Banking NEW ENGLAND





Get Introduced To Your Best Prospects.

And start building stronger business relationships today.

Banking New England magazine covers all the news, information and analysis vital to bankers across New England.

Bankers, industry experts, legislators, government agencies, and service providers contribute to each issue to ensure that executives and managers across the region have what they need to serve their customers, run their institutions and grow in a challenging economy.

The Warren Group has an extensive database of banking professionals throughout New England, built over the course of our 140 year history serving the banking industry in this region. We have developed relationships with bankers across Massachusetts, Rhode Island, Maine, New Hampshire and Vermont. This industry knows us as a valuable and dependable source of financial information. We reach decision makers at all levels and provide those key players with the facts, research, and analysis that keep them informed.

Banking New England offers advertising and sponsorship opportunities in three targeted marketing programs – digital, print and live events – reaching readers on multiple platforms.

MEDIA SOLUTIONS

> PRINT

Bi-Monthly Magazine
Banking New England

> ONLINE

Website and Digital Magazine Advertising
Direct Email Marketing

> EVENTS

Sponsorship and Exhibitor Opportunities at **The Bank Summit**

Statistics and Research

Actions readers took or plan to take as a result of exposure to specific magazine ads

61%
Took any action (net)

22%
Consider purchasing the advertised product or service

21%
Have a more favorable opinion about the advertiser

16%
Gather more information about the product or service

14%
Recommend the product or service

13%
Visit their website

9%
Purchase product or service

8%
Clipped or saved the ad

86% ACCESS THE SAME DIGITAL MAGAZINE ISSUE TWO OR MORE TIMES

2 HRS
IS THE MEDIAN TIME SPENT READING DIGITAL MAGAZINES IN A TYPICAL WEEK

BANKING NEW ENGLAND COVERAGE:

350
FINANCIAL INSTITUTIONS

3,900
BRANCHES AND OFFICES

$400
BILLION IN DEPOSITS

OUR COVERAGE, AS A TERRITORY, WOULD BE THE SIXTH LARGEST STATE IN THE COUNTRY IN TERMS OF BANKING DEPOSITS AND SEVENTH LARGEST IN NUMBER OF INSTITUTIONS.

There are at least 2,000 companies that serve the banking industry. Advertising in any of The Warren Group's state banking magazines, emails and websites can give you a significant advantage in the heavy competition for bank clients. If you want to increase your market share in New England, advertising in The Warren Group's Banking New England will help you achieve that goal. As one of our latest and most consistent advertisers and event participants said:

"We've noticed a steady increase in new customer relationships over the past 2 years, a lot of which I attribute to our collaboration with The Warren Group."

Nate Gravel, Director - Information Security Practice, GraVoc Associates

MORE THAN 9,000
LEADERS AND PROFESSIONALS FROM EVERY BANK IN MASSACHUSETTS, RHODE ISLAND, MAINE, NEW HAMPSHIRE AND VERMONT WILL BENEFIT FROM A POWERFUL NEWS SOURCE THAT CATERS TO THEIR NEEDS AND INTERESTS.

90% OF OUR READERS ARE EXECUTIVES, VICE PRESIDENTS AND DEPARTMENT MANAGERS

Niche business publications have been identified in independent studies as one of the most effective ways to build name recognition and have a positive influence on a target audience.

Source: Affinity/MPA, GfK MRI, 2011

"There is no more direct and comprehensive advertising route to your target audience than a niche trade magazine. Custom publications have risen above other mediums in terms of value and effectiveness. The statistics show that prospects trust and respond to trade magazine advertising more than their marketing counterparts."

The Magazine Handbook
The Magazine Publishers Association



ADVERTISING RATES

AD SIZE	6 TIMES	3 TIME	1 TIME
Full Page (bleeds) 8.375" w x 10.875" h	$2,240	$2,520	$2,800
2/3 Page 4.75" w X 9.75" h	$1,790	$2,015	$2,240
Half Page 7.25" w x 4.75" h	$1,570	$1,765	$1,960
1/3 Page 4.75" w x 4.75" h	$1,230	$1,385	$1,540
Back Cover (bleeds) 8.375" w x 10.875" h	$2,690	$3,025	NA
Inside Cover (bleeds) 8.375" w x 10.875" h	$2,575	$2,900	NA

Pricing is per issue • All rates are net • All members receive a 10% discount

Circulation – 9,000

Print Distribution – 6,000

Financial Institutions Covered – 350

States Include:
Massachusetts, Rhode Island, Maine, New Hampshire, Vermont

Six Issues Per Year

The full color glossy and bi-monthly magazine will reach 6,000 bankers in print and a total of 9,000 industry professionals. Banking New England reaches and serves the managers and executives who deal with operations, compliance, security, business development, investments, communications, technology, lending, and more.

2014 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January/ February	1/14	1/21	2/17
March/April	3/14	3/21	4/21
May/June	5/15	5/22	6/16
July/August	7/14	7/21	8/14
September/October	9/16	9/23	10/20
November/December	11/13	11/20	12/22

3 WAYS TO **REACH YOUR TARGET MARKET**

PRINT 1

PRINT

Our independent editorial staff drills deep into the issues affecting banks today, providing insight and solutions to our readers. The content is comprehensive but local, dealing with the people and topics of New England.

Columns and regular features will include:

- Compliance
- Operations
- Marketing & Business Development
- Technology & Mobile Banking
- Legislation & Regulation
- Investing & Wealth Management

We also look to the companies and the bankers who are working to provide the solutions that are changing the banking industry.

ONLINE 2

DIGITAL ADVERTISING OPPORTUNITY

Each issue of **Banking New England** will be delivered two times by e-mail with issue highlights and the digital version surrounded by quality advertising positions. Ask about enhancements to your ad in the digital version, including audio, belly-bands, additional space and more.

Top Banner (728 x 90)	$550
Square (300 x 250)	$500
Bottom Banner (728 x 90)	$350

Digital editions are delivered by a dedicated e-mail that will highlight the top stories and open the high-quality, page turning and mobile ready issue with no additional links or clicks. All URLs and e-mail addresses are live within the digital version.

DIRECT EMAIL SERVICE

Exclusive – Only Two Clients Per Month

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. Call about our Direct Email Service.

EVENTS 3

EVENTS

Comprehensive conferences and trade shows for bankers including **The Bank Summit**. The Warren Group's successful model for banking conferences serves bankers and service providers throughout New England. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of bankers together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments and managers.

THE WARREN GROUP Since 1872 Real Estate & Financial Information

To learn more about **Banking New England** or to customize a marketing program unique to your business needs call 800-356-8805 ext. 344 or email advertising@thewarrengroup.com.