

# Print Advertising Works!



## More Engaging

Readers are more accepting of magazine ads and find them less interruptive than other platforms, such as TV, radio or online ads.



## More Credible

Consumers trust magazine advertising more than other media platforms and turn to magazines as a reliable source of information for products and services.



## Increase Web Traffic

Magazine advertising is the #1 driver of web visits and online searches.



## Budget Friendly

Compared with other advertising platforms, magazines provide the lowest cost-per-impession and your message can be tailored to a clearly defined audience.



# Life in the FINGER LAKES

The Magazine for People Who Love New York State's Wine Region



1

**Jan/Feb**  
**Ad Space Due: Nov 4**  
Materials Due: Nov 11  
Mailing Date: Dec 16



2

**Mar/Apr**  
**Ad Space Due: Jan 6**  
Materials Due: Jan 13  
Mailing Date: Feb 17



3

**May/June**  
**Ad Space Due: Mar 3**  
Materials Due: Mar 10  
Mailing Date: Apr 14



4

**Jul/Aug**  
**Ad Space Due: May 5**  
Materials Due: May 12  
Mailing Date: Jun 16



5

**Sep/Oct**  
**Ad Space Due: June 30**  
Materials Due: July 7  
Mailing Date: Aug 11



6

**Nov/Dec**  
**Ad Space Due: Sept 1**  
Materials Due: Sept 8  
Mailing Date: Oct 13



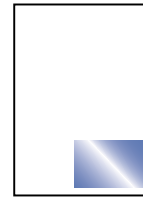
# RATES AND SPECIFICATIONS

Full-color	Net Advertising Rates Per Issue					
Ad Size	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues
Full page	1630	1530	1485	1435	1385	1335
2/3 page	1305	1225	1190	1150	1110	1070
1/2 page	1035	975	940	910	880	850
1/3 page	775	730	705	680	660	635
1/4 page	615	580	560	540	525	505
1/6 page	490	460	445	430	415	400

Best Value! 18% Discount

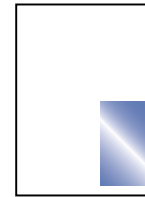
Premium Placements	Net Advertising Rates Per Issue					
Ad Size	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues
Back Cover (C4)	1930	1815	1755	1700	1640	1585
Inside Front (C2)	1880	1765	1710	1655	1600	1540
Inside Back (C3)	1830	1720	1665	1610	1555	1500
Center Spread	3520	3310	3205	310	2990	2885

Best Value! 18% Discount



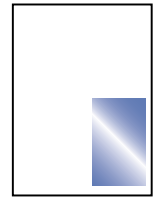
### 1/6 PAGE

Horizontal  
4-5/8" x 2-1/8"  
(W x H)



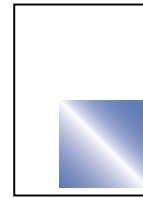
### 1/6 PAGE

Vertical  
2-1/4" x 4-3/4"  
(W x H)



### 1/4 PAGE

3-1/4" x 4-3/4"  
(W x H)



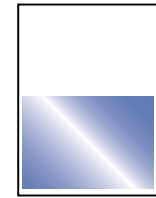
### 1/3 PAGE

Horizontal  
4-5/8" x 4-3/4"  
(W x H)



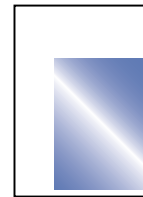
### 1/3 PAGE

Vertical  
2-1/4" x 10"  
(W x H)



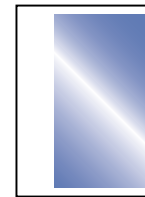
### 1/2 PAGE

Horizontal  
7" x 5"  
(W x H)



### 1/2 PAGE

Vertical  
4-5/8" x 7-5/8"  
(W x H)



### 2/3 PAGE

4-5/8" x 10"  
(W x H)



### Full PAGE

8-3/8" x 11-1/8"  
(W x H)

Trim size:  
8-1/8" x 10-7/8"  
Please keep live area  
1/4" from trim

**Note:** A signed insertion order is required to receive a frequency discount.

**Billing:** Each advertisement is billed when an issue mails, net 30.

## Total CIRCULATION - 30,000

### Pass-along Readership 75,000

- 20,000** Paid Subscriptions
- 7,600** Newsstand Copies
- 1,280** Doctor's Offices
- 1,200** Select Hotel and B&B - *Guest Room Copies*

