

BANKER & TRADESMAN

Reach
Your Targeted
Business Audience
with Accuracy

The Financial Services And Real Estate Weekly For Massachusetts

Banker & Tradesman is the most valued advertising vehicle in the Massachusetts real estate and banking market. The consistency of our advertisers is an amazing statistic that has kept our publication strong for more than 140 years. Banker & Tradesman 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, bankerandtradesman.com, and a popular daily e-news alert with more than 10,000 readers. The Warren Group produces multiple events and seminars each year that feature the most influential and informed government and industry experts.

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

MEDIA SOLUTIONS

> PRINT

Weekly Newspaper
Banker & Tradesman



> ONLINE

Daily E-news and
Website Ads



> EVENTS

Multiple Targeted Conferences
and Expositions



3 WAYS TO EXTEND YOUR REACH

PRINT

1

PRINT

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 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 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.

ONLINE

2

E-NEWS

Bankerandtradesman.com

Develop more leads 24 hours a day.

Banker & Tradesman Online has 15,000 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.

Banker & Tradesman Daily E-News

Deliver your daily message to 10,000 readers via email .

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

Advertising on Banker & Tradesman 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 Banker & Tradesman print product by adding to your exposure.

EVENTS

3

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.

2013 Events include: Residential Real Estate Outlook, New Media Marketing, Community Bank Heroes, Women of FIRE and Credit Union Heroes.

Advertising Opportunities

Total Banker & Tradesman Audience:	10,000
Total Print Distribution:	3,500
Total E-News Distribution:	10,000
Paid Weekly Print Circulation:	2,500
Total Weekly Print Readership:	8,750
Pass Along Readership Rate:	2.5 per copy

Primary Readers of Banker & Tradesman Include:

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

ADVERTISING RATES

Banker & Tradesman is a weekly publication.

AD SIZE	12 TIMES	6 TIMES	1 TIME
Full Page 10" X 15.375"	\$2,350	\$2,610	\$2,900
Junior 7.5" X 10"	\$1,765	\$1,960	\$2,180
Half V. 4.875" X 15.375" H. 10" X 7.5"	\$1,645	\$1,830	\$2,035
Quarter Page SQ. 4.875" X 7.5"	\$940	\$1,045	\$1,160
One Eighth H. 4.875" X 3.75"	\$590	\$650	\$725

Pricing is per issue • All rates are net • Ad close dates are 10 days prior to issue dates.

ONLINE ADVERTISING RATES

A one month purchase can be 1 day a week for a month or you can choose any five available days within the month.

BANKER & TRADESMAN DAILY E-NEWS

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

BANKER & TRADESMAN WEBSITE

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

Further target your buying audience through our regular focused editorial sections:

- Business & Lending
- Commercial & Industrial
- CRE Insider
- Residential Real Estate
- By the Numbers
- Official Records



WITHIN CRE INSIDER

On a monthly basis, our team of experts bring you the latest commercial real estate news, exposing the drama behind the deals and how they impact the Massachusetts economy.

Delivered the last day of each month.

January - The New Face of Medical Facilities

February - Top Developers of 2012

March - Apartment Boom, tie in with Bay State Apartment Owners/podcast

April - Suburban Office Market

May - Real Estate Law, tie in with Mass. Lawyers Journal/Legal Event

June - Biotech/Life Sciences Construction

July - On The Waterfront (Boston Seaport)

August - Retail Construction: What's Replacing the Big Box? Tie in with Professional Contractor Magazine

September - Transit and Development

October - Betting on Casinos

November - Downtown Office Market

December - Commercial Real Estate Outlook for 2013

SPECIAL FOCUSES

JANUARY 21 - Mortgage and Lending Landscape

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 25 - Residential Real Estate Outlook

SEMINAR SPONSORSHIP OPPORTUNITY

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 11 - Top lenders

Saluting the top producers of 2012 in the real estate lending industry.

APRIL 29 - Business Profiles

MAY 20 - Community Bank Heroes

EVENT SPONSORSHIP OPPORTUNITY

Spotlighting community bank leaders who stand out from their peers and help make the communities they serve better places for all.

JULY 15 - New Media Marketing; Social Media and Beyond

SEMINAR SPONSORSHIP OPPORTUNITY

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

JULY 23 - 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 Banker & Tradesman's 2013 Women of Finance, Insurance and Real Estate (FIRE) awards.

AUGUST 12 - Fast 50

Recognizing the 50 fastest-growing mortgage lenders in Massachusetts.

SEPTEMBER 12 - Credit Union Heroes

EVENT SPONSORSHIP OPPORTUNITY

Honoring credit union employees who epitomize commitment to member service and volunteerism in their communities.

OCTOBER 14 - B&Ts BEST

Banker & Tradesman's annual reader poll results issue, honoring the BEST vendors in the real estate and financial markets.

NOVEMBER 11 - Building Massachusetts

Contractors and subcontractors share their blueprints for success in the recovering real estate market.

DECEMBER 16 - Behind the Real Estate Deal

The vital providers of legal, insurance, title, appraisal, and inspection services that are needed to get the deal done.

MONTHLY BONUS DISTRIBUTION

January

500 copies

New England Mortgage Expo, BankWorld, NAIOP MA seminar, Developers and Building Owners

February

300 copies

NAIOP MA seminar, Residential real estate brokers

March

300 copies

NAIOP MA seminar, Mortgage brokers

April

300 copies

The Great New England Credit Union Show, NAIOP MA seminar, Business Profile clients

May

500 copies

NEFMA spring conference, Community Bank Heroes dinner, REBA

June

300 copies

New Media Marketing conference commercial real estate brokers, mortgage brokers

July

300 copies

Women of FIRE awards, Investors

August

300 copies

Commercial Real estate brokers, mortgage brokers

September

500 copies

Banking New England conference, Credit Union Heroes ceremony, NEMBC

October

300 copies

NEFMA fall conference, NAIOP MA seminar

November

300 copies

ABX Architecture Boston show, NAIOP seminar, Building Owners

December

300 copies

Commercial and Residential RE brokers

VALUABLE PACKAGE DEALS AVAILABLE

MORE THAN 20% OFF

CALL FOR A TAILORED PACKAGE AND PRICING INFORMATION