

2015 MARKETING OPPORTUNITIES

# BANKER & TRADESMAN



## Our Readers Are Your Best PROSPECTS

### Start Building Stronger Business Relationships Today.

For over 140 years, Banker & Tradesman has covered the residential and commercial real estate and the financial sectors, making it the most valued advertising vehicle in the Massachusetts real estate and banking markets. Our staff writers are well versed in their coverage areas, and in the ways those sections of the economy interact and overlap.

Each issue of Banker & Tradesman features a review of the hottest topics from our web coverage over the past week; By the Numbers, a collection of information for a revolving selection of Massachusetts counties and towns, and our renowned Records section, the premier source of information for mortgage transactions in the state, including foreclosure deeds and credit defaults.

Banker & Tradesman is a vital tool for bankers and financial professionals, providing the most current and accurate data with complete real estate transactions and listings. We also feature a highly rated website, [bankerandtradesman.com](http://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. Advertising in Banker & Tradesman positions your organization as an industry leader.



To learn more about **Banker & Tradesman** or to customize a marketing program unique to your business needs, call **800-356-8805 ext. 307** or email [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com).

### MEDIA SOLUTIONS

#### > PRINT

Weekly Newspaper  
**Banker & Tradesman**

#### > DIGITAL

BankerandTradesman.com Banners  
E-news: B&T Daily and B&T Weekly

#### > EVENTS

Special Events and Sections  
throughout the year



Official Publication of The Warren Group

# PRINT FEATURES

## 2015 SPECIAL SECTIONS

### January

2014 Mortgage Outlook

### February

Residential RE Outlook  
Wealth Management

### March

Top Lenders

### April

Green Building

### May

Bank Compliance  
Community Bank Heroes

### June

Mid-Year Banking  
Regulations Update  
Loan Originators

### July

Technology Trends  
Women of FIRE

### August

Business Profiles  
Fast 50

### September

CU Heroes

### October

Prism Awards  
B&T's Best

### November

Realtor Awards  
Continuing Education

### December

Legal Trends  
Philanthropy



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

**With 96% penetration through print and web platforms, in addition to the 80% of business professionals who attend trade events, the power of b-to-b media to reach customers is clear.**

— The Association of Business Information & Media Companies

**“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.

## 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

### May 500 copies

NEFMA spring conference, Community Bank Heroes dinner, REBA

### June 300 copies

Commercial real estate brokers, mortgage brokers, , Business Profile clients

### 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

# 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, 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 Unique Visitors	15,000

## Banker & Tradesman Is a Valued Information Resource

Annual Subscriptions to Banker & Tradesman	\$329
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# The CRE Insider

Banker & Tradesman's special supplement, The CRE Insider, delivers, all the crucial information on what's happening in the commercial real estate scene in Massachusetts each month.

Our team of experts brings readers the latest commercial real estate news. They go into depth about the drama behind the news, its impact on the industry and its significance for the state and the people who live and work here.

## January - 2014 CRE Outlook

Greater Boston CRE fired on all cylinders in 2014, with rising demand for office space, hotels and multifamily properties. What inning of this ballgame are we in, and which sectors are ripe for a correction?

## February - Innovations in Building

Closer collaboration between architects and contractors are making for a more seamless construction process.

## March - Gateway Cities

While the Greater Boston economy booms, it's a different picture in Massachusetts' Gateway Cities. These former manufacturing centers are still playing catch-up.

## April - Retro & Rehab

For many tech companies, renovated brick-and-beam space is more desirable than state-of-the-art new construction. How are landlords and developers catering to their requirements?

## May - CRE Legal Trends

Don't forget to read the fine print – the legal and regulatory systems play a role in what gets built and how.

## June - Commercial Renewable Energy Trends

Sustainable building designs aren't just good for the environment; they're a boost for landlords' bottom lines. As energy costs rise, the industry is more willing than ever to embrace innovative technology.

## July - Development Trends

Greater Boston is in the midst of a once-in-a-generation building boom, with cranes dotting the horizon from the Seaport to the suburbs. But many of the new developments shatter the old paradigms about how we build.

## August - Town & Gown

Local colleges helped keep the construction industry busy during the recession and are maintaining a busy pace during the development rebound.

## September - Cape & Islands

When it comes to development, Cape Cod is one of the most heavily regulated areas in the state. Who's navigating these choppy waters?

## October - Retail Space

Amazon may have changed the equation, but the Bay State's retail real estate market has been remarkably resilient. Part of the reason: The next generation of retail centers is about more than shopping.

## November - Biotech & Life Sciences

The sector that helped lead Massachusetts out of the recession is driving some of the highest rents in commercial real estate and having a major influence on key submarkets.

