



Reach Your Targeted Business Audience with Accuracy

Reach the directors, CEOs, presidents, executives, managers, and specialists within virtually every credit union in Massachusetts, New Hampshire and Rhode Island with CenterPoint Magazine. In partnership with the Massachusetts Credit Union League, the New Hampshire Credit Union League and the Credit Union Association of Rhode Island, we serve more than 9,000 high-level credit union and related industry professionals in 280 credit unions across three states.

Credit unions have grown into a powerful force in New England, and our coverage area boasts more than 13,000 employees with nearly \$25 billion in total assets. Our audience depends on us for education and news concerning lobbying efforts, legal issues, legislative updates, security measures, member activities, association events, business management, best practices, and more. CenterPoint Magazine offers advertising and sponsorship opportunities in several strategic channels, including print, online and digital – reach readers on multiple platforms.

“CenterPoint magazine has helped Synergent reach credit unions. CenterPoint continues to help us brand Synergent and raise awareness in our targeted marketplace.

DEBRA TRAUTMAN, Marketing Manager, *Synergent*

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine
CenterPoint



> ONLINE

Digital Magazine
Advertising Opportunities



> EVENTS

Sponsorship and Exhibitor
Opportunities at The Great New
England Credit Union Show



STATISTICS & RESEARCH

This quarterly, four-color, glossy magazine is the voice of the credit union industry in Massachusetts, New Hampshire, and Rhode Island. The readers of CenterPoint are decision makers for their institutions, with the authority to purchase products and services. CenterPoint sets the standard for in-depth news and information that is vital to the leaders of this highly-influential financial industry.

With a pass-along rate of three readers per copy and bonus trade show distribution, more than **9,000** financial professionals can see your message in CenterPoint.

PURCHASING AUTHORITY

Have authority to buy	29%
Have authority to buy some products and services	27%
Share in selection and purchasing process	18%
Have strong influence on purchases	11%

OUR READERS TAKE ACTION AFTER READING CENTERPOINT

Purchased a product or service	6%
Recommended a product or service	12%
Visited a company's website	58%
Contacted a company for more information	20%
Saved an ad or article for future reference	67%
Passed the magazine or information on to a colleague or business contact	65%
Said they find CenterPoint to be a useful business tool	97.5%

YOU REACH DECISION MAKERS THROUGH CENTERPOINT

President/CEO	26%
Vice President	25%
Manager	33%
CFO/COO/Director	8%
Officer/Board Member	8%

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

NATE GRAVEL, DIRECTOR

Information Security Practice, GraVoc Associates

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page (bleeds) 8.375 x 11.125	\$2,220	\$2,610
2/3 Page 4.625 x 10	\$1,775	\$2,090
Half Page 7.25 x 5	\$1,555	\$1,825
1/3 Page 4.875 x 5	\$1,220	\$1,435
Back Cover (bleeds) 8.375 x 11.125	\$2,665	N/A
Inside Cover (bleeds) 8.375 x 11.125	\$2,555	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	1/17	1/24	2/21
Quarter 2	4/18	4/25	5/23
Quarter 3	6/21	6/27	7/25
Quarter 4	10/17	10/24	11/25

DIGITAL ADVERTISING

Each issue of CenterPoint 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.

