

2015 MARKETING OPPORTUNITIES

Banking NEW ENGLAND



Our Readers Are Your Best **PROSPECTS**

Start building stronger business relationships today.

Bankers across New England turn to bi-monthly, Banking New England for essential news, information and analysis. Executives and managers rely on the magazine for vital information on how to better service their customers, how to efficiently run their institutions and how to grow in a challenging economy.

Advertising in Banking New England will give you a significant advantage within this competitive market and it will increase your market share in New England. Advertising in Banking New England positions your message in front of approximately 350 financial institutions throughout New England and over 6,000 bankers - 90% whom are executives, vice presidents, and department managers.

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. Bankers across Massachusetts, Rhode Island, Maine, New Hampshire and Vermont look to us as a valuable and dependable source of financial information. Our mission is to provide the decision makers at all levels with the facts, research, and analysis that keep them at the top of their game.



To learn more about **Banking New England** or to customize a marketing program unique to your business needs, call **800-356-8805 ext. 307** or email advertising@thewarrengroup.com.

MEDIA SOLUTIONS

> PRINT

Bi-Monthly Magazine **Banking New England**

> ONLINE

Website and Digital Magazine Advertising

> EVENTS

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



Publication of The Warren Group

Reader Demographics

The full color glossy and bi-monthly magazine reaches 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.

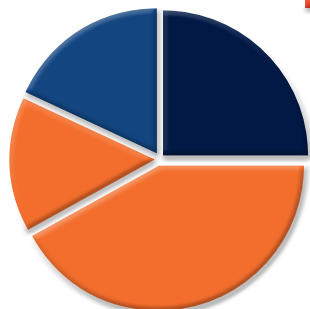
Custom publications have risen above other media in terms of value and effectiveness. The statistics show that prospects trust and respond to trade magazine advertising more than their marketing counterparts.

The Magazine Handbook

The Magazine Publishers Association

OUR READERS

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



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.

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

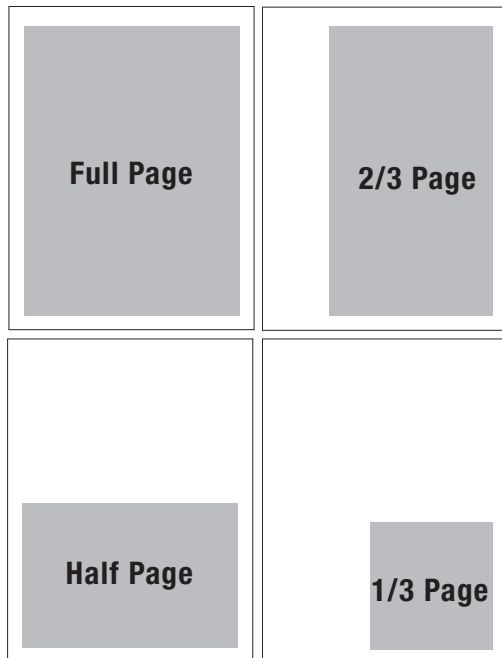
MORE THAN 9,000

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.

Source: Affinity/MPA, GfK MRI, 2011



▶ 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.

▶ SENDING ADVERTISING MATERIALS

Email your ad rep or to advertising@thewarrengroup.com Please use the advertiser's name in the subject line of the email.

SENDING LARGE FILES: www.wetransfer.com/

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

2015 DEADLINES AND ISSUE DATES

| Issues | Space Closes | Material Due | Issue Date |
|-------------------|--------------|--------------|------------|
| January/ February | 1/13 | 1/20 | 2/16 |
| March/April | 3/13 | 3/20 | 4/17 |
| May/June | 5/14 | 5/21 | 6/18 |
| July/August | 7/13 | 7/20 | 8/17 |
| September/October | 9/15 | 9/22 | 10/19 |
| November/December | 11/12 | 11/19 | 12/21 |

PRINT SOLUTIONS

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.

Core editorial topics throughout the year include Compliance, Operations, Marketing & Business Development, Technology & Mobile Banking, Legislation & Regulation, Investing & Wealth Management.



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% |

ADVERTORIAL

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. –
Call 800-356-8805 ext. 307 today for details

ONLINE SOLUTIONS



DIRECT EMAIL SERVICE

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.

DIGITAL MAGAZINE

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. You will receive reports detailing how many people opened the email, and how many clicked on your advertisement.

Top & Bottom Banner (728 x 90) \$450, Square (300 x 250) \$350

DIGITAL ISSUE BELLY-BAND

Your message as the front cover of the digital magazine as it is delivered to thousands of computers, tablets and smart phones. Includes a 300 x 250 pixel ad on the email that delivers the digital issue to readers. **8.5" x 5" \$1,230**

SPONSORED POSTS

Be a part of our headlines as we deliver the digital version of banking magazines to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.

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EVENT OPPORTUNITIES



Comprehensive conferences and trade shows for bankers including The Bank Summit and BankWorld.

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.

Warren Group tradeshow are more than a conference, they are an actual event. An interactive event. It's about finding locations that draw people, and creating buzz to get everyone involved – vendors and attendees. That's exactly what The Warren Group does.

- Brad Dyksen, Managing Director, Meyer-Chatfield