



# The Commercial Record

Your Prospects  
Are Our Readers.



## And start building lasting relationships today.

Connecticut's Leading Real Estate and Financial News Source

The Commercial Record is a valuable advertising vehicle serving the Connecticut real estate and banking market. The consistency of our advertisers is an amazing statistic that has kept our publication strong for more than 130 years. The Commercial Record is a vital tool, providing the most current and accurate data with complete real estate transactions and listings.

We also feature a highly rated website, [commercialrecord.com](http://commercialrecord.com), and a popular daily e-news alert with more than 7,000 readers. The Warren Group produces multiple events and seminars each year that feature the most influential and informed government and industry experts.



An Official Publication of The Warren Group

### MEDIA SOLUTIONS

#### > PRINT

Monthly Magazine  
**The Commercial Record**

#### > ONLINE

Website and Digital Magazine Advertising  
Direct Email Marketing

#### > EVENTS

Multiple Targeted Conferences and  
Expositions

# Advertising Opportunities

## ADVERTISING RATES

AD SIZE	12 TIMES	6 TIMES	3 TIMES
<b>Full Page</b> (bleeds) 8.375 x 10.875	\$1,500	\$1,825	\$2,145
<b>Two Thirds Page</b> 4.75 x 9.75	\$1,200	\$1,460	\$1,715
<b>Half Page</b> 7.25 x 4.75	\$1,050	\$1,275	\$1,500
<b>Third Page</b> 4.75 x 4.75	\$750	\$910	\$1,070

### Service Directory:

1/9th of a page, only on a 12-month long contract - \$3,600

Pricing is per issue • All rates are net

## 2014 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January	12/20	12/27	1/21
February	1/24	1/31	2/25
March	2/21	2/28	3/25
April	3/21	3/28	4/22
May	4/25	5/2	5/27
June	5/23	6/6	6/24
July	6/20	6/27	7/22
August	7/25	8/1	8/26
September	8/22	8/29	9/23
October	9/19	9/29	10/21
November	10/24	10/31	11/24
December	11/21	12/1	12/22

## ONLINE ADVERTISING RATES

Choose Sunday, Tuesday, Thursday or Monday, Wednesday and Friday.

### COMMERCIAL RECORD DAILY E-NEWS

Ad	Rate (Per Month)	3-Month	6-Month	12-Month
<b>Leaderboard</b> 728 x 90	Open Rate	\$1,195	\$1,015	\$835
<b>Rectangle I</b> 300 x 250	Open Rate	\$1,015	\$860	\$710
<b>Rectangle II</b> 300 x 250	Open Rate	\$1,015	\$860	\$710
<b>Bottom Banner</b> 728 x 90	Open Rate	\$775	\$660	\$545

### THE COMMERCIAL RECORD WEBSITE

Ad	Pixels	3-Month	6-Month	12-Month
<b>Full Banner</b>	728x90	\$760	\$680	\$625
<b>Skyscraper</b>	120x600	\$560	\$525	\$475
<b>Square Button</b>	120x90	\$275	\$250	\$230

Total Commercial Record Audience:...7,500

Total Print Distribution: .....3,500

Total E-News Distribution: .....7,000

Paid Monthly Print Circulation:.....3,000

Total Monthly Print Readership: .....7,500

Pass Along Readership Rate: ..2.5 per copy

Primary Readers of

The Commercial Record Include:

Real estate investors; real estate brokers; developers; builders and contractors; commercial property owners; bankers and lenders; mortgage bankers and brokers; government agencies; and real estate professional services, including legal, insurance, accounting and appraisal.

**2 FULL PAGES**  
COMES WITH  
**3 DAYS ONLINE**  
CR DAILY LEADERBOARD

**2 TWO THIRDS PAGES**  
COMES WITH  
**3 DAYS ONLINE**  
CR DAILY RECTANGLE

**2 HALF PAGES**  
COMES WITH  
**3 DAYS ONLINE**  
CR LEADERBOARD

**2 THIRD PAGES**  
COMES WITH  
**3 DAYS ONLINE**  
CR SKYSCRAPER

**3 Days**  
A WEEK WITH  
EACH MONTH  
PURCHASE

## MONTHLY BONUS DISTRIBUTION

**January** 200 copies  
New England Mortgage Expo, BankWorld

**February** 200 copies  
Residential & Commercial Real Estate Outlook

**March** 200 copies  
Commercial Real Estate Brokers, CMBA

**April** 200 copies  
CMBA and CMA Members, CMBA - Analyzing the Self Employed Borrower, CMBA - FHA Loan Origination, CMBA - FHA Processing and Underwriting, CMBA - Loan Officer University

