

MORE THAN A DECADE OF PUBLISHING EXCELLENCE



# 2012 RATE CARD

Reaching  
**75,000 Readers\***

More than a magazine,  
*LIFL* is a complete  
marketing plan –  
offering print, online  
and e-newsletter ad-  
vertising.

\* Based on 2.5 readers per copy.



Photo courtesy Watkins Glen Area Chamber of Commerce

Photo by Craig Humphrey



## ABOUT US

Since 2001, the readership of *Life in the Finger Lakes* has tripled. Our goal to provide readers with a coffee table piece filled with interesting stories and outstanding photography has remained constant. Your continued support has made our growth possible and we thank you.

Comprised of subscribers, newsstand sales and circulation to waiting rooms, and accommodations throughout the Finger Lakes, our loyal readership of 75,000 remains passionate about the history, scenic beauty and simplicity of this unique region.

In addition to our quarterly magazine, *Life in the Finger Lakes* has expanded its line of advertising opportunities with monthly e-newsletters, websites and digital magazines.

**LifeintheFingerLakes.com** is an editorial resource relating to each quarterly issue of the magazine. Readers keep up on Calendar of Events, reader-submitted photos and archived articles from years past.

**ExploretheFingerLakes.com** is an online travel planner that includes a searchable business directory, customizable planner, and maps of the region.

We are proud to do business within the Finger Lakes and look forward to helping your business grow with our magazine.

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## MAGAZINE READERSHIP – 75,000

 (Based on 2.5 readers per copy)

### Circulation

**15,692** - Paid Subscriptions

**2,570** - Doctors' Offices  
(waiting room distribution)

**9,740** - Newsstand Distribution

**2,000** - Accommodations  
(guest room distribution)

Sell-through industry average is below 35%.  
*LIFL* magazine averages 66% sell-through.

**7,412** - Digital Magazine

# 2012 ISSUES

Advertising is an investment in your company's overall success. Advertising in all five issues ensures that your message reaches year-round residents, second homeowners and frequent visitors to the region.

	<p><b>Spring Issue</b> (Mar/Apr/May)</p> <p><b>Ad Space Due: Jan 27</b> Mailing Date: Feb 28</p>	<p><i>Editorial Focus</i></p> <ul style="list-style-type: none"> <li>• Newfield – a proud community</li> <li>• the history of Teddy Roosevelt and the Junior Republic</li> <li>• daffodil photo spread</li> <li>• local business owner profile</li> </ul>
	<p><b>Travel Guide Bonus Issue</b></p> <p><b>Ad Space Due: Mar 23</b> Mailing: April 27</p>	<p><i>Editorial Focus</i></p> <ul style="list-style-type: none"> <li>• day trips to all areas of the region</li> <li>• festivals and events</li> <li>• high-quality pull-out Finger Lakes map</li> </ul> <p><i>(On newsstands May through October – also mailed to subscribers)</i></p>
	<p><b>Summer Issue</b> (Jun/Jul/Aug)</p> <p><b>Ad Space Due: May 11</b> Mailing Date: Jun 15</p>	<p><i>Editorial Focus</i></p> <ul style="list-style-type: none"> <li>• Syracuse's Thornden Park rose garden</li> <li>• the life of moths</li> <li>• a history of the Chemung Canal</li> <li>• summertime photograph pictorial</li> </ul>
	<p><b>Fall Issue</b> (Sept/Oct/Nov)</p> <p><b>Ad Space Due: Jul 27</b> Mailing Date: Aug 31</p>	<p><i>Editorial Focus</i></p> <ul style="list-style-type: none"> <li>• Avon – a proud community</li> <li>• an indepth view of apples</li> <li>• the Finger Lakes Railway</li> <li>• amazing autumn photographs</li> </ul>
	<p><b>Winter Issue</b> (Dec/Jan/Feb)</p> <p><b>Ad Space Due: Oct 26</b> Mailing Date: Nov 30</p>	<p><i>Editorial Focus</i></p> <ul style="list-style-type: none"> <li>• the annual photo contest</li> <li>• focus on a facet of the Finger Lakes Museum</li> <li>• quality winter photographs from professional photographers</li> <li>• Ithaca's motion picture legacy</li> </ul>

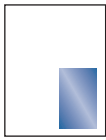
## Tweetable Truths About Magazines

- 92% of U.S. adults read magazines.
- Magazine readers pay attention to magazine ads. they don't pay to avoid the advertising as they do with other media.
- Magazines build buzz. They excel in reaching people who shape attitudes and behavior.

- Subscriptions to magazines are on the rise. 2007 – 322 million paid subscriptions. 2008 – 325 million paid subscriptions.
- Magazines drive web searches more than any other medium; more than double Internet advertising and social media.

Source: Magazine Publishers of America

# MAGAZINE DISPLAY SPECS



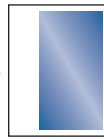
**1/4 PAGE**  
3-1/4" x 4-3/4"  
(WxH)



**1/3 PAGE**  
Square  
4-5/8" x 4-3/4"  
(WxH)



**1/3 PAGE**  
Vertical  
2-1/4" x 10"  
(WxH)



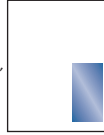
**2/3 PAGE**  
4-5/8" x 10"  
(WxH)



