

ABOUT THE CHARLOTTE NEWS



As a nonprofit, local news organization, **The Charlotte News**

informs, engages and connects our community, as it has done since 1958. Our funding comes from individual donations, grants and advertising revenue.

Mission statement:

To engage and inform Charlotte and nearby communities by:

- Publishing rigorous, in-depth reporting on town affairs
- Providing a home for stories on our neighbors and friends
- Reporting on how other towns have addressed challenges similar to our own.

In addition to our staff, more than 150 writers and photographers contribute to The Charlotte News each year, making it a true community news source that showcases a broad variety of opinions and perspectives.

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For a list of our board members, visit our website *About* page.

The Charlotte News

Your nonprofit community news source since 1958

ABOUT CHARLOTTE



Charlotte, Vermont, offers an attractive demographic

profile for advertisers — a well-educated, affluent population and a high percentage of households with children.

Charlotte has an **average household income of \$124,611, the highest of any Vermont community.**

Our community is made up of a **desirable representation of all generations.**

- Residents under 18: 20%
- Residents 18-64: 58%
- Residents 65+: 22%

Charlotte has a 93% home ownership rate, which indicates our readers are invested in their community, and that Charlotte is an attractive market for home improvement and luxury home goods.

Charlotte's demographic profile offers excellent opportunities for advertisers targeting consumers with interests in family and outdoor activities, arts and entertainment, local food and dining experiences, and high-end products and services.

Sources: *Censusreporter.org*,

THE CHARLOTTE NEWS DELIVERS



We publish both our print and digital issues every other Thursday, 25 times per year, and keep our community informed with weekly eNews Updates.

Close to 2,100 copies of The Charlotte News are **mailed to**

every household and business in Charlotte, with additional free copies available at locations in and around Charlotte.

Our eNews Updates have more than 1,000 subscribers and an 80% open rate. Our website, charlottenewsvt.org, has an average of 6,700 unique visitors and 13,000 page views per month.



2025 Advertising PRINT & DIGITAL EDITION

Reach readers in their homes and online wherever they are.

All print ads appear in the digital edition of the paper available on our website. **Ads are made clickable to your website for immediate engagement.** Our website includes an archive of past editions in PDF format, where your ad is accessible and remains clickable.

Free Ad Design

We are happy to design or resize your print and digital ads at no cost.

Ad sizes and Prices

Full page (10" x 13"): \$489

Half page (10" x 6.5" or 4.916" x 13"): \$249

Quarter page (4.916" x 6.5"): \$135

Eighth page (4.916" x 3.25"): \$75

Business Directory (3" x 2")

- 13 consecutive issues: \$333 prepaid (\$25.62 per issue)
- 25 consecutive issues (annual): \$539 prepaid (\$21.56 per issue)

Print Edition Discounts

- **Annual discount:** Advertise in 25 consecutive issues (one year) and receive a 15% discount on every ad.
- **Nonprofit organizations:** 15% discount on all advertising.
- **Prepayment discount:** Take an additional 5% off when you prepay at time of order.

Preprinted Inserts

2,100 inserts\$200

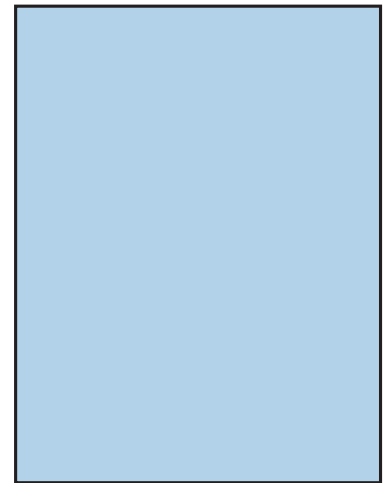
Nonprofit rate:

2,100 inserts\$100

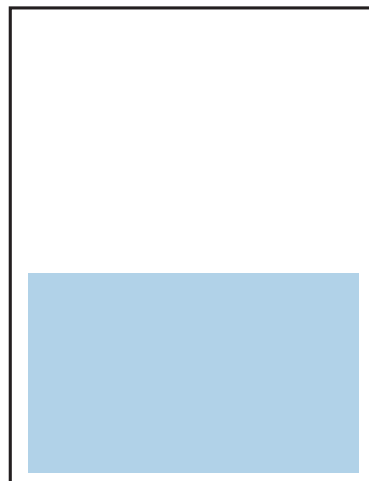
Maximum insert size, 8.5" x 11"

Applies to weights up to one ounce. Additional fee or limitations may apply.

