

REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY
WITH CONFIDENCE.



B2B PUBLICATIONS

Print & Online Advertising



INDUSTRY EVENTS

Sponsorship & Exhibitor Opportunities



MARKETING SERVICES

Creative, Responsive & Affordable

THE WARREN GROUP

2016 BANKER & TRADESMAN MEDIA PLANNER



Start Building Stronger Business Relationships Today.

For more than 140 years, Banker & Tradesman has been Massachusetts' most trusted source for news, insights and analysis among local real estate and financial professionals. As a result, the newspaper is praised as one of the most valued advertising vehicles in the region by providing a one-of-a-kind outlet for companies to grow their brands. Banker & Tradesman prides itself on its compelling content. The Warren Group's staff writers are well versed in their areas of expertise, and provide unique insight into the ways key sections of the marketplace and economy interact.

Every issue of Banker & Tradesman features a weekly review of the hottest topics from our daily web coverage. Regular features also include: By the Numbers, a collection of information and developments for a selection of Massachusetts counties and towns, and the renowned Records section, which is the premier source of information for real estate and mortgage transactions in the state, including foreclosure deeds and credit defaults.

Banker & Tradesman is a vital tool for real estate and financial professionals throughout The Bay State. Current and accurate data is paramount for getting ahead in both industries, making a reliable source for complete real estate transactions and listings very important. We also feature a highly-rated website, bankerandtradesman.com, and a popular daily E-news Alert with more than 10,000 subscribers. The Warren Group produces multiple events and seminars each year that feature the most influential government and industry thought leaders.

Newspaper Audience

7.5K+

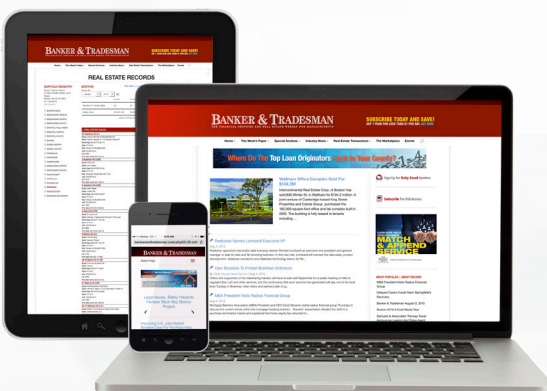
Daily Opt-in Circulation

10K



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

Since The Launch Of The New Website:



	Sessions	Page Views	Users
% Increased	233%	46%	54%
Average # per week	9K+	8K+	5K+

Users are visiting nearly **5** pages per session, showing the high level of engagement and interest in our content.

Reader Demographics

Age

7%	25-34
21%	35-44
33%	45-54
30%	55-64
9%	65-plus

Median Age: 52

Education

77%	Undergrad Degree
32%	Post-grad Degree

Household Income

49%	\$1 Million+
31%	\$300,000+
9%	\$50,000+

Line of Business

45%	Real Estate/Investment/Development
16%	Small Business (General)
15%	Banking/Finance
8%	Insurance/Legal/Accounting

Actions Taken Due to Reading Ads

43%	Discussed ad with others
33%	Passed ad along to others
24%	Visited an advertiser's website
20%	Contacted dealer, supplier or representative

Title/Position

40%	Executive Management
15%	Sales/Marketing
13%	Vice President/Manager

Primary Readers of Banker & Tradesman Include:

Real Estate Investors, Real Estate Brokers, Real Estate Developers, Builders & Contractors, Commercial Property Owners, Bankers & Lenders, Mortgage Bankers & Brokers, Government Agencies, and Real Estate Professional Services including Legal, Insurance, Accounting and Appraisal.

Banker & Tradesman Subscribers/Circulation	3,000
Newspaper Audience:	7,500+
B&T Daily / Weekly Opt-In Circulation	10,000
BankerandTradesman.com Monthly Unique Visitors	15,000

Banker & Tradesman Is a Valued Information Resource

Annual Subscriptions to Banker & Tradesman	\$379
--	--------------

2016 Special Sections

JANUARY 2016 Mortgage Outlook The money for your real estate purchase, development or business expansion is out there. Learn how to navigate the new landscape to get it.

FEBRUARY 2016 Residential RE Outlook Industry experts discuss key issues affecting the residential real estate market and offer their insights about prospects for the Massachusetts real estate industry this year.

MARCH Top Lenders Featuring the lending institutions of the year in the real estate finance industry; every day these companies put in the hard work to fulfill their clients' goals. We break down the lending landscape by type of lender and type of loan.

NEFMA Marketing Awards The official event of New England Financial Marketing Association will honor the names, faces and companies behind the engaging, creative and innovative social media and marketing campaigns that drive the success of financial institutions throughout New England.

MAY Community Bank Heroes Honor the achievements, commitment and dedication of financial professionals who go above and beyond for their institution and community.

JUNE Loan Originators - With so many uncertainties in the mortgage industry – from regulatory changes to compliance issues – it's impressive to see who still manages to perform at the top of the field. Check out our top loan originator rankings by county across Massachusetts.

JULY Women of FIRE - Honor the standout members of the Massachusetts women of FIRE (Finance, Insurance and Real Estate). Based on professional performance and personal merit, these individuals are trailblazers in their fields while enriching the lives of others.

