

2015 MARKETING OPPORTUNITIES

The Commercial Record

REAL ESTATE & FINANCIAL NEWS FOR CONNECTICUT



Our Readers Are Your Best PROSPECTS

Start Building Stronger Business Relationships Today.

The Commercial Record is a multimedia package of vital real estate and business news for all of Connecticut. We've been informing developers, commercial real estate owners and investors, brokers, financial professionals, and service providers for the entire real estate market for more than 140 years.

You can reach this market through The Commercial Record as a monthly magazine, as well as weekly real estate records PDFs, Daily E-News service, and a high-powered website.

The readers of The Commercial Record are a diverse group of business leaders, many of whom hold ownership and management positions and control significant amounts of corporate and personal wealth. Advertising in The Commercial Record positions your organization as an industry leader among this extremely influential audience.



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

Official Publication of The Warren Group

MEDIA SOLUTIONS

> PRINT

Monthly Magazine
The Commercial Record

> DIGITAL

Daily E-news, and Website

> EVENTS

Multiple Targeted Conferences
and Expositions



READER DEMOGRAPHICS

Education

69% Undergrad Degree

21% Post-grad Degree

Household Income

49% \$1 Million+

31% \$300,000+

Median Household Income \$1.2 Million

Value of Primary Residence

15% \$50,000+

20% \$300,000+

47% \$1 Million+

73% Of Our Subscribers Annually Renew
Their Subscriptions For More Than 4 Years.

Line of Business

43% Real Estate/Investment/Development

10% Banking/Finance

10% Construction

Actions Taken Due to Reading Ads

35% Discussed ad with others

27% Passed ad along to others

20% Visited an advertiser's website

15% Contacted dealer, supplier, or representative

Title/Position

45% Executive Management

20% Sales/Marketing

14% Other

Primary Readers of The Commercial Record Include:

Real Estate Investors, Real Estate Brokers, Real Estate Developers, Builders & Contractors, Commercial Property Owners, Bankers & Lenders, Mortgage Bankers & Brokers, Government Agencies, Real Estate Professional Services Including Legal, Insurance, Accounting and Appraisal.

Total Commercial Record Audience 7,000

Total Print Distribution 3,500

Website Traffic 5,000 per month

Total E-News Distribution 7,000

Paid Monthly Print Circulation 3,000

Pass Along Readership Rate 2.5 per copy

The Commercial Record EDITORIAL CALENDAR

New in 2015, each issue of The Commercial Record focuses on a central theme, and how these topics are vital to the finance and real estate industries. With new features and updated statistics, The Commercial Record features the news coverage our readers rely on and expect, with a new look and feel.

January - The Mortgage Issue

Residential and commercial mortgage updates; new mortgage products; information, trends and changes gleaned from The Warren Group's proprietary Mortgage Marketshare data.

February - The Spring Issue

News coverage may include: Residential and CRE outlooks; helping sellers ready their houses for the spring market; lead generation as the housing market heats up; landscaping; bankers prepping homebuyers.

March - The Green Issue

Trends in green rehab (commercial); solar and energy improvements, including information from The Warren Group's proprietary building permit data; paperless banking.

April - Top Lenders & The Technology Issue

Programmable development (housing and CRE); new building technology trends; tech vendors in banking. And our proprietary ranking of our top real estate lenders of 2014.

May - The Art Issue

Architecture (new and preservation); interior design; HELOCs for home repair.

June - CCBA Convention The Regulatory Update Issue

Featuring updates on all the regulatory issues affecting banking, commercial and residential real estate in the Nutmeg State.

And content for the Connecticut Community Bankers Association.

July - The Recruitment and Retainment Issue

Industry veterans sharing their experiences; how to recruit and retain, and which is more important.

August - Women of FIRE, The Leadership Issue

Breaking into the industry; leadership tips; vendor shopping and management. And honoring the top women leaders in the industry.

September - Fast 50, The Money Issue

Retirement planning; senior living building; downsizing; life insurance products; wealth management. And the fastest growing mortgage lenders in the state.



October - The Building Issue

Trends in new CRE developments; trends in home rehabs (building permit data); the future of branch banking.

November - Business Profiles, The Holiday Issue

Featuring coverage of philanthropic achievements and awards from throughout the year.

Selling houses in a downtime in the market; year-end wrap-up; winterizing commercial property/energy savings.

December - CR's Best, The Best Of Issue

Featuring the results of CR's Best, including profiles of top companies in each industry, along with the full list of winners. Hot new companies in Connecticut; the best ways to fund your new business; outstanding achievers in banking, commercial and residential real estate.

PRINT FEATURES

NEW SERVICE DIRECTORY

A quick and easy reference guide for products and services that support the real estate industry. The perfect place for a consistent message from mortgage brokers, home inspectors, subcontractors, interior designers, landscapers and other companies who serve or are recommended by real estate brokers, builders and property owners and managers.

One buy in the New Service Directory gets you into either six or twelve consecutive issues of The Commercial Record. This offer also includes an active link on the digital edition of the magazine where you can track quality leads back to your site.

