

Cornell Alumni Magazine

Owned and published by the Cornell Alumni Association

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cornellalumnimagazine.com

Finger Lakes Listing

A special advertising section in the May/June 2016 issue of *Cornell Alumni Magazine*

Promote your residential, commercial, or vacation properties, retirement alternatives, or real estate investment services to more than 25,000 Cornellians who live, work, vacation, or retire in Ithaca and the Finger Lakes region

Finger Lakes Listing

LIVE, VACATION, WORK, OR RETIRE NEAR CORNELL

Come home to a lakefront retreat, convenient to Cornell and downtown Ithaca.



A custom-designed home built to complement the unique lakefront wooded property.

Featuring: five bedrooms, custom millwork, stone fireplaces, gourmet kitchen, granite countertops, steam shower, screened-in porch, hot tub, and dock.

Enjoy scenic views of Cayuga Lake and spectacular sunsets on the balcony off the master bedroom. Entertain on stone patios surrounded by perennial gardens, herbs, and ornamental trees.

Experience more at: FiddlersRidgeNY.com

Kimball Real Estate
Est. 1948

Sales: 607-257-0313 Rentals: www.kimballrentals.com
Cayuga Heights
186 Pleasant Grove Road
Ithaca, NY 14850
Mike Kimball '67



Margaret Hobbie
Licensed Associate Real Estate Broker
Audrey Edelman Realty USA
Cornell Class of 1972

Buying and selling Finger Lakes properties since 1993

607-220-5334
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www.MargaretHobbie.com



May | June 2013 25

Finger Lakes Listing LIVE, VACATION, WORK, OR RETIRE NEAR CORNELL



Lake House on Cayuga Lake near Ithaca and Cornell Campus

Lansing, NY- Level waterfront. Elevated views. Beach house with extensive dockage. Home heating/cooling via geothermal. Property designed by Cornell Architect/Engineer for his own family. 4 bedrooms, private guest quarters. Handicap access. Garage/workshop. Beautiful lake views and professional landscaping. Offered at \$1,325,000 www.FingerLakesRetreat.com



Mike Franklin
315.876.2262

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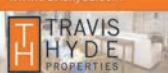


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Gateway Commons is downtown living at its finest. With 25 luxury apartments, nearby Six Mile Creek restaurants, a walk away and ample parking, this LEED silver certified green building offers all you need and more.

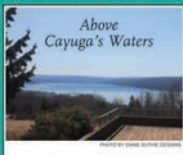
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Two Convenient Locations:
2433 N. Triphammer Road
and 670 Hancock Street
Ithaca, NY 14850
607-257-0800

www.audreyledelman.com



Above Cayuga's Waters

Sited on 3.75 acres, this 3000+ sq. foot home takes full advantage of the spectacular and protected view of Cayuga Lake with windows everywhere. Located at the end of a cul-de-sac, with no visible neighbors, there is nothing to hear but bird song. Enjoy all that Cornell University and Ithaca have to offer and then come home to your own private oasis. **\$445,000**

Linda A. Hirvonen
NYS Licensed Real Estate Associate Broker
Warren Real Estate of Ithaca, Inc.
email: lahironen@warrenhomes.com Direct: 607-330-5235
Mobile: 607-592-3665



\$825,000 MLS# 135032

Stunning 5,077-sq.-ft. home with spectacular views of Cayuga Lake, custom-built on 5.5 acres. Professionally landscaped. Privacy and minimum maintenance. Beautiful gorgs. This move-in home has a comfortable layout and plenty of space for home office. 13' x 20' rec. room, 29' x 20' gym. Enjoy gorgeous sunsets from the spacious deck.

Lucy Missirian
NYS Lic. Real Estate Salesperson
Warren Real Estate
830 Hanshaw Road
Ithaca, NY 14850
607-331-5232 Direct
607-257-8801 Fax
607-282-0217 Cell
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Warren Real Estate
301 E. State St.
Ithaca, NY 14850

Print circulation by region

Effective June 2013

Region		% of total
New England	2,932	12.8%
Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut		
Middle Atlantic	9,403	41.2%
New York, New Jersey, Pennsylvania		
South Atlantic	4,020	17.6%
Delaware, Maryland, Washington, DC, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida		
East North Central	1,442	6.3%
Ohio, Indiana, Illinois, Michigan, Wisconsin		
East South Central	210	0.9%
Kentucky, Tennessee, Alabama, Mississippi		

Region		% of total
West North Central	321	1.4%
Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas		
West South Central	569	2.5%
Arkansas, Louisiana, Oklahoma, Texas		
Mountain	744	3.3%
Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada		
Pacific	2,642	11.5%
Washington, Oregon, California, Alaska, Hawaii		
Total USA	22,283	97.5%
Other	563	2.5%
US Possessions, Mexico, Canada, Foreign, APO/FPO		
Total circulation	22,846	100.0%

Digital Advertising

Digital readership

Effective January 1, 2014

Cornell Alumni Magazine maintains a vibrant digital presence, with expanded magazine content available on our website, the iPad and iPhone, and Android devices. An active social media campaign further nurtures interest in the magazine and its content. Below are the figures of our digital visitors and ad views.

