

BANKING PUBLICATIONS

2012 ADVERTISING INFORMATION



Reach over 125,000 banking leaders in 925 banks across seven states.

Local content read more thoroughly and frequently by executive level bankers.

Comprehensive penetration to a variety of decision-makers in virtually every bank in our territory.

We offer you targeted marketing programs to reach this valuable audience through print, online, and local events.

You can connect with the leaders of the banking community to increase your market share and grow your business.

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 tens of thousands of influential banking professionals.

All publications will now be delivered to members and readers in both print and digital formats. After the magazine is mailed to members, a link will be emailed to access a high-quality, page-turning, multimedia-capable, digital online version of the magazine.

All advertisements will appear in both versions, and digital ads will have live email addresses and website links. The connections to advertisers email and URL will come at no additional charge.

Great package deals and discounts available.

MASSACHUSETTS

CONNECTICUT

NEW YORK

NEW JERSEY

MAINE

MARYLAND

VIRGINIA

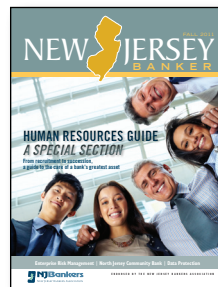
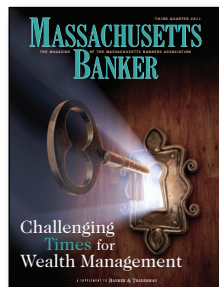
2012 BANKING PUBLICATIONS

FOCUS

This direct route to successful top financial executives is unparalleled in the publishing and advertising fields. More than 900 banks are represented by the seven states serviced by these comprehensive magazines. Our primary readers are the most active and committed professionals within the banking industry, possessing the authority to make decisions in order to move their institutions forward. Through The Warren Group, you will tap into the most powerful purchasing core for banking, financial, and general business products and services.

These local products, with familiar names and faces, are turned to first and foremost for industry news and vital market information. Primary readers include CEOs, executives, managers and specialists, including those who are most involved with their association and the industry.

Our growing distribution list includes CFOs, CLOs, branch managers, loan and trust officers, marketing, HR and IT officers.



Publication **MASSACHUSETTS BANKER**

Publication **NEW JERSEY BANKER**

Publication **BANKING NEW YORK**

Dates FEB., APRIL, JULY, OCT.

MARCH, JUNE, SEPT., DEC.

FEB., APRIL, JUNE, AUG., OCT., DEC.

Official magazine of the Massachusetts Bankers Association

Distribution: 8,000
3,000 MBA members,
13th ranked state in total
banking deposits
Serving all 191
Massachusetts banks

Total readership = 17,000

Official magazine of the New Jersey Bankers Association

Distribution: 9,000
9th ranked state in total banking
deposits
Serving 125 New Jersey banks

Total readership = 36,000

#1 ranked state in banking deposits

Distribution: 7,500
Serving all 240 New York banks
and savings & loans, and all
credit unions

Total readership = 30,000

ADVERTISING RATES

RESERVATIONS & AD COPY Please
call the advertising department at
800.356.8805
ext.344 or email
custompubs@thewarrengroup.com
for space reservations and ad copy
deadlines.

AD SIZE	16 TIMES	8 TIMES	4 TIMES	1 TIME
Full Page 8.125" w X 10.625" h	\$1,960	\$2,240	\$2,520	\$2,800
Two-Third Page 4.75" w X 9.75" h	\$1,570	\$1,790	\$2,015	\$2,240
Half Page 7.25" w X 4.75" h	\$1,370	\$1,570	\$1,765	\$1,960
Third Page 4.75" w X 4.75" h	\$1,080	\$1,230	\$1,385	\$1,540
Back Cover 8.125" w X 10.625" h	\$2,350	\$2,690	\$3,025	N/A
Inside Cover 8.125" w X 10.625" h	\$2,255	\$2,575	\$2,900	N/A

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDF files.

