcoming events, directories, offers, lodging packages, blogs and more from the state site at VermontVacation.com.

Placements are sold on a first-come, first-served basis. Ad units start at \$300. A complete list of advertising rates are available in this kit.

To schedule your placement or discuss special packages or sponsorships, please contact sales@everwondr.com.

TRENDING



Caledonia Spirits Tastings & Tour
Hardwick, VT



The Spirit of the Season: Art Show
Brandon, VT



Okemo Moonlight Snowshoe Hike
Sat Dec 10, 2016

This guided snowshoe hike up the mountain will offer a nighttime perspective of Okemo's Jackson Gore under the light of a nearly full moon. Return to the fire pit at the Jackson Gore Inn to roast marshmallows and share stories. ...

Okemo Mountain Resort
Ludlow, VT

EDITOR'S PICKS



Lake Champlain Chocolates
Burlington, VT



Homemade Candy Cane Demonstrations
Stowe, VT



Vermont Holiday Festival
Fri Dec 02, 2016

The 2016 Vermont Holiday Festival is two days of holiday fun and entertainment for all ages! Enjoy the sights of the Festival of Trees, each tree sponsored and decorated by local businesses. Children experience Santa's Workshop...

Killington Grand Resort Hotel
Killington, VT

SAVE THE DATE



Harris Hill Ski Jump Pepsi Challenge
Sat Feb 18, 2017

Come celebrate a proud, 95-year winter tradition in beautiful Brattleboro, Vermont. The Pepsi Challenge promises breathtaking, heart-stopping ski jumping. Witness athletes as they soar from a 90-meter jump, reaching heights of 300 feet at 60 mph...

Harris Hill Ski Jump
Brattleboro, VT



TRENDING LOCALLY
Local Resorts

12 ANNUAL ISSUES

85k VISITOR EMAILS

86% OPEN RATE

33% CLICK THRU RATE



VT Email Newsletter

AUDIENCE OVERVIEW

sales@everwondr.com



85,000+
VISITOR EMAILS



12
ISSUES A YEAR



86%
OPEN RATE



33%
CLICK THRU RATE



56% / 44%
FEMALE MALE



35
MEDIAN AGE

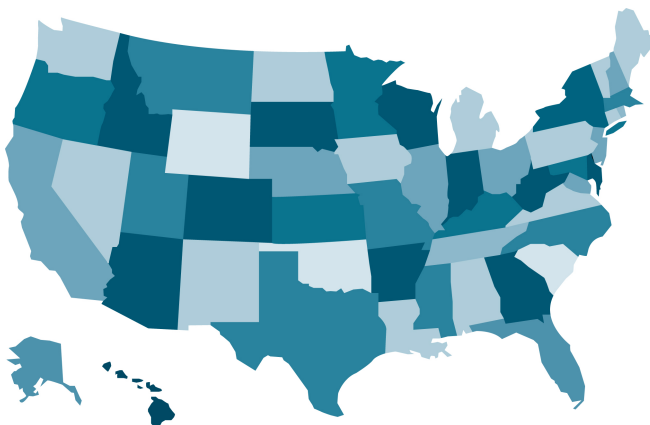


\$115,000
HOUSEHOLD INCOME



79.3%
COLLEGE EDUCATED

80 % USA / 6% CANADA / 14% OTHER



New York 17.51%
Massachusetts 13.41%
Vermont 8.54%
New Jersey 6.5%
Connecticut 5.54%
Pennsylvania 4.65%
California 3.86%
Virginia 3.56%
Texas 3.25%
Georgia 3.25%

(Standard Listings)



Okemo Moonlight Snowshoe Hike

Sat Dec 10, 2016

This guided snowshoe hike up the mountain will offer a nighttime perspective of Okemo's Jackson Gore under the light of a nearly full moon. Return to the fire pit at the Jackson Gore Inn to roast marshmallows and share stories.

...

Okemo Mountain Resort
Ludlow, VT



Vermont Holiday Festival

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The 2016 Vermont Holiday Festival is two days of holiday fun and entertainment for all ages! Enjoy the sights of the Festival of Trees, each tree sponsored and decorated by local businesses. Children experience Santa's Workshop...

Killington Grand Resort Hotel
Killington, VT

(Trending Units)



TRENDING LOCALLY

Local Resorts

\$360

PER EMAIL

STANDARD LISTING

This unit promotes Events, Directories or Blogs. The content and images are pulled directly from listings posted on VermontVacation.com and the EverWondr Network. No additional files necessary.

