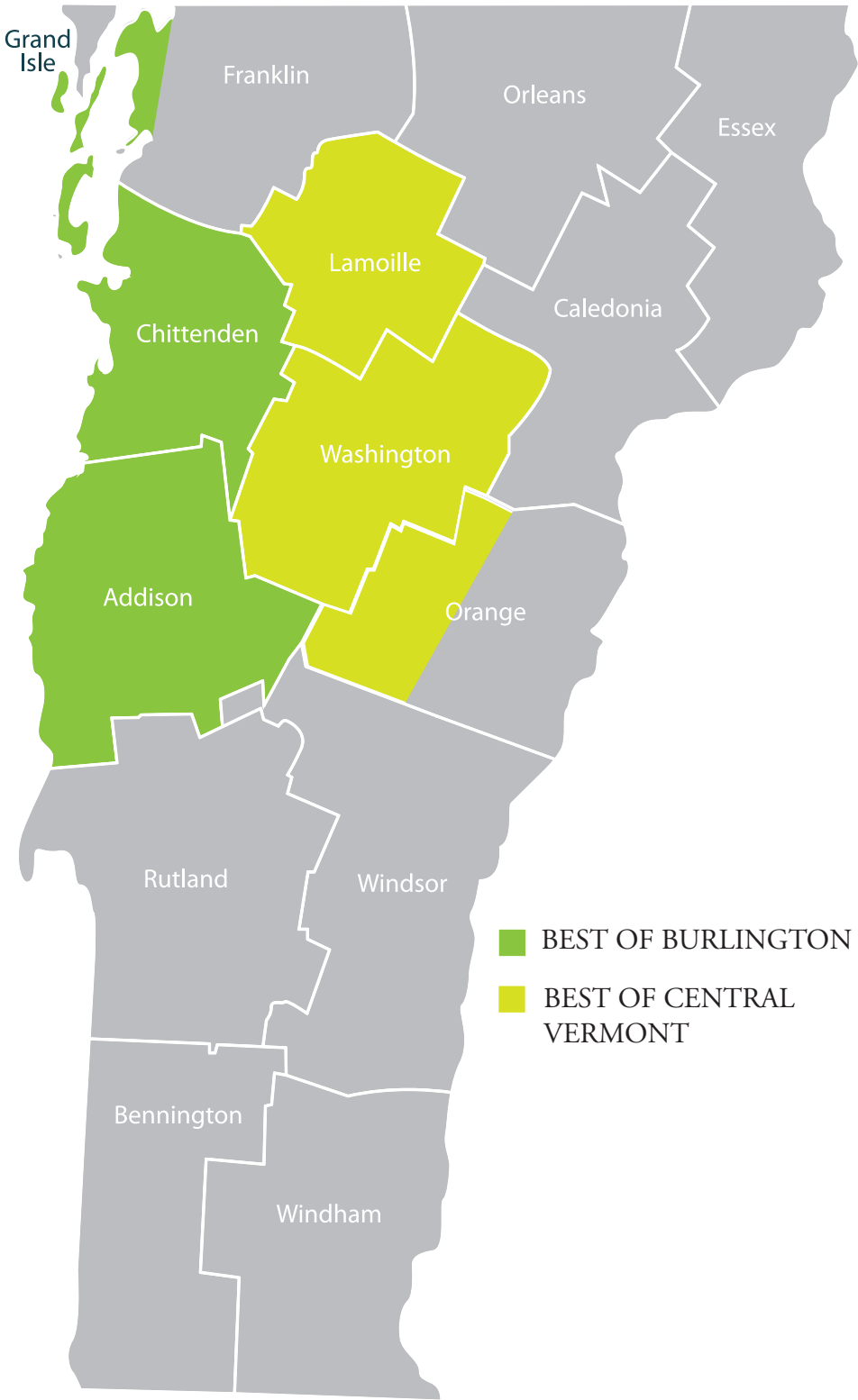


Demographics

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+
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- BEST OF BURLINGTON
- BEST OF CENTRAL VERMONT

RATES

PRINT	FREQUENCY	1x	4x	TREND WATCH
Covers	Inside Front	N/A	\$1,200	\$1,200
	Inside Back	N/A	\$1,200	\$1,200
	Outside Back	N/A	\$1,300	\$1,300
Full Page	4-Color	\$1000	\$900	\$1100
1/2 Page	4-Color	\$800	\$750	\$900
1/3 Page	4-Color	\$650	\$600	\$700
1/6 Page	4-Color	\$400	\$375	\$475
Special Advertising Section		\$300	\$275	N/A
Dining Guide		N/A	\$75	N/A

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
Trend Watch	End of February	1st week of March

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, most being in Downtown Burlington
- Mailed to over 500 businesses with a focus on medical offices with waiting areas
- Entire issue is available online with all ads linked



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, i.e. mailed to NY, CT, MA, FL, NJ and many other areas in the U.S.
- 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



Circulation 60,000

- Annual publication dedicated to the LOCAL building, remodeling, design industry
- Every participating advertiser is allowed to display and talk about some of their projects
- Mailed to Both BURLINGTON and CENTRAL VERMONT’S mailing lists
- Entire issue available online with all ads linked



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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 patterns etched at slant, marble slabs. Raised eyebrows seem to say, "What is this place?"

And that's exactly what owners Andrew LeSourgen, 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

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Commodities Natural Market

Changing the way the community shops from the Big Apple to Stowe (and Winooski!)

Green Rabbit Bread? Luisa's Homemade Pierogies? Clearly, Commodities Natural Market is not your typical grocery store. Instead of aisles of generic and national-chain products and deli cases, there are shelves stocked with local delicacies from Vermont Juice Company, Krin's Bakery and Spice Traders Kitchen. A dazzling display of craft beers, ciders, and wines, meanwhile, enhances the farm-fresh produce, organic beauty products, and local cheeses, and speaks to the expertise of Commodities' owners and curators, Michael and Audra Hughes.

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