

BANKING NEW YORK



Get Introduced To Your Best Prospects.

And start building stronger business relationships today.

New York is the banking and finance capital of the country, and one of the largest financial centers in the world. Its institutions host an impressive 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. Now in the second year partnership with the Independent Bankers Association of New York (IBANYS), the magazine's reach and coverage is more expansive than ever before.

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine
Banking New York

> ONLINE

Website and Digital Magazine Advertising
Direct Email Marketing

> EVENTS

Banking Conferences throughout the Northeast

THE WARREN GROUP Since 1872 Real Estate & Financial Information

Independent Bankers Association of New York State, Inc. Community Bankers. Serving the Community. Serving You!

Published by The Warren Group in partnership with the Independent Bankers Association of New York

www.thewarrengroup.com

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 10.875	$2,520	$2,800
2/3 Page 4.725 x 9.75	$2,015	$2,240
Half Page 7.25 x 4.75	$1,765	$1,960
1/3 Page 4.75 x 4.75	$1,385	$1,540
Back Cover (bleeds) 8.375 x 10.875	$3,025	N/A
Inside Cover (bleeds) 8.375 x 10.875	$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.

2014 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Quarter 1	2/3	2/10	3/11
Quarter 2	5/11	5/20	6/17
Quarter 3	8/11	8/18	9/12
Quarter 4	10/14	10/21	11/11

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. 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.