



Why Should We Use beVermont?

beVermont only runs online and its advantage is in numbers. Our readers Vermont's population minus small kids or folks with reading challenges. 15% of people are younger than 15, some may have trouble with computers or reading – about 20% of population can't use beVermont. But 80% can and that in Vermont is about 520,000 people. That's our audience and also audience of our ad placing users.

Half a million people is quite respectable number, but we are ready for that. Many people live in Vermont's 14 counties, but our focus is 27 counties - 14 in Vermont and 13 bordering from New Hampshire, Massachusetts, New York and Quebec (regions). Total audience close to 3 million.



beVERMONT.com

Will every one of them check beVermont daily or weekly? Unlikely. But even when we reach low single percentage digits, say 3% for example, then we may be visited by 90,000 people. And that's 90k of folks looking to see classifieds, buy something, search for something or offering item to sell. Or trade or rent! Yes, beVermont sounds simple, but in classifieds simple is good.