Average visitors and ad views per issue (2-month period)

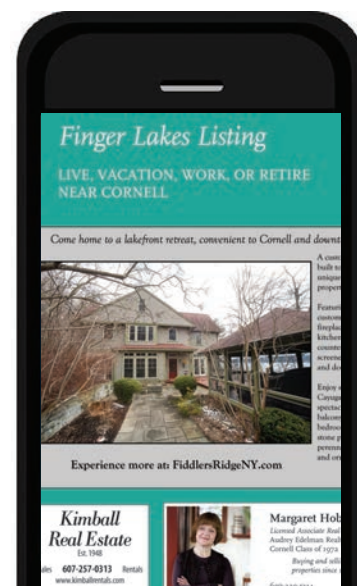
Year	Visitors	Ad Views
2009	14,756	46,106
2010	17,961	42,395
2011	24,718	45,979
2012	26,751	48,753
2013	27,703	46,518

Digital readership by gender and age (as reported by Texterity, our digital vendor)

Gender
Female: 42%
Male: 58%

Age
35 and older: 65%
35 and younger: 35%

The magazine reaches a diverse audience of mature, educated consumers, with over 50% of digital readers located in the New England/Middle Atlantic regions.



Finger Lakes Listing Ad Rates

May/June 2014 issue

Ad size (in inches)	B & W	15% discount rate*
Full page	7 x 10 \$1,070	\$930
2/3 page	4-9/16 x 10 \$790	\$685
1/2 vt	4-9/16 x 7-3/8 \$635	\$555
1/2 hor	7 x 4-7/8 \$635	\$555
1/3 vt	2-3/16 x 10 \$450	\$390
1/3 sq	4-9/16 x 4-7/8 \$450	\$390
1/6 vt	2-3/16 x 4-7/8 \$245	\$210
1/6 hor	4-9/16 x 2-3/8 \$245	\$210
1/12	2-3/16 x 2-3/8 \$140	\$120

Ad size (in inches)	2-Color	15% discount rate*
Full page	7 x 10 \$1,335	\$1,160
2/3 page	4-9/16 x 10 \$990	\$860
1/2 vt	4-9/16 x 7-3/8 \$800	\$695
1/2 hor	7 x 4-7/8 \$800	\$695
1/3 vt	2-3/16 x 10 \$565	\$490
1/3 sq	4-9/16 x 4-7/8 \$565	\$490
1/6 vt	2-3/16 x 4-7/8 \$305	\$265
1/6 hor	4-9/16 x 2-3/8 \$305	\$265
1/12	2-3/16 x 2-3/8 \$180	\$155

Ad size (in inches)	4-Color	15% discount rate*
Full page	7 x 10 \$1,605	\$1,395
2/3 page	4-9/16 x 10 \$1,190	\$1,035
1/2 vt	4-9/16 x 7-3/8 \$960	\$835
1/2 hor	7 x 4-7/8 \$960	\$835
1/3 vt	2-3/16 x 10 \$675	\$585
1/3 sq	4-9/16 x 4-7/8 \$675	\$585
1/6 vt	2-3/16 x 4-7/8 \$365	\$315
1/6 hor	4-9/16 x 2-3/8 \$365	\$315
1/12	2-3/16 x 2-3/8 \$215	\$185

* Rates for supplied electronic files
Ad design and production by the Cornell Alumni Magazine art department is billed at \$60/hour.