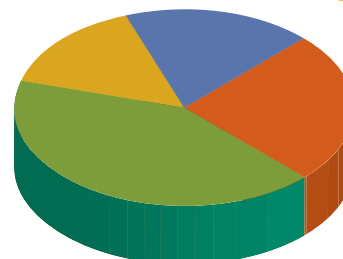
Reach over 125,000 banking leaders in 925 banks across seven states

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%

OUR READERS

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



CONNECTICUT BANKING

FEB., MAY, JULY., NOV.

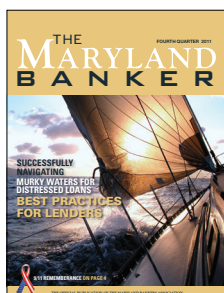
Official magazine of the Connecticut Bankers Association
Distribution: 2,500
1,500 members, and bonus circulation
Serving all 68 Connecticut banks
Total readership = 8,000



MAINE COMMUNITY BANKER

MARCH, JUNE, SEPT., DEC.

Complete financial coverage for all of Maine's banking institutions
Distribution: 2,000
Serving: all 39 banks and all 72 credit unions in Maine
Target audience includes: CEO, CFO, President, Vice President, Executive Management
Total readership = 8,000



THE MARYLAND BANKER

MARCH, JUNE, SEPT., DEC.

Official magazine of the Maryland Bankers Association
Distribution: 5,000
Serving all 134 Maryland banks
The one and only magazine dedicate to the business of Maryland banking.
Total readership = 20,000



VIRGINIA BANKING

JAN., MAR., JUNE, AUG., OCT., DEC.

Official magazine of the Virginia Bankers Association
State ranked 11th in total banking deposits
Distribution: 3,000
Serving 140 banks
Total readership = 12,000

“Advertising in The Warren Group’s banking publications has been a key strategy in VantisLife’s growth. Their state banking publications are widely read by the decision-makers in the banks that we target for our life insurance and annuity products. Our brand awareness has been positively impacted by exposure in these publications.”

CRAIG SIMMS,
Senior Vice President,
VantisLife Insurance Company

2012 BANKING PUBLICATIONS

ONLINE

Reach 8,000 Massachusetts bankers through the MBA E-news.

The Massachusetts Bankers E-News is a consistent source of news and education for the leadership of the more than 200 banks all across the state. This member-requested communication vehicle is delivered directly to CEOs, senior executives, and mid-level managers. Alongside important headlines, bi-weekly advertising exposure to this key audience will have a significant impact and be an important part of your marketing program. With a link back to your website, new business partners will be a click away.

Only \$149 per insertion for members, and \$249 per insertion for non-members.

Thousands of bankers use these websites as a vital, up-to-date resource for news, legislative activity, meetings and events, financial crime, training, membership details, and more. You can reach not just association members and affiliates, but anyone using the Internet looking for details within the banking industry. NJBankers.com averages 4,300 unique visitors per month and over 56,800 hits per month. We increase your exposure with ads placed on the main site and on www.thewarrengroup.com

Home page ads starting at only \$205 per month.

Package deals and discounts are available for our print, online, and event offerings.

TWG events will feature upwards of 75 exhibitors and 600 attendees.

We offer major conferences and trade shows providing the opportunity to present educational seminars and meet face to face with your clients and prospects.

Experience an action-packed day complete with thought-provoking educational sessions, interactive panels, leading-edge exhibits, networking, raffle prizes and more! Hundreds of bankers come to learn about the latest trends, services and technologies in the financial services industry, and they want to learn and network with vendors like you.



BankWorld

January 2012, in conjunction with the Connecticut Bankers Association, serving the New England market.



BankNext

October 2012, in conjunction with the Maryland Bankers Association, serving the Maryland market.



BankHorizons

November 2012, in conjunction with the New Jersey Bankers Association, serving the mid-Atlantic market.