

# 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

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

## 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
<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</b> V. 4.875" X 15.375" H. 10" X 7.5"	\$1,645	\$1,830	\$2,035
<b>Quarter Page</b> SQ. 4.875" X 7.5"	\$940	\$1,045	\$1,160
<b>One Eighth</b> 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
<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

### BANKER & TRADESMAN 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

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 end of each of 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 2014

## 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 19 - 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