

BANKING NEW ENGLAND

Reach
Your Targeted
Business Audience
with Accuracy

The Definitive Resource For Bankers In New England

Banking New England magazine covers all of the different areas of news, information and analysis that are 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 to 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. From Banker & Tradesman and The Commercial Record to The Warren Group Data Solutions, 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



> DIGITAL

Digital Edition dispersed to
readers with advertising
opportunities



> EVENTS

Banking Conferences
throughout New England



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.

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.

“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	\$1,960	\$2,240	\$2,520
2/3 Page 4.75" w X 9.75" h	\$1,570	\$1,790	\$2,015
Half Page 7.25" w x 4.75" h	\$1,370	\$1,570	\$1,765
1/3 Page 4.75" w x 4.75" h	\$1,080	\$1,230	\$1,385
Back Cover (bleeds) 8.375" w x 10.875" h	\$2,350	\$2,690	\$3,025
Inside Cover (bleeds) 8.375" w x 10.875" h	\$2,255	\$2,575	\$2,900

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

2013 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January/ February	1/15	1/22	2/19
March/April	3/15	3/22	4/19
May/June	5/17	5/24	6/21
July/August	7/18	7/25	8/22
September/October	9/13	9/20	10/18
November/December	11/14	11/21	12/19



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.

3 WAYS TO **EXTEND YOUR REACH**

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

3

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.

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

EVENTS

2

EVENTS

Comprehensive conferences and trade shows for bankers. 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.