#### Files accepted:

300 dpi, CMYK – flattened PDF, TIFF, EPS, or JPEG

#### Upload files to:

[fwpi.com/upload-ad.php](http://fwpi.com/upload-ad.php)

### Rhonda Tractor

AD SALES REPRESENTATIVE  
rhonda@lifeinthefingerlakes.com  
p: (315)789-0458 • (800)344-0559  
f: (315)789-4263

### Della R. Mancuso

AD SALES REPRESENTATIVE  
della@lifeinthefingerlakes.com  
p: (315) 585-6111  
cell: (917) 751-2962

Life in the  
**FINGER LAKES**

P.O. Box 180 • 171 Reed St  
Geneva, NY 14456  
[www.LifeintheFingerLakes.com](http://www.LifeintheFingerLakes.com)

# MARKETPLACE ADVERTISING

**Marketplace Ads** are smaller, budget-friendly ads that are grouped together by category.

- Accommodations
- Culture and Attractions
- Seneca Lake Wine Trail
- Camping
- Wine, Spirits & Brews
- Shopping and Services

Full-color	Net Advertising Rates Per Issue						Best Value! 18% Discount
	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues	
1 square	165	155	150	145	140	135	
2 square	315	295	285	275	270	260	
3 square	465	435	425	410	395	380	
4 square	615	580	560	540	525	505	

Ads billed separately after the mailing date of each issue.



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



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



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



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



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



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



# REAL ESTATE ADVERTISING

Full-color	Net Advertising Rates Per Issue						Best Value! 18% Discount
	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues	
Single	235	220	215	205	200	195	
Double	460	435	420	405	390	375	
Triple	670	630	610	590	570	550	
Quadruple	870	820	790	765	740	715	



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



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



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



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



**Rhonda Trainor**  
AD SALES REPRESENTATIVE  
rhonda@lifeinthefingerlakes.com  
p: (315)789-0458 • (800)344-0559  
f: (315)789-4263

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# ONLINE ADVERTISING

With an all new website design launched in early 2015, we drive traffic to our brand's digital hub with our E-newsletters, all new magazine app, and printed publications. Reach consumers who turn to **LifeInTheFingerLakes.com** for the art & culture, beer & wine, home & garden, outdoors activities, travel & tourism and events within the Finger Lakes Region.