\$400

PER EMAIL

TRENDING UNITS

This unit promotes seasonal content. Topics can be chosen by the partner. The units can be linked to internal content on VermontVacation.com or to an external partner site. Choose from a Standard Image, Video or List unit.

\$475

PER EMAIL

OFFERS / PROMOTIONS

This unit promotes local offers and helps build your visitor contact lists. Topics can be chosen by the partner. The units can be linked to internal content on VermontVacation.com or to an external partner site.



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Ski & Stay
Manchester View

Starting at
\$200

THE MANCHESTER VIEW
Manchester, VT



Learn to Ski
or Snowboard

Starting at
\$129

SMUGGLERS' NOTCH RESORT
Jeffersonville, VT

\$400

PER EMAIL

PACKAGES / OFFERS

This unit promotes Packages or Offers available in your state. These listings can be related to lodging, discounts on admission, activities and more. The units can be linked to internal content on VermontVacation.com or to an external partner site. Tracking provided after release of email.

\$1150

PER SEASON

SEASONAL PLACEMENT

Plan your campaign with a seasonal placement and save \$50. This ad package includes three (3) placements, one per month, in the state eNewsletter. You supply the offer/package image and detail and determine the months to run.

LOCAL FAVORITES



Caledonia Spirits Tastings & Tour

Hardwick, VT



The Spirit of the Season: Art Show

Brandon, VT

EDITOR'S PICKS



Lake Champlain Chocolates

Burlington, VT



Homemade Candy Cane Demonstrations

Stowe, VT

SAVE THE DATE



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Come celebrate a proud, 95-year winter tradition in beautiful Brattleboro, Vermont. The Pepsi Challenge promises breathtaking, heart-stopping ski jumping. Witness athletes as they soar from a 90-meter jump, reaching heights of 300 feet at 60 mph...

Harris Hill Ski Jump
Brattleboro, VT

\$360

PER EMAIL

LOCAL FAVORITES

This unit promotes local businesses in Vermont. It can link to internal content on VermontVacation.com or to an external partner site. Ask about combining this unit with a Trending unit or Standard unit for a discount.

\$400

PER EMAIL

PACKAGES / EDITOR'S PICKS

This unit promotes lodging, attraction and dining discounts. It can link to internal content or an external partner site. Ask about combining this unit with a Trending unit or Standard unit for a discount.

\$475

PER EMAIL

SAVE THE DATE / PACKAGES

This unit promotes events happening in the next month, or packages that hold seasonal significance. It can link to internal content on VermontVacation.com or to an external partner site. Typically purchased with a Standard listing or Trending unit.



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REGIONAL SPOTLIGHT: Central Vermont

From small villages and historic downtowns to the glittering dome of the state capitol, Central Vermont offers the perfect combination of history, art, food, shopping and snowsports. Wander through charming Montpelier and visit the living museum of political history, or take a lighthearted tour through the iconic headquarters of Ben & Jerry's ice cream. Then catch a show in a local theatre, explore unexpected galleries and craft studios, or simply eat, drink and relax to your wintry heart's content.



\$600

PER EMAIL

REGIONAL SPOTLIGHT

This unit promotes local businesses in Vermont. It can link to internal content on VermontVacation.com or to an external partner site. Ask about combining this unit with a Trending unit for a discount.

\$2,500

FOR 3 MONTHS

SEASONAL SPONSORSHIP

This package offers partners a 30% savings off standard rates. Sponsorship runs for three months, and includes the following items:

- 3 Trending Ad units in your choice of months (one per email, 3 total)
- 3 Package Ad units in your choice of months (one per email, 3 total)
- 1 Regional Spotlight unit in email in your choice of month
- 1 Featured Listing on VermontVacation.com for 3 months

\$8,500

FOR 12 MONTHS

ANNUAL SPONSORSHIP

This package offers partners a 35% savings off standard rates. Sponsorship runs for 12 months, and includes the following items:

- 12 Trending Ad units in email (one per email, 12 total)
- 12 Footer logo units in email, links to your site (one per email, 12 total)
- 2 Regional Spotlight units in your choice of months (one per email, 2 total)
- 1 Featured Listing on VermontVacation.com for 12 months
- 1 Trending Ad unit on VermontVacation.com for 12 months



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