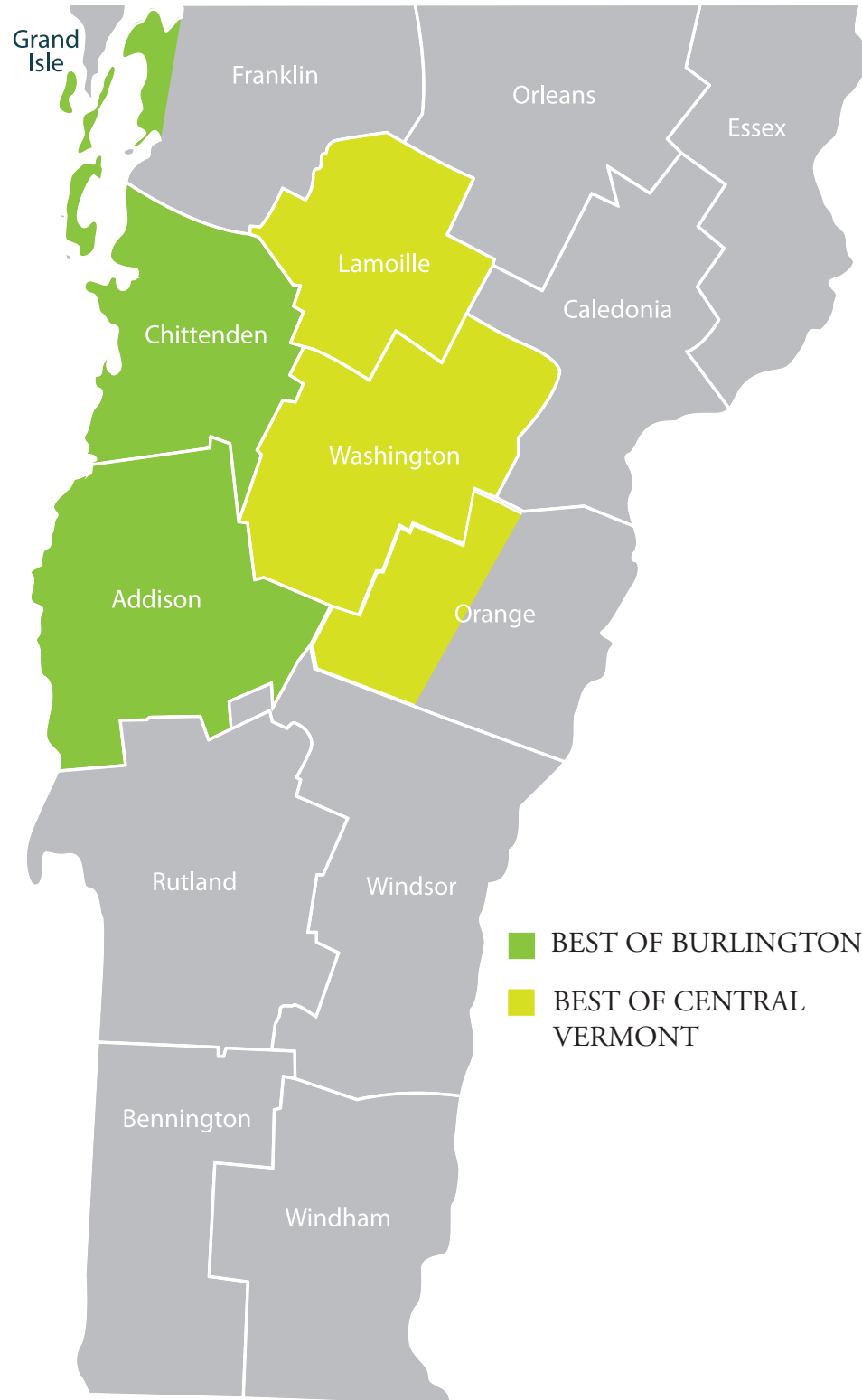


# Demographics

Annual Income:  
76% Households are  
\$75,000 to \$200,000  
24% \$200,000 Plus

Gender:  
60/40 Female

Readership:  
15% Ages 30-39  
38% Ages 40-49  
32% Ages 50-59  
15% Ages 60+



■ BEST OF BURLINGTON  
■ BEST OF CENTRAL VERMONT

## RATES

PRINT	FREQUENCY	1x	4x
Covers	Inside Front	N/A	\$1,200
	Inside Back	N/A	\$1,200
	Outside Back	N/A	\$1,300
Full Page	4-Color	\$1000	\$900
1/2 Page	4-Color	\$850	\$700
1/3 Page	4-Color	\$650	\$600
1/6 Page	4-Color	\$400	\$300
Special Advertising Section		\$300	\$275

Sign-up for both magazines and save 5%!

## ONLINE

Rotating Banner ad \$200 per quarter  
Contest participation \$100.00 per contest (tens of thousands of impressions)  
Newsletter sponsorship with newsletter reaching in the thousands  
NO CHARGE placement of events on our Calendar page  
NO CHARGE adding your business to our business directory

## ADVERTISING DEADLINES

ISSUE	SPACE DEADLINE	COPY DEADLINE
Spring (March/Apr/May)	End of January	1st week of February
Summer (June/July/Aug)	End of April	1st week of May
Fall (Sept/Oct/Nov)	End of July	1st week of August
Winter (Dec/Jan/Feb)	Mid October	Mid October

On Stands in March, June, September and December.