**Over the past year, web traffic has increased by 73% to over 7,500 unique monthly visitors!**

**Sponsor Ad 250 x 185 pixels** (Ads randomly rotate in 1 position) *Additional Animated Frames...\$20 each/month*

**Monthly** \$195/per month   
**Full Year** \$145/per month  **Best Value**

**Leaderboard Ad 970 x 90 pixels** (Ads randomly rotate in 1 position) *Additional Animated Frames...\$20 each/month*

**Monthly** \$225/per month   
**Full Year** \$165/per month  **Best Value**

**Banner Ad 300 x 400 pixels** (Ads randomly rotate in 1 position) *Additional Animated Frames...\$20 each/month*

**Monthly** \$175/per month   
**Full Year** \$130/per month  **Best Value**

**Box Ad 300 x 200 pixels** (Ads randomly rotate in up to 5 positions) *Additional Animated Frames...\$10 each/month*

**Monthly** \$125/per month   
**Full Year** \$95/per month  **Best Value**

Start Date: \_\_\_\_\_

Web Link: \_\_\_\_\_

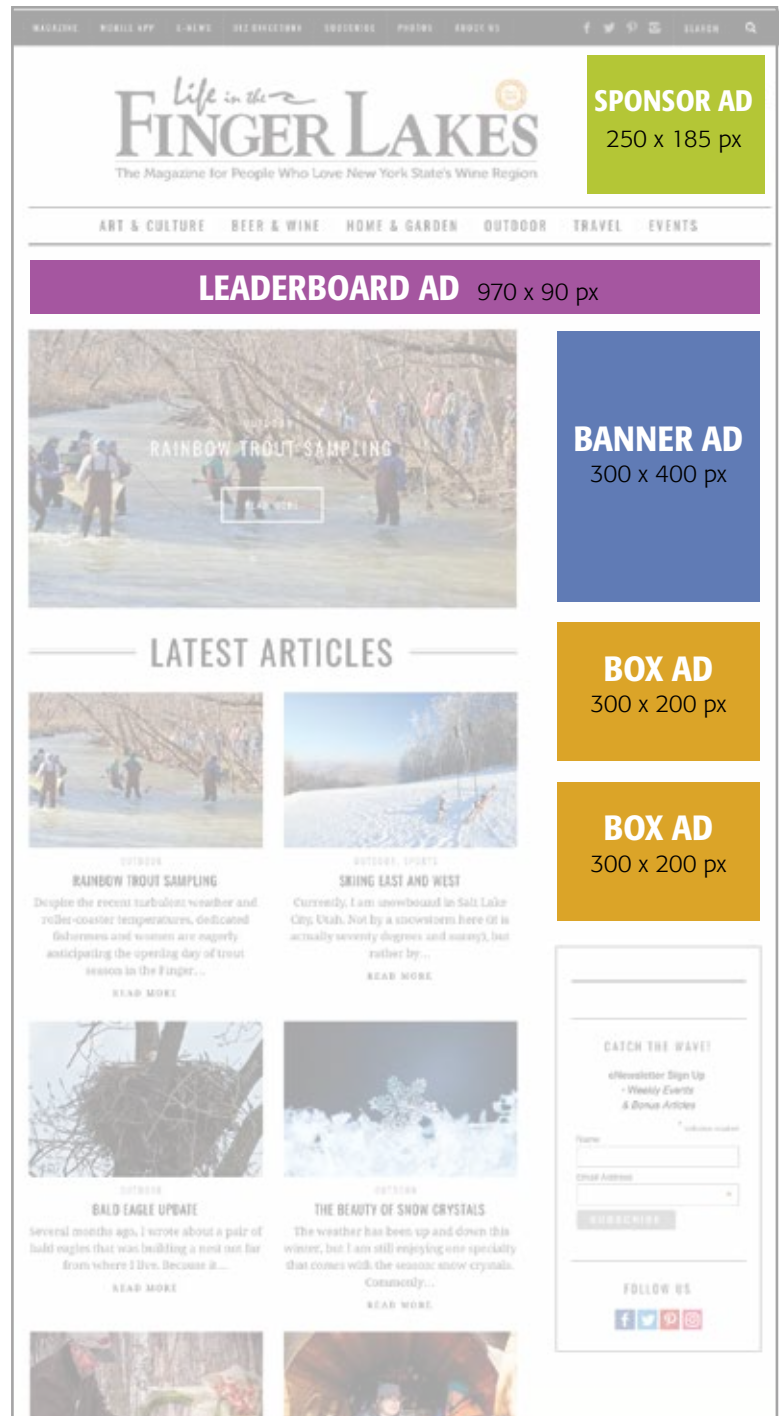
Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Discounts are available to advertisers on a current print advertising schedule. Invoice net 30. Credit Card Payments call (315) 789-0458; Mon-Fri 9 a.m. to 5 p.m. EST



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**Della R. Mancuso**  
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 della@lifeinthefingerlakes.com  
 p: (315) 585-6111  
 cell: (917) 751-2962

**Rick Kauder**  
 ONLINE AD SALES REPRESENTATIVE  
 rkauder@fwpi.com  
 p: (315) 789-0458 • (800)344-0559  
 f: (315) 789-4263

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# E-NEWSLETTER ADVERTISING

In order to keep up with the demand from our readers for fresh editorial content with more frequency, **Life in the Finger Lakes** magazine is now distributing its e-newsletter every Thursday!

Our premium targeted list of more than **5,300** opt-in subscribers will receive fresh, insightful articles once a week, along with beautiful photographs and a calendar of events.

## **Banner Ad** 600 x 200 pixels

Additional Animated Frames...\$20 each

Per Weekly Issue

\$150



Entire Month

\$395



Best Value

## **Double Box Ad** 300 x 400 pixels

Additional Animated Frames...\$10 each

Per Weekly Issue

\$150



Entire Month

\$395



Best Value

## **Box Ad** 300 x 200 pixels

Additional Animated Frames...\$10 each

Per Weekly Issue

\$100



Entire Month

\$275



Best Value

Start Date: \_\_\_\_\_

Web Link: \_\_\_\_\_

Company: \_\_\_\_\_

Your Name: \_\_\_\_\_

E-mail: \_\_\_\_\_


Signature: \_\_\_\_\_

Date: \_\_\_\_\_


- Over 5,000 opt-in subscribers, and growing!
- Bonus articles not available in the magazine
- Each issue is posted to [lifeinthefingerlakes.com](http://lifeinthefingerlakes.com)
- The e-newsletter is also promoted on a weekly basis through social media