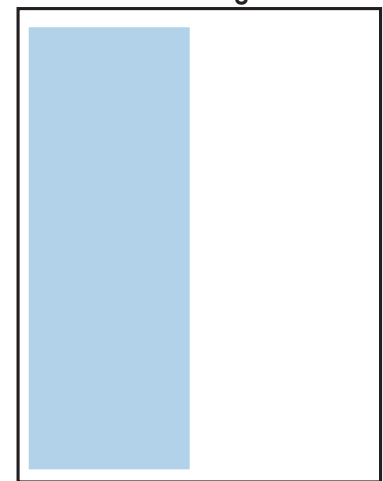
December 2024. Rates subject to change.



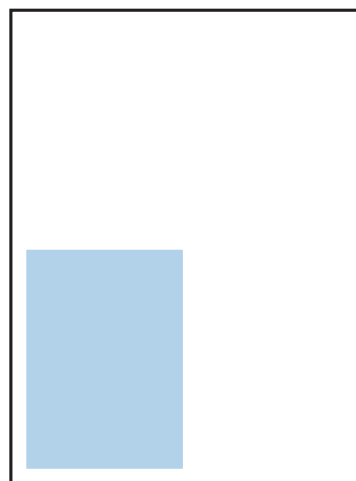
10" x 13" | \$489
Full Page



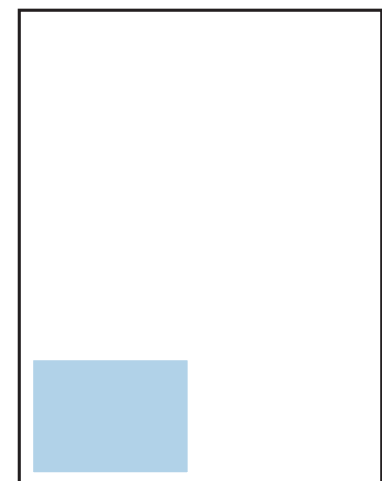
10" x 6.5" | \$249
Half Page Horizontal



4.916" x 13" | \$249
Half Page Vertical



4.916" x 6.5" | \$135
Quarter Page



4.916" x 3.25" | \$75
Eighth Page



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2025 Advertising eNEWS UPDATE & WEBSITE

With more than **1,000 active subscribers** and an **enviable 80% open rate**, our eNews Updates allow your business to stand out as one of only three sponsors who demonstrate support for local news. Your banner clicks directly to your website or Facebook page

Ad Size: 300 x 250 px

Cost: \$50 per week, \$40 per week for consecutive weeks

The Charlotte News Website

Stand out with a leaderboard banner or as one of only three digital sidebar ads on the Charlotte News website, where readers access current stories and the archive of digitized editions of the newspaper. Your ad is displayed in an uncluttered environment and a click takes readers directly to your website or Facebook page.

Our website delivers an average of **13,000 page views per month**. We offer two-week placement of banners to align with the newspaper's two-week publication schedule.

Leaderboard Ad

Appears above every news article headline. Available to only one advertiser per month.

Size: 728 x 90 px

Cost: \$80 for two-week placement, \$65 for additional consecutive two-week placements.

Sidebar Ad

Appears on every page of our website

Size: 300 x 250 px

Cost: \$65 for two-week placement, \$50 for additional consecutive two-week placements.

Digital Advertising Discounts

Nonprofit organizations: 15% discount

Prepayment discount: Take an additional 5%

December 2024. Rates subject to change.

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Click to read the [current issue](#) or view [past issues](#) of the newspaper.

Redhawks bound for title tilt with Rutland at St. Johnsbury

Scotter MacMillan, Editor
Middlebury Union came to Hinesburg to face Champlain Valley Union in the second round of the state Division 1 football playoffs this past Saturday, Nov. 2.

Maybe it was a Halloween lag because, although this game came two days after Oct. 31, this game was by far the scariest contest the Redhawks have faced this year. CVU, which had scored early and often in its previous games in 2024, didn't get on the scoreboard until midway through the second quarter in this contest.

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How Lake Champlain scientists are prepping for future floods

Kate Kampner, Community News Service
Vermont scientists aren't sure what could happen in the future as far as flooding goes, but as colder temperatures arrive, they're continuing to monitor water quality in Lake Champlain and research ways to protect it in anticipation for winter and summer floods like those in the past two years.

Matthew Vaughan, chief scientist at the Lake Champlain Basin Program, said it's a long-term picture.