## December - Focus on the 'Burbs

When it comes to commercial properties, not all suburbs are created equal. Those that embrace successful development patterns will have an advantage when the market cools off.



# CONTENT MARKETING OPPORTUNITIES

## 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.

## 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/photography and web development. Our existing relationship with printers also allows for aggressive pricing.



## SPONSORED POSTS

You have an editorial contribution to make to help educate this focused audience. It provides news and information, not a sales pitch for your company. We can approve your contribution as a sponsored post and place it within the content of our website or daily E-news alerts.

## 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.



## BANKER & TRADESMAN DAILY E-NEWS

Delivered to approximately 7,500 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.

	3-Month	6-Month	12-Month
Native Ad within Content	\$1,095	\$930	\$790

## WEBSITE ADVERTISING

The website features all the real estate, banking and lending, and construction and development information readers really need. 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. As of January 1, the website has a brand-new, sleeker design, and is now mobile optimized. We average 18,000 monthly visitors and 63,000 page views. Our brand-new reactive moving advertising options guarantee your message will be seen.

	3-Month	6-Month	12-Month
Native Ad within Content	\$835	\$750	\$675

## NATIVE ADVERTISING PACKAGE

Readers are digesting our content, coming to us from multiple channels, and you can be there to capitalize. Your educational appeal to our audience, to bring them to your site and provide them with answers, will blanket our touch points and be embedded within our content through the following channels:

Headline, introduction and image on  
[www.bankerandtradesman.com](http://www.bankerandtradesman.com)

Headline, introduction and image on  
Banker & Tradesman Daily E-news

Headline and introduction on the  
Banker & Tradesman Facebook page

Headline and introduction on the  
Banker & Tradesman Twitter feed

Headline and introduction on one of  
the three Banker & Tradesman blogs

All posts will run for one week



## ONLINE ADVERTISING RATES

### BANKER & TRADESMAN DAILY E-NEWS NEW IN 2015

Your ad is placed six days a week, in every Banker & Tradesman Daily, Monthly or Breaking News release for the length of your contract. An average of more than 30 placements per month for a median price under \$30 per ad.

Ad Specs	1-Month	3-Month	6-Month
Native Ad within Content	\$1095	\$930	\$790
Top & Bottom Banner 728 x 90	\$995	\$845	\$725
Rectangle 300 x 250	\$895	\$760	\$650

### BANKER & TRADESMAN WEBSITE NEW IN 2015

Your ad runs 7 days a week on every page of the site for the length of your contract. A maximum of 2 ads will rotate in any position. You pay only 2 cents per impression at median pricing.

Ad Specs	1-Month	3-Month	6-Month
Native Ad within Content	\$835	\$750	\$675
Top & Bottom Banner 728 x 90	\$760	\$680	\$625
Rectangle 300 x 250	\$685	\$615	\$555

## PRINT ADVERTISING RATES

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

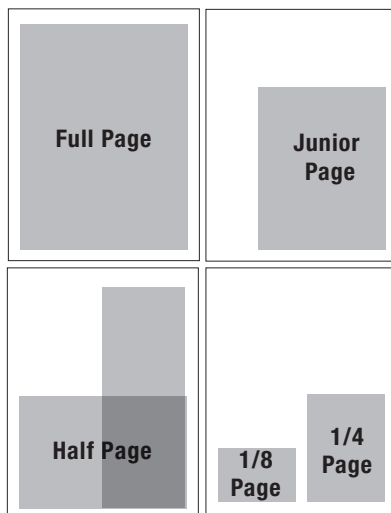
## SPECIAL OFFER!

**3 FULL PAGES**  
COMES WITH  
**1 WEEK ONLINE**  
BT DAILY BANNER

**3 JUNIOR PAGES**  
COMES WITH  
**1 WEEK ONLINE**  
BT DAILY RECTANGLE

**3 HALF PAGES**  
COMES WITH  
**1 WEEK ONLINE**  
BT BANNER

**3 QUARTER PAGES**  
COMES WITH  
**1 WEEK ONLINE**  
BT RECTANGLE



## ADVERTISING MATERIAL SPECIFICATIONS

**File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF

**PDF:** 1.3 (transparency flattened), PDF/X-1a:2001

**Acceptable Software:** Photoshop, Illustrator & InDesign.

**Resolution:** 300 DPI

**TAC limit (Total Area Coverage):** SWOP (coated) #5  
Sheet TAC = 300%

**Color:** CMYK

**ICC color profile:** North America Prepress 2

**Rich Black Settings:** 100k, 75c, 63m, 63y

**Fonts:** PostScript or OPEN fonts.

**Images & Fonts:** Should be embedded or included.

**Proof:** Please include a printed proof.



To learn more about **Banker & Tradesman** or to customize a marketing program unique to your business needs, call **617-896-5307** or email [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com).