March 9, 2017 • E-newsletter View this email in your browser



The Magazine for People Who Love New York State's Wine Region



**Maple Weekend is Coming!**

Information courtesy [nyazmaple.com](http://nyazmaple.com)

**March 18-19 and 25-26, 2017**

Every spring, the members of the New York State Maple Producers Association invite families and friends into their "sugar houses" to experience the world of pure NY maple syrup. Located at approximately 160 farms and museums across New York State, Maple Weekend offers a delicious, fun-filled outing that has a little something for all maple-lovers to taste and experience.

[Read More](#)

**BANNER AD**  
600 x 200 px

**BOX AD**  
300 x 200 px

**DOUBLE BOX AD**  
300 x 400 px

**BOX AD**  
300 x 200 px

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### Rhonda Traylor

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# MOBILE APP **ADVERTISING**

**New for 2017!**

The **Life in the Finger Lakes** magazine app brings readers unique content only available on a mobile device. This demand for quality editorial drives readers to not only read the print version, but to download the app in order to take advantage of bonus regional information.

Each issue is pushed to smartphone users multiple times, increasing impressions and traffic.

**On average, advertisers can expect to capture 75% of our audience who have downloaded the app.**



*Life in the*  
**FINGER LAKES**

**IS NOW ALWAYS  
IN YOUR POCKET  
WITH OUR NEW  
MOBILE APP!**



**For iPhones, iPads,  
Android Tablets  
and Phones**

## Mobile App Ad

**640 x 1136 pixels**

\$175 per issue

Jan/Feb

Mar/Apr

May/Jun

Jul/Aug

Sep/Oct

Nov/Dec

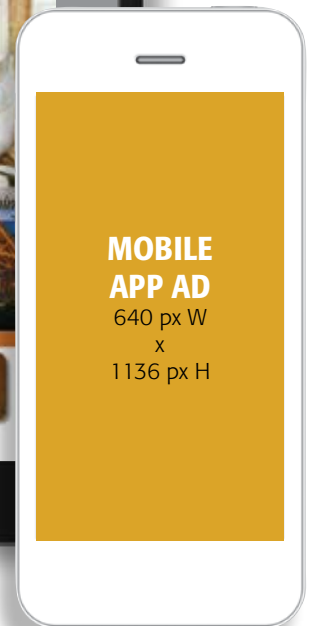
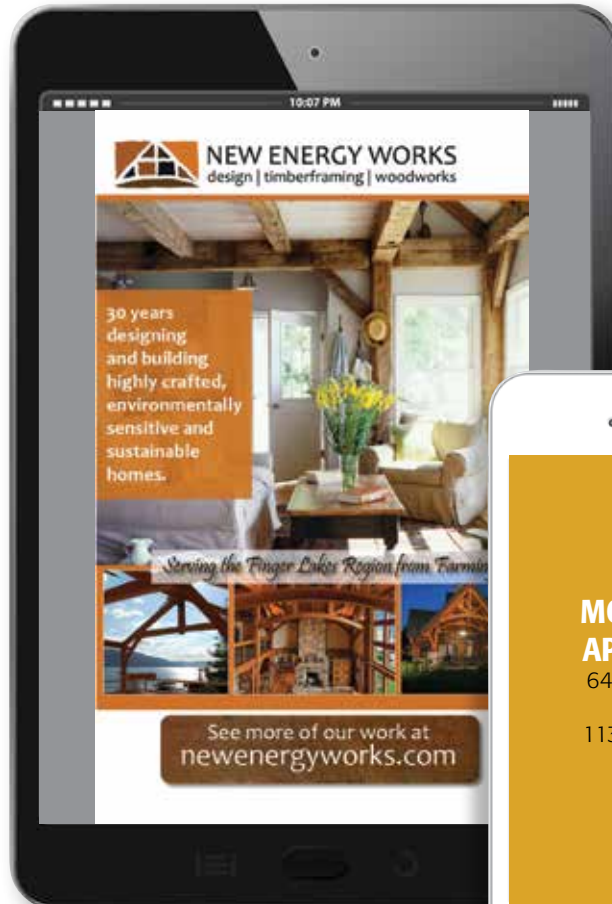
Company: \_\_\_\_\_

Your Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



Please FAX completed form to 315-789-4263

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