

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 4,200 opt-in subscribers will receive fresh, insightful articles on a weekly basis, along with beautiful photographs and a calendar of events.

Our 35.9% open rate is more than double the industry standard (16.6%)

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Additional Animated Frames...\$20 each

1 issue	2 issues	3 issues	4 issues	Best Value
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- Each issue is posted to lifeinthefingerlakes.com
- The e-newsletter is also promoted on a weekly basis through social media

June 9, 2016 • E-newsletter [View this email in your browser](#)

Life in the FINGER LAKES

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

The Primordial Great Blue Heron

Story and photo by John Adamski

To me, the great blue heron looks like a leftover primordial creature with its long spindly legs, its equally long curved neck, its flowing plumage, and its sharp dagger-like bill, which it uses to stab its prey. It occupies both freshwater and saltwater habitats throughout North America and is a common sight along our Finger Lakes shorelines.

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Life in the FINGER LAKES

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