

BANKING NEW YORK

Reach
Your Targeted
Business Audience
with Accuracy

New York is the banking and finance capital of the country, and one of the largest financial centers of the world. Its institutions host an unbelievable amount of deposits, assets, wealth and, as a result, power. Banking New York magazine is a highly focused publication for the array of executives and managers within every bank in New York state. You have the unique opportunity to promote your products, services and solutions within the pages of New York's own banking publication.

Banking New York has been educating bankers since 2007, but it is pushing the envelope with changes and improvements for 2013: The magazine is now published in partnership with the Independent Bankers Association of New York (IBANYS). This partnership will extend our coverage and our reach.

Expanded coverage: Look for important legislative news and community bank updates from the Independent Bankers Association of New York.

Further your reach: In 2013, 1,000 members of IBANYS plus 6,500 bankers in 240 different financial institutions across the entire state will receive Banking New York.

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine
Banking New York



> ONLINE

Website and Digital Magazine
Advertising Opportunities



> EVENTS

Banking Conferences
throughout the Northeast



STATISTICS & RESEARCH

The full color glossy magazine is delivered quarterly in both print and digital format.

Distribution: **7,500** print and digital copies

Coverage: **240** banks and savings & loans

#1 ranked state in banking deposits

Consistent marketing through The Warren Group and our association partner will enable you to build brand awareness and name recognition, while helping to establish the path to better relationships with thousands of influential banking professionals.

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

TAKING ACTION - MAGAZINES ARE MOTIVATING

More than **60%** of print magazine readers took action as a result of a magazine ad. Digital magazines also drive response, with **91%** taking action after reading a digital issue. Studies show that **43%** of magazine readers make online purchases vs. **21%** of non-readers.

DIGITAL ADS MAKE AN IMPACT

74% of those surveyed recalled seeing ads when reading the enhanced issue.

70% of tablet owners say they want to be able to buy items by clicking on an ad in a digital magazine.

47% took action after reviewing an ad, among respondents who recall at least one ad. Of those... **62%** visited an advertiser website or retail store. **54%** made or considered a purchase.

Source: GfK MRI iPanel, February 2012

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page (bleeds) 8.375 x 11.125	\$2,520	\$2,800
2/3 Page 4.625 x 10	\$2,015	\$2,240
Half Page 7.25 x 5	\$1,765	\$1,960
1/3 Page 4.875 x 5	\$1,385	\$1,540
Back Cover (bleeds) 8.375 x 11.125	\$3,025	N/A
Inside Cover (bleeds) 8.375 x 11.125	\$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 PDFs.

2013 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Quarter 1	2/6	2/13	3/15
Quarter 2	5/10	5/17	6/14
Quarter 3	8/9	8/16	9/13
Quarter 4	10/30	11/6	12/12

DIGITAL ADVERTISING

Each issue of Banking New York 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
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.

