

THE WARREN GROUP
BANKING SUITE
2015 MARKETING OPPORTUNITIES

Our Bankers Are Your Best PROSPECTS

Start Building Stronger Business Relationships Today.

Reach over 120,000 banking leaders at over 1,200 banks on the East Coast. Connect with leaders of the banking community to increase your market share and grow your business. Consistent marketing through The Warren Group and our association partners enables you to build brand awareness and name recognition, all while helping to establish the path to better relationships with thousands of banking professionals. Our clients have experienced noticeable growth and ROI from sharing their story in our suite of banking products.

Taking advantage of The Banking Group Marketing Opportunities will:

- Raise industry awareness of your company.
- Help you become a leader within the banking community.
- Inform bankers that you can meet their needs.
- Market your company to ensure you stay ahead of the competition.

MEDIA SOLUTIONS

> PRINT

Magazines Distributed to Over 120,00 Bankers

> BANKING EVENTS

Sponsor & Exhbiting Opportunities

> ONLINE

Digitial Edition and Website Advertising Opportunities



THE WARREN GROUP Since 1872
Real Estate & Financial Information

To learn more about **The Warren Group's Banking publications** or to customize a marketing program unique to your business needs, call **800-356-8805 ext. 307** or email **advertising@thewarrengroup.com**.

DISTRIBUTION DEMOGRAPHICS

Banking NEW ENGLAND

Distribution: **8,000**
As a Region ranked **#5** in Deposits, **#4** in Location, **#8** in Offices, and **#7** in Institutions serving **350** Banks

THE MARYLAND BANKER

Distribution: **5,000**
Serving **134** Financial Institutions, and ranked **#21** in Banking Deposits

Virginia Banking

Distribution: **11,700**
Serving **130** Financial Institutions ranked **#15** state in Banking Deposits and **#11** in locations

Consistent marketing through The Warren Group and our association partners will enable you to build brand awareness and name recognition, while helping to establish the path to better relationships with thousands of influential banking professionals.

BANKING NEW YORK

Distribution: **7,500**
As a State ranked **#14** in Finacial Institutions serving **240** and ranked **#1** in Banking Deposits

NEW JERSEY BANKER

Distribution: **7,500**
Serving **125** Financial Institutions **#12** ranked State in Banking Deposits

CONNECTICUT BANKING

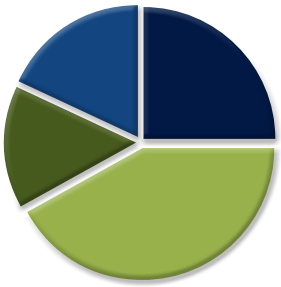
The official magazine of the Connecticut Bankers Association

Distribution: **2,500**
Serving **68** Financial Institutions

TRANSACTIONS

THE AWARD-WINNING PUBLICATION OF PENNSYLVANIA ASSOCIATION OF COMMUNITY BANKERS

Distribution: **10,000**
As a State ranked **#11** in Deposits, and **#13** in number of institutions



OUR READERS

CEO, President, Chairman	25%
Executive, Vice President	42%
Manager, Director	18%
Other	15%

Advertising in any of The Warren Group's state banking magazines, emails and websites can give you a significant advantage in the heavy competition for bank clients. If you want to increase your market share, The Warren Group's Banking Creative Suite will help you achieve that goal. As one of our latest and most consistent advertisers and event participants said:

"We've noticed a steady increase in new customer relationships over the past 2 years, a lot of which I attribute to our collaboration with The Warren Group."

Nate Gravel, Director - Information Security Practice, GraVoc Associates

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BENEFITS OF TRADE PUBLICATIONS

Print had the most influence over actual purchases - 45% of respondents say ads in print magazines inspired a purchase. 40% indicated that digital editions motivated them to buy.

— Rochester Institute of Technology, January 2014



Studies have shown that magazine advertising, particularly in niche trade journals, proved superior to TV and online advertisements in driving purchase intent.

Which of the following actions have you taken after reading your state banking magazine?

Visited a Company's Website	64%
Passed the Magazine or Information on to a Colleague or Business Contact	59%
Saved an Ad or Article for Future Reference	37%
Conducted Further Research	29%
Contacted a Company for More Information	15%
Recommended a Product or Service	14%
Purchased a Product or Service	9%

EXTEND YOUR REACH



DIRECT EMAIL CAMPAIGNS

Supplement your advertising campaign with a direct email campaign. We will design and deliver your email campaign to all, or selected parts, of our banking audience. Utilize our professional creative services department and our exclusive database. Call now for a tailored plan and pricing. Opportunity is exclusive to two clients per month.

CREATIVE SERVICES

Need to hit the marketing refresh button? That's just the beginning of our services. We can also create email and direct mail campaigns to promote your services. From copywriting and design to implementation, we help brands connect with customers. Our talented design team can help with complete redesign, branding, logo creation, stock/custom photography and web development. Our existing relationship with printers also allows for aggressive pricing.

ADVERTORIALS

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting. Stories not only help people to remember a business, but they also are a powerful way to motivate them to take action.

DIGITAL SOLUTIONS



DIGITAL EDITION

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. You will receive reports detailing how many people opened the email, and how many clicked on your advertisement.

DIGITAL ISSUE BELLY-BAND

Your message as the front cover of the digital magazine as it is delivered to thousands of computers, tablets and smart phones. Includes a 300 x 250 pixel ad on the email that delivers the digital issue to readers. 8.375” x 5”

WEBSITE ADVERTISING

Reach **New Jersey Bankers** via the newly re-launched njbankers.com. This go-to site has abundant resources, including sections for banking and associate members.

Banking New York is a niche publication, serving the executive banking community throughout New York.

BankingSolutions, The Warren Group’s new multimedia information source for the financial industry, will provide valuable industry insight from you, our award-winning editorial staff and other vendors. Share your expertise with this content marketing opportunity.

SPONSORED POSTS

Be a part of our headlines as we deliver the digital version of banking magazines to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.

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EVENT OPPORTUNITIES



The Warren Group's successful model for banking conferences serves bankers and service providers. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of bankers together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments and managers.

"Warren Group tradeshows are more than a conference; they are an actual event. An interactive event. It's about finding locations that draw people, and creating buzz to get everyone involved – vendors and attendees. That's exactly what The Warren Group does."

– Brad Dyksen, Managing Director, Meyer-Chatfield

BANK WORLD

January

500
Attendees

70
Exhibitors

CONNECTICUT BANKING

BankHorizons

December

300
Attendees

50
Exhibitors

NEW JERSEY

BankNext

November

250
Attendees

40
Exhibitors

THE MARYLAND BANKER

THE BANK SUMMIT

October

150
Attendees

35
Exhibitors

NEW ENGLAND Banking

DOUBLETREE BY HILTON TARRYTOWN THURSDAY, APRIL 2, 2015
BANKING NEW YORK CONFERENCE
FOR FINANCIAL EXECUTIVES & PROFESSIONALS

BRINGING OUR HIGHLY SUCCESSFUL EVENTS TO THE EMPIRE STATE NEW IN 2015!!
BANKING NEW YORK CONFERENCE & EXPO APRIL 2, 2015, AT THE DOUBLETREE HILTON, TARRYTOWN, NEW YORK.