## MECHANICAL SPECIFICATIONS

Electronic file formats preferred are PDF, TIFF, EPS.  
Camera ready ads must be flattened, 300 dpi and CMYK.  
Ad production is available from our graphic designer at an hourly rate.

Coffee Table Publishing, LLC  
32 Hermit Thrush Lane  
South Burlington, VT 05403  
coffeetablepublishing@comcast.net  
ctpublishing@comcast.net



# Coffee Table Publishing, LLC

Featuring the best in writing, photography, art and illustrations from a host of local writers and special guest contributors



Each issue brings readers insight into the lifestyles, culture, and society of its community while celebrating its diversity and traditions





Circulation 33,000

- Mailed free of charge via USPS to over 7500 households in Chittenden County
- 90% of households mailed are \$100,000 plus HHI
- Placed in over 800 hotel rooms in Downtown Burlington as well as The Essex Resort and Spa
- Mailed to over 500 businesses with a focus on waiting areas
- Entire issue is available online with all ads linked

[bestofburlingtonvt.com](http://bestofburlingtonvt.com)

FEATURES

36 **SARDUCCI'S**  
THE OWNER AND THE CHEF.  
BY SUSAN SALTER REYNOLDS

60 **STOWE DERBY**  
OVER 70 YEARS OF CELEBRATING  
CROSS-COUNTRY AND ALPINE RACING.  
BY PHYLLIS NEWBECK

66 **YESTERMORROW**  
PROMOTING SUSTAINABILITY WITH  
GREEN DESIGN AND CONSTRUCTION.  
BY PAM HUNT

HOT SPOT  
BY SARAH TUFF DUNN

A typical and beautiful table setting at Monarch & the Milkweed.

COVER PHOTO AND PHOTO THIS PAGE BY ROGER CROWLEY

42 | [www.bestofburlingtonvt.com](http://www.bestofburlingtonvt.com)

# Monarch & the Milkweed

Burlington's all-day eatery has a butterfly effect



It's 6pm on a Saturday inside Monarch & the Milkweed, and passersby slow down to do a double take. They look up at the logo, at the name of the place, and then they squint their eyes to see passersby seated at sleek, marble slabs. Raised eyebrows seem to say, "What is this place?"

And that's exactly what owners Andrew LeSturgeon, Rob Downey, and Amanda Wildermuth intended when they opened the "pastry shop fine diner" in August 2016, eschewing traditional websites and publicity and instead allowing word of mouth to tell the tale of its mouthwatering surprises.

COMFORT FOOD, ELEVATED  
"Even in the name, Monarch & the Milkweed—"What do they make?" says Andrew. "Who knows?" The experience is left to the individual or groups of people who come here.

We're busy, and I like that. There's a lot of mystery and exclusivity that comes with the vagaries of our lack of conventional public relations."

The truth is, yes, they do make pastries—some of the best in the restaurant business, in fact. Cinnamon buns dripping with icing, cake-like doughnuts, goat cheese tarts, and little pots of pudding all come from Andrew's creative brain. He also opened a restaurant



Circulation 38,000

- Mailed free via USPS to over 7500 households.
- Includes, Northfield, Barre, Montpelier, and the Stowe, Sugarbush and Smugglers Resort areas
- 2087 MAILED TO THE PRIMARY ADDRESSES OF SECOND HOME OWNERS in the Stowe, Sugarbush, and Smugg areas
- Placed in over 1000 hotel rooms in Stowe and Sugarbush areas
- Mailed to almost 500 local businesses.
- Entire Issue available online with all ads linked

[bestofcentralvt.com](http://bestofcentralvt.com)

GOOD TIMES | BY COREY BURDICK

## CIRCUS SMIRKUS

*Celebrates Its 30th Anniversary!*

From the opening of the tour in early July to its mid-August finale, Circus Smirkus will perform 60 shows in five states. The theme-based shows will include aerial acts, wire walking, clowns, and live music. In addition to the Big Top Tour, the 30th anniversary celebrations include several other exciting endeavors, including two Smirkus teams educating the public about the origins of the circus at the Smithsonian and a visit from the Princess of the Council of Chiefs of Zambia to honor the first-ever Zambian to participate in an American circus!

Come one! Come all! It's the excitement of acrobatics, juggling, and live performance for the whole family! Where? Right here in Vermont's Northeast Kingdom. Circus Smirkus is celebrating its 30th anniversary in style with Midnight at the Museum, the 2017 Big Top Tour.

At left, Circus Smirkus has a unique Vermont setting in Greensboro. Above: Smirkus troupe members Sam Ferro and Nick Zelle. Photos courtesy of Circus Smirkus, by Harry Powers and Robert Seman.

26 | BEST OF CENTRAL VERMONT | SUMMER 2017

www.bestofcentralvt.com 27

# Contents

FEATURES  
SPRING 2017

- 14 **Peregrine Design/Build**  
AN AWARD-WINNING REMODEL OF A "NOT-TOO-BIG" HOUSE.  
BY MARY GOW
- 24 **Mitra Designs**  
DISCOVERY AND EXPRESSION LEAD TO INSPIRING PLACES AND EXPERIENCES.  
BY MARY GOW
- 34 **HAVEN design + building llc**  
CREATING A MODERN FARMHOUSE KITCHEN.  
BY TOM BRANDES
- 40 **Redmond Interior Design**  
HELPING A FAMILY FEEL AT HOME FOR THE FUTURE.  
BY SARAH TUFF DUNN