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Barges lay cable from Quebec to NYC

Luisa McCallum, Community News Service • October 31, 2024

As Nancy Wood watched the almost block-long cluster of vessels float before her earlier this month, she recalls, all she could think was: "It was the biggest thing I had ever seen on the lake."

The vessels Wood, Charlotte resident and founder of The Charlotte News, spotted Oct. 4 were barges helping install the Champlain Hudson Power Express, a project working to create a 339-mile, high-voltage transmission line from Quebec to Queens, N.Y., a large portion of which will rest under Lake Champlain's waves.

The project aims to eventually provide New York City with 20 percent of its annual energy needs through hydropower. It's pegged to cost some \$6 billion, according to builder Transmission Developers, which is owned by private equity titan Blackstone.

Though a spokesperson for the project said the barge would never cross New York's state line and would have no impact on the town of Charlotte, the barge sparked curiosity for some. For about a week, it was stationed north of Essex, N.Y., where Wood said she took a picture of the vessel from her motorboat.

Photos by Nancy Wood
Barges that were visible from Charlotte on Lake Champlain were laying cable to carry power from Quebec to New York City.

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2025 Publication SCHEDULE & DEADLINES

PUBLICATION DATE	DEADLINE
Thursday, Jan 9	Friday, Jan 3
Thursday, Jan 23	Friday, Jan 17
Thursday, Feb 6	Friday, Jan 31
Thursday, Feb 20	Friday, Feb 14
Thursday, Mar 6	Friday, Feb 28
Thursday, Mar 20	Friday, Mar 14
Thursday, Apr 3	Friday, Mar 28
Thursday, Apr 17	Friday, Apr 11
Thursday, May 1	Friday, Apr 25
Thursday, May 15	Friday, May 9
Thursday, May 29	Friday, May 23
Thursday, Jun 12	Friday, Jun 6
Thursday, Jun 26	Friday, Jun 20
Thursday, Jul 10	Thursday, Jul 3
Thursday, Jul 24	Friday, Jul 18
Thursday, Aug 7	Friday, Aug 1
Thursday, Aug 21	Friday, Aug 15
Thursday, Sep 4	Friday, Aug 29
Thursday, Sep 18	Friday, Sep 12
Thursday, Oct 2	Friday, Sep 26
Thursday, Oct 16	Friday, Oct 10
Thursday, Oct 30	Friday, Oct 24
Thursday, Nov 13	Friday, Nov 7
Thursday, Nov 27	Friday, Nov 21
Thursday, Dec 11	Friday, Dec 5
HOLIDAY BREAK!	

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Support Community Journalism

The Charlotte News exists to inform, engage, and nurture our community. As a nonprofit, community-driven news organization, we serve as the heartbeat of Charlotte, delivering essential local reporting and fostering civic participation. To make it possible for every home and business to receive the paper, and for everyone anywhere to access Charlotte news online, it “takes a village.” Community members believe so strongly in our service that half our revenue comes from voluntary contributions.



Be a Charlotte News Champion...

We invite your business to become a Charlotte News Champion with an annual contribution of \$544.50 to support local

news, information and community connections.

Champion Benefits:

- Receive **recognition on the Charlotte News Champions page** on our website. This includes your logo, a description of your business and a link to your website or social media page.
- Receive a **15% discount on all advertising** regardless of frequency.
- One **FREE half page ad** used to enhance your regular advertising, boost your presence during your peak season, share the story of your business, or to share appreciation for your staff, your customers and your community.

Be a Feature Sponsor

The Charlotte News is both for the community and by the community, with local writers contributing special interest features that speak to life in Charlotte.

These include regular features on books, food and cooking, gardening, outdoor activities and the environment, hunting and fishing, and college prep.

For specific sponsorship details and availability, contact Susie at ads@thecharlottenews.org.

The Charlotte News • August 8, 2024 • 1

Our Local Feast

Local tomatoes and fennel make tasty autumn soup

Dorothy Grover-Read
Contributor

Tomato soup made from scratch? Little toasted cheese soldiers to accompany? Who could ask for more?

At this time of year, one can usually find some good bargains on bulk tomatoes at the farm stands. The frost has ended the growing season, although we've had some remarkable record-breaking high temperatures since then, so a few folks who provided protection are still harvesting.

This has been a good year for fennel as well, and these beautiful bulbs often come with long sturdy stems and fronds that all can be used to create a soup with tons of flavor. So many fronds and stems that, when I cut the bulbs off my two fat beauties, I knew I would use the abundant remainder to make a flavorful stock.