For information online, go to cornellalumnimagazine.com/pdfs/advertisers/FLL_Rates_14.pdf



Sample page from the May/June 2012 Finger Lakes Listing

To place an ad, contact:
Sandra Busby, advertising sales
800-724-8458 or 607-272-8530 ext. 23
E-mail: SLB44@cornell.edu

Space and Copy Deadlines
March 15 for space reservations
March 22 for copy
Payment is due in full (check, VISA, or Mastercard) by April 30, 2014

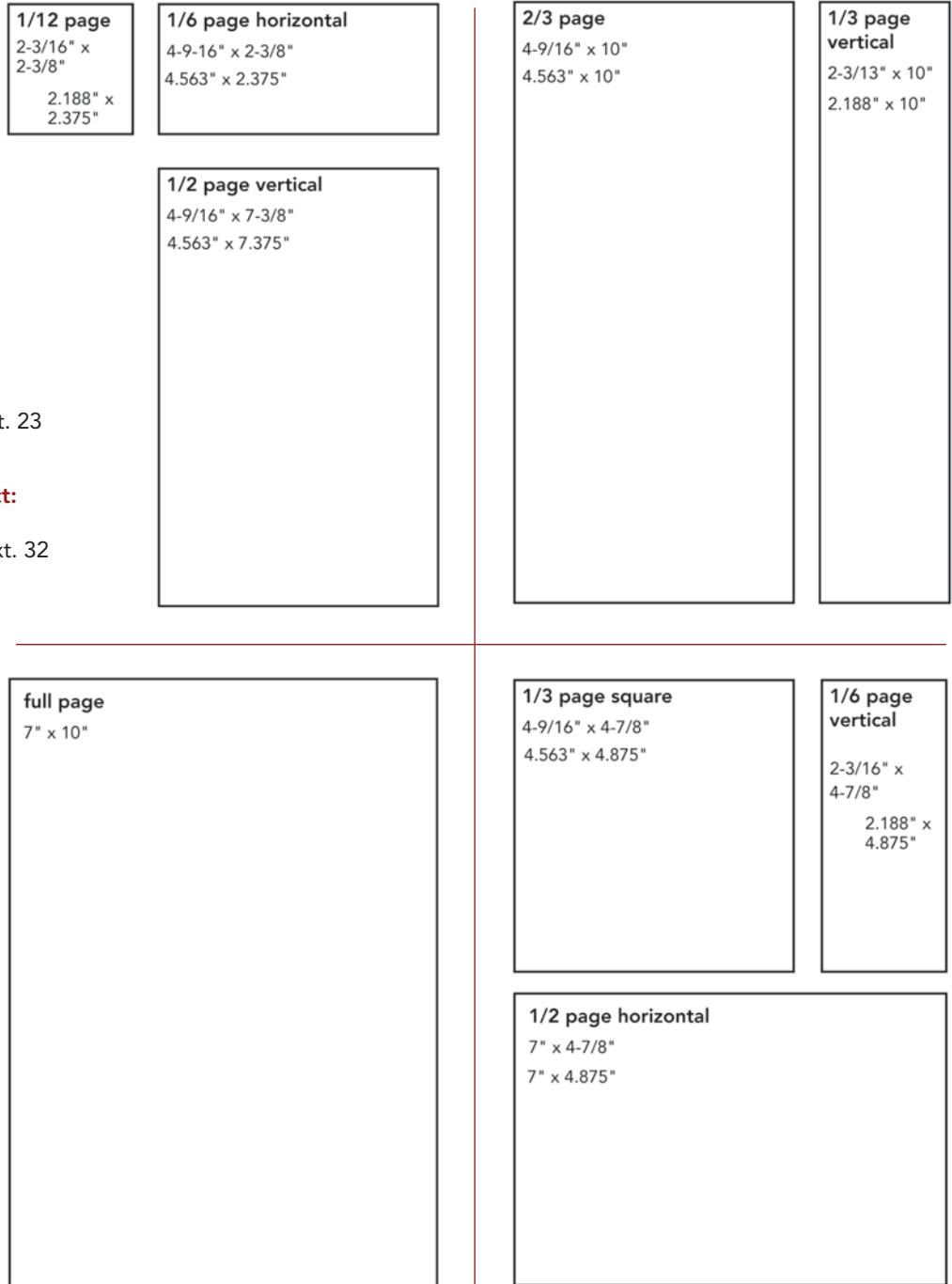
Advertising Material
Acceptable electronic formats:
Tiff, jpeg, pdf, eps
All images except black and white should be CMYK at 300 dpi.

E-mail copy to SLB44@cornell.edu
Hard copy: Reproduction-quality for scanning

The publisher reserves the right to modify orders for specified positions, other than covers, to meet publication requirements.

For production questions, contact: Jen Infante art director
800-724-8458 or 607-272-8530, ext. 32
E-mail: JLK29@cornell.edu

Ad sizes



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Advertisers in Finger Lakes Listing 2013

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