**May** 200 copies  
NEFMA Spring Conference, CCBA Meeting

**June** 200 copies  
CCBA Convention

**July** 200 copies  
Small Businesses

**August** 200 copies  
Women of FIRE Luncheon

**September** 200 copies  
CMBA and CMA Members

**October** 200 copies  
NEFMA Fall Conference, CBA Convention

**November** 200 copies  
Real Estate Developers and Major Builders

**December** 200 copies  
Commercial Record Best Winners

### TAKING ACTION - MAGAZINES ARE MOTIVATING

More than **60%** of print magazine readers took action as a result of a magazine ad. Digital magazines also drive response, with **91%** taking action after reading a digital issue. Studies show that **43%** of magazine readers make online purchases vs. **21%** of non-readers.

### DIGITAL ADS MAKE AN IMPACT

**74%** of those surveyed recalled seeing ads when reading the enhanced issue.

**70%** of tablet owners say they want to be able to buy items by clicking on an ad in a digital magazine.

**47%** took action after reviewing an ad, among respondents who recall at least one ad. Of those, **62%** visited an advertiser website or retail store, and **54%** made or considered a purchase.

Source: GfK MRI iPanel, February 2012

## SPECIAL FOCUSES

### JANUARY - The Mortgage Outlook

An outlook on the mortgage industry in 2014 and our New England Mortgage Expo Program Guide

### FEBRUARY - Residential Real Estate Outlook

Industry experts discuss key issues affecting the residential real estate market and offer their insights about prospects for the Connecticut real estate industry this year.

### Commercial Real Estate Outlook

The slowly recovering commercial real estate market is showing signs of life in Connecticut, with new office, mixed-use and retail complexes on the horizon.

### MARCH - Green Building

### APRIL - Top Lenders

Saluting the top producers of 2013 in the real estate lending industry.

### MAY - New Media Marketing

Leverage Twitter, Facebook, LinkedIn, podcasts, blogging and online videos to maximize your marketing potential.

### JUNE - Community Banking (CCBA) Bank Compliance

### JULY - Business Profiles Brokers' Agency

### AUGUST - Women of FIRE EVENT SPONSORSHIP OPPORTUNITY

Saluting women who stand out professionally and personally, advancing their professions and enriching the lives of others – winners of The Commercial Record's 2013 Women of Finance, Insurance and Real Estate (FIRE) awards.

### SEPTEMBER - Fast 50 Lending & Mortgage Marketshare

Recognizing the 50 fastest-growing mortgage lenders in Connecticut.

### OCTOBER - Wealth Management Tax Breaks for Businesses

### NOVEMBER - Insurance Trends Business Profiles

Showcase your company, your key players, your special services and products. A select number of companies will have the opportunity to present their success stories.

### DECEMBER - Commercial Record's Best

The Commercial Record's annual reader poll results issue, honoring the BEST vendors in the real estate and financial markets.

# 3 WAYS TO EXTEND YOUR REACH

## PRINT

1

### PRINT

Our independent editorial staff drills deep into the issues affecting real estate and finance in Connecticut. Only The Commercial Record readers can tap into the most important information impacting their businesses. Armed with a wealth of news and data, our readers are the most informed, educated and powerful leaders in the local business scene.

**Columns and regular features include:**

**Industry News** - News and trends in the banking, real estate and financial services scene.

**Records and Research** - Statewide real estate and credit records transactions compiled weekly for easy reading and analysis.

**Print Exclusives** - Print only features like State Stats, Top Commercial Transactions, and Gossip Report.

**Special Supplements** - Hone in on industry specific topics, such as commercial real estate, law, housing and banking.

## ONLINE

2

### E-NEWS

**CommercialRecord.com**

Develop more leads 24 hours a day.

The Commercial Record Online has 5,000 unique visitors per month, and 3,000 paid subscribers.

Readers tap into the latest news and events, as well as our much sought-after real estate transactions and data. Find archived stories, podcasts, and more.

With an online presence, you will improve product awareness, build sales volume, and increase profits.

**The Commercial Record Daily E-News**

Deliver your daily message to 7,000 readers via email .

Associate your business with the region's most trusted business publication.

Advertising on The Commercial Record Daily Email links your company with the market's business decision makers while also serving as a gateway to more information about you and your product via embedded links to your site.

You can leverage your position in The Commercial Record print product by adding to your exposure with a digital presence.

## EVENTS

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### EVENTS

Comprehensive conferences and trade shows for the real estate and financial industries.

The Warren Group's successful model for industry specific conferences serves professionals and service providers throughout New England. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of real estate and finance professionals together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments and managers.

**2014 Events include:** New England Mortgage Expo, BankWorld and Women of FIRE.