Additionally, one fennel bulb sliced very thin was all I needed to make a lovely little side salad, paired with thinly sliced purple onion from the farm stand, radicchio and chunks of dried apricot in a simple vinaigrette.

That left me with a second monster fennel bulb and enough tops to fill my large compost bucket. However, they were not quite ready for compost. I think it is important to think about how our grandparents and great-grandparents approached food in the Depression and before and after. Every scrap saved and used. Every bit of flavor and nutrition extracted. Nothing went to waste.

The addition of an onion, a sorry carrot, a bay leaf, a few odd vegetable and mushroom scraps, transformed those fennel stems and fronds into a stock so flavorful it could be served by itself as broth. Once you start thinking of these scraps as a treasure, a windfall, you will never pay \$5 for a quart of vegetable or chicken stock again.

Whatever was left after the simmering was happily dispatched into the compost bucket.

The fennel and tomato are a lovely combination. If you don't have fronds on your fennel to make stock, just make a vegetable stock from your refrigerator scraps and add some additional crushed fennel seeds, or, in a pinch, just use vegetable stock in this recipe. It won't have as much fennel flavor, but it will still be delicious; it's tomato soup after all.

I used the oddball field tomatoes and Romas, plus the last of my own cherry tomatoes, for more flavor, but frankly most tomatoes will do well here. If you don't



The late harvests combine for comfort soup at its best.



Roma tomatoes are fleshier than standard tomatoes, and they have less seeds. If you can't find these at the farm stand, substitute whatever they have on sale. It will still be delicious tomato soup.



Every bit of a fennel bulb is edible and tasty as well, from the bulb and stalks to the fronds and seeds. You'll use all parts in this recipe.

have a bounty of fresh tomatoes or if it is the middle of winter, just use a 28-ounce can of organic diced or whole tomatoes. It will work fine.

There is always a swap. If it is homemade with love, it will be delicious. Who doesn't love tomato soup on a crisp, or even 70-degree, autumn day?

Hearty tomato and fennel soup
Heat a heavy stock pot over medium high and add a couple of tablespoons of fruity olive oil. Toss in:

1 large leek or onion, diced
1 large fennel bulb, diced
4 cloves of garlic, minced
1 teaspoon crushed fennel seeds
A large pinch of salt
Let cook until everything has softened. Then add 1/2 cup tomato paste.
Let this mix in well with the other ingredients and the flavor bloom. Add 1/2 cup dry red wine.
Let this simmer for five minutes or so to let the alcohol evaporate, then add:
1 quart chopped tomatoes, Romas or other
1 quart fennel or vegetable stock
1 teaspoon sugar
salt and pepper to taste
It's your choice whether to seed the

tomatoes or not. I just leave them in.

Bring to a boil, cover, reduce to a simmer and continue simmering for a half hour. You can also place this in a 300-degree oven to finish off.

The house should smell really good just about now.

Puree with an immersion blender, standard blender, food processor or food mill, the former being less cleanup, but the latter producing the best texture. Your choice. Your time.

Garnish with a few fennel fronds, a drizzle of olive oil, maybe some croutons and serve with grilled or toasted cheese soldiers, so everyone can have as many or few as they want, and they are fun to dunk.

Cream of tomato, fennel soup
About half of us like tomato soup straight up, there are those in the family who like theirs with a splash of cream of some sort.

Began concerns about cholesterol in our family, I used half-and-half or light cream to everyone's desired whiteness, but you can substitute light coconut milk and keep it vegan as well.

Make your own fennel stock

In a large stockpot, combine a big bunch of fennel stems and fronds, a cup onion, skins and all, a large carrot, old and limp from the bottom of the crisper is fine, mushroom pieces and stems if you have them, a teaspoon of fennel seeds and whatever other little scraps of vegetables you have on hand. Bring this to a boil, then simmer for a half hour. Let cool to room temperature, then strain.

Toasted cheese soldiers

These are perfect for dunking. Lightly toast a few slices of wholegrain bread. Slice into strips along the short side, usually four or five per slice depending on the loaf. Sprinkle liberally with Parmesan, vegan Parmesan, cheddar or other melting cheese. Pop under the broiler until melted and starting to bubble and brown. Try to let them cool a few moments before attempting to eat.

Thank you to Healthy Living, sponsor of Our Local Feast.



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MARKET & CAFÉ

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South Burlington
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Williston
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Williston
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