**BLEED PAGE**  
8-3/8" x 11-1/8"  
(WxH)  
Trim Size:  
8-1/8" x 10-7/8"



**1/6 PAGE**  
Horizontal  
4-5/8" x 2-1/8"  
(WxH)



**1/6 PAGE**  
Vertical  
2-1/4" x 4-3/4"  
(WxH)



**1/2 PAGE**  
Vertical  
4-5/8" x 7-5/8"  
(WxH)



**1/2 PAGE**  
Horizontal  
7" x 5"  
(WxH)

*Please keep live area  
1/4" from trim.*

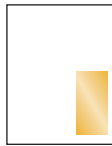
# MARKETPLACE / REAL ESTATE SPECS

## Marketplace

Accommodations, Attractions, Retail, and Wineries



**1 square**  
2-1/4" x 2-1/8"  
(WxH)



**2 square**  
Vertical  
2-1/4" x 4-3/4"  
(WxH)



**2 square**  
Horizontal  
4-5/8" x 2-1/8"  
(WxH)



**3 square**  
Vertical  
2-1/4" x 7"  
(WxH)



**3 square**  
Horizontal  
7-1/8" x 2-1/8"  
(WxH)



**4 square**  
4-5/8" x 4-3/4"  
(WxH)

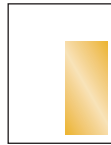
## Real Estate



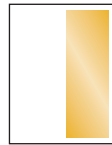
**Single**  
3-1/4" x 2-3/8"  
(WxH)



**Double**  
3-1/4" x 5"  
(WxH)



**Triple**  
3-1/4" x 7-1/4"  
(WxH)



**Quadruple**  
3-1/4" x 9-3/4"  
(WxH)

**Advertising design** and layout is available to our customers. Please call for rates.

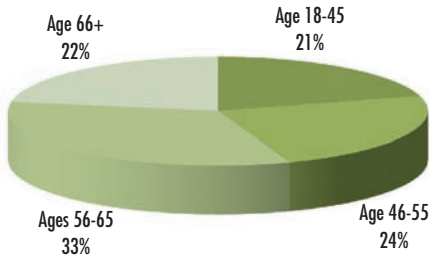
## Special Advertising Options

We also offer other methods to help convey your message. Call us to discuss information about **Community Ads, Onserts in Polybags, and Insert** opportunities.

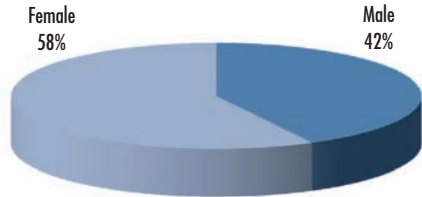
# MAGAZINE DEMOGRAPHICS

Numbers are based on a recent survey, in which 35% of subscribers surveyed responded.

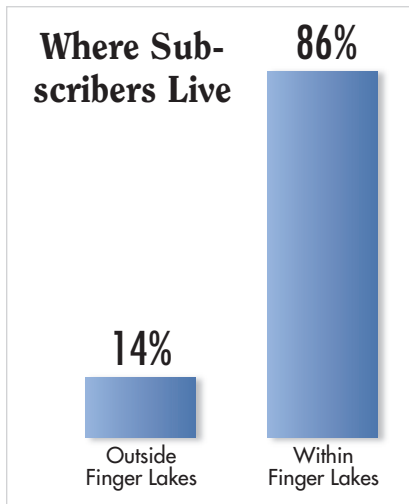
## Age of Reader



## Gender of Reader



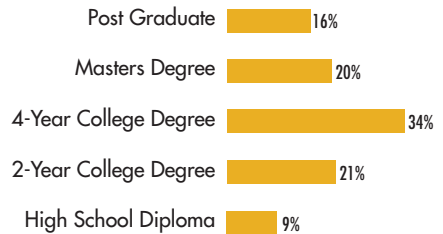
## Where Subscribers Live



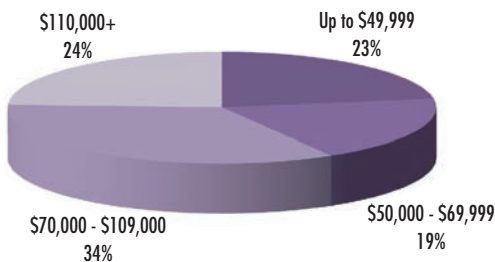
## Reader Interests

- Antiques
- Art
- Camping
- Culinary
- Dining
- Gardening
- History
- Home Remodeling
- Museums
- Music
- Photography
- Wine Tours

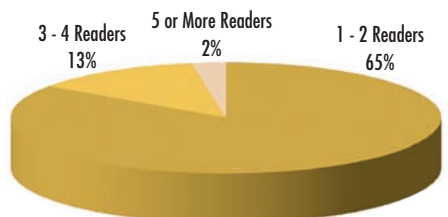
## Education



## Household Earnings



## Readers per Household





# ONLINE OPPORTUNITIES



## Digital Magazine



As technology evolves, so does *LIFL's* outreach. Each printed issue of the magazine is now available in digital form to accommodate the growing number of e-readers and online users. **That means *Life in the Finger Lakes* advertisers get more exposure for the same price.**

The digital magazine averages 3,641 opens per issue and offers clickable links directly to advertisers' websites. Plus, we archive each digital issue at [LifeintheFingerLakes.com](http://LifeintheFingerLakes.com) so your advertisement remains as a permanent link.

## E-newsletter

Once a month *Life in the Finger Lakes* magazine sends out an e-newsletter that features current information, great photos and a calendar of events.

3,142 average opens

- Display Ad: \$75 per issue
- Sponsorship Ad: \$110 per issue



## LifeintheFingerLakes.com Online Advertising

By offering a fully searchable magazine article archive dating back to 2001, [LifeintheFingerLakes.com](http://LifeintheFingerLakes.com) has become a leading online source of Finger Lakes information.

9,960 average visitors per month

- Online Display Ad: \$480 / year
- Premium Banner Ad: \$720 / year

# LIFE IN THE FINGER LAKES



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