AUGUST Fast 50 Year-in and year-out, dozens of mortgage lenders set themselves up for phenomenal growth. We recognize the fastest growing lenders in the industry and applaud them for their accomplishments.

OCTOBER B&T's Best The much-anticipated, annual reader poll results issue, honoring the BEST vendors in the Massachusetts real estate and financial markets.

PRISM Awards - Presented by The Builders and Remodelers Association of Greater Boston (BRAGB), The PRISM Awards recognize the finest projects and outstanding achievements of professionals in the home building industry.

NOVEMBER MAR Realtor Awards - Each year, the Massachusetts Association of REALTORS® proudly acknowledges the REALTOR® members for their volunteerism and excellence in civic, business, leadership, and educational service.

DECEMBER Rising Stars in Real Estate - Banker & Tradesman recognizes the best and brightest of the up-and-coming class of Realtors – and introduces readers to the names they'll need to know.

Philanthropy The third annual celebration of the philanthropic and charitable donations from readers, contributors and vendors over the course of the year.

2016 CRE Calendar

January

2016 CRE Outlook

February

Innovations in Building

March

Gateway Cities

April

Reno & Rehab

May

CRE Legal Trends

June

Sustainability in CRE*

July

Development Trends

August

Town & Gown

September

Multifamily Development
Trends

October

Retail Space

November

Biotech & Life Sciences

December

Focus on the 'Burbs



Our independent editorial staff drills deep into the issues affecting real estate and finance in Massachusetts. Only Banker & Tradesman 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 & Regular Features

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 By The Numbers, Hot Property and Gossip Report.

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

“I’m trying to set our business apart from the standard image of mortgage lending. Banker & Tradesman provides a vehicle where I can have some fun with it and get some attention from a broad group of industry movers and shakers.”

— Amy Tierce, Regional Vice President of
Fairway Independent Mortgage

90% of our readers are involved in choosing and approving products and services purchased for their company. The remaining readers influence and recommend purchases.

“We need to make a property ‘commercially reasonable.’ Any major property going up for auction or foreclosure needs to go in Banker & Tradesman. The advertising needs enough credibility, and Banker & Tradesman is one of the sources I utilize to add to its legitimacy and make it commercially reasonable.”

— Jeffrey Mann, Senior Vice President of Real Estate at Paul E. Saperstein Co.



Need to hit the marketing refresh button? We'll help you do that. The Warren Group creates email, direct mail, and advertising campaigns to promote your services. From concept to implementation, we connect brands with customers. Our talented design team will walk you through the complete redesign, branding, logo creation, stock/custom photography and web development process. As a plus, our long-standing relationships with printers allows for aggressive pricing.

The Warren Group has a rich history in developing and delivering successful solutions for our customers. Through the years we have committed ourselves to helping businesses identify new prospects and reach their goals. It is with this passion and experience that we embark on our new journey by providing our clients with the very best in creative services.

Our team will challenge the way you see things, so you get real results.



Creative & Marketing Services

Annual Reports & Brochures	Provide design concepts, photography, and infographics that match your image.
Corporate Identity	Develop logos and corporate rebranding initiatives.
Copywriting	Research and create compelling content for marketing initiatives.
Advertising Campaigns	Create unique print and web ads that align with your company's brand standards.
Email Marketing	Create direct email campaigns that generate leads and provide measurable results with extensive reporting.
Direct Mail Campaigns	Create content and design a marketing piece that's delivered to your best prospects with a trackable response vehicle.
Press Releases	Research and generate content that drives interest.
Brand Audit	Research competitors, review all current branding collateral and develop a new brand strategy.



Web Design Services

Migration to WordPress	Moving website to WordPress, altering WordPress theme to new look and training staff to use website.
Website Development	Creating new, mobile responsive websites that is easy to update and maintain at an affordable price.



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.



Banker & Tradesman Website Advertising

The website has a brand-new, sleeker design, and is now mobile optimized, featuring real estate, banking and lending, and construction and development information. The combination of industry news and weekly real estate transaction listings are an invaluable tool that empowers readers to make the best possible business decisions. Subscribers also have full access to the digital newspaper online. We average 9,000+ weekly visitors and 5,000+ page views. Our brand-new reactive moving advertising options guarantee your message will be seen.



Banker & Tradesman Daily

Delivered to approximately 10,000 people, the daily E-news Alert links directly to The Banker & Tradesman website, averaging a 20% open rate and 3.5% click-through rate per issue. Our audience uses the daily e-blast to stay up-to-date on the news that matters most to them. We're constantly adding new recipients to the distribution list.



Native Advertising

Be a part of our headlines on the BankerandTradesman.com website and on the daily E-news Alerts. Your headline, image and description blends with the flow of our content on the website and E-news Alerts. Grab the reader's attention and bring them back to a targeted landing page on your site for the full description of your expertise and services.



Email Marketing

Today's marketing landscape requires a targeted strategy that produces measurable results. Here at The Warren Group we understand your audience and can help you refine your message, identify your best prospects and track your results.



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.



The Warren Group connects leading trade associations with their members, providing enterprising editorial content and engaging communities. By partnering with a variety of trade associations and business groups, our media and advertising group produces magazines, newspapers, online media and comprehensive trade shows. Our publications and events provide highly-targeted marketing opportunities for those seeking to reach decision making professionals in banking, accounting, legal, real estate and construction.