2.5" x 2.5"

6-month - \$1,500

12-month - \$2,500

Our independent editorial staff drills deep into the issues affecting real estate and finance in Connecticut. Only The Commercial Record readers can tap into the most important information impacting their businesses. Armed with a wealth of news and data, our readers are the most informed, educated and powerful leaders in the local business scene.

Full access print & digital edition subscription rate: \$349

COLUMNS & REGULAR FEATURES

Industry News - News and trends in the banking, real estate and financial services scene.

Records and Research - Statewide real estate and credit records transactions compiled weekly for easy reading and analysis.

Print Exclusives - Print only features like State Stats, Top Commercial Transactions, and Gossip Report.

Special Supplements - Hone in on industry specific topics, such as commercial real estate, law, housing and banking.



With 96% penetration through print and Web platforms, in addition to the 80% of business professionals who attend trade events, the power of b-to-b media to reach customers is clear.

— The Association of Business Information & Media Companies

90% of our readers are involved in choosing and approving products and services purchased for their company. The remaining readers influence and recommend purchases.

Print had the most influence over actual purchases - 45% of respondents say ads in print magazines inspired a purchase.

— Rochester Institute of Technology

Actions readers took or plan to take as a result of exposure to specific magazine ads

Took any action (net)	61%
Consider purchasing the advertised product or service	22%
Have a more favorable opinion about the advertiser	21%
Gather more information about the product or service	16%
Recommend the product or service	14%
Visit their website	13%
Purchase product or service	9%
Clipped or saved the ad	8%

MONTHLY BONUS DISTRIBUTION

January 200 copies

New England Mortgage Expo, BankWorld, NEFMA Winter Conference

February 200 copies

CMA Education Meeting

March 200 copies

Commercial Real Estate Brokers, CMBA - Housing CT Symposium, CMBA - CFPB Symposium

April 200 copies

CMBA and CMA Members, CMBA - FHA Loan Origination, CMBA - FHA Processing and Underwriting

May 200 copies

NEFMA Spring Conference, CCBA Meeting

June 200 copies

CCBA Convention

July 200 copies

Small Businesses

August 200 copies

Women of FIRE Luncheon

September 200 copies

CMBA and CMA Members

October 200 copies

NEFMA Fall Conference, CBA Convention, CAR Leadership Conference

November 200 copies

Real Estate Developers and Major Builders

December 200 copies

Commercial Record Best Winners

CONTENT MARKETING OPPORTUNITIES

ADVERTORIALS

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.

DIRECT EMAIL CAMPAIGNS

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. Opportunity is exclusive to two clients per month.

CREATIVE SERVICES

Need to hit the marketing refresh button? That's just the beginning of our services. We can also create email and direct mail campaigns to promote your services. From copywriting and design to implementation, we help brands connect with customers. Our talented design team can help with complete redesign, branding, logo creation, stock/custom photography and web development. Our existing relationship with printers also allows for aggressive pricing.



SPONSORED POSTS

You have an editorial contribution to make to help educate this focused audience. It provides news and information, not a sales pitch for your company. We can approve your contribution as a sponsored post and place it within the content of our website or E-news.

NATIVE ADVERTISING

Be a part of our headlines on the CommercialRecord.com website and on the Daily E-news. Your headline, image and description blends with the flow of our content on the website and E-news. Grab the reader's attention and bring them back to a targeted landing page on your site for the full description of your expertise and services.



COMMERCIAL RECORD DAILY E-NEWS

Delivered to approximately 7,000 people, the daily e-news links directly to The Commercial Record website and it averages 1,150 opens and 250 clicks per issue. Our audience uses the daily e-blast to stay up to date on the news that matters most to them. We're constantly adding new recipients to the distribution list.

	3-Month	6-Month	12-Month
Native Ad within Content	\$1095	\$930	\$790

WEBSITE ADVERTISING

The website features all the real estate, banking and lending, and construction and development information readers really need. The combination of industry news and weekly real estate transaction listings are an invaluable tool that empowers readers to make the best possible business decisions. Subscribers also have full access to the digital magazine online. As of January 1, the website has a brand-new, sleeker design, and is now mobile optimized. We average 5,000 monthly visitors and 22,500 page views. Our brand-new reactive moving advertising options guarantee your message will be seen.

	3-Month	6-Month	12-Month
Native Ad within Content	\$835	\$750	\$675

NATIVE ADVERTISING PACKAGE

Readers are digesting our content, coming to us from multiple channels, and you can be there to capitalize. Your educational appeal to our audience, to bring them to your site and provide them with answers, will blanket our touch points and be embedded within our content through the following channels:

Headline, introduction and image on
www.commercialrecord.com

Headline, introduction and image on
Commercial Record Daily E-news

Headline and introduction on the
Commercial Record Facebook page

Headline and introduction on the
Commercial Record Twitter feed

Headline and introduction on the
Commercial Record blog

All posts will run for one week

PRINT ADVERTISING RATES

AD SIZE	12 TIMES	6 TIMES	3 TIMES
Full Page (bleeds) 8.375 x 10.875	\$1,500	\$1,825	\$2,145
Two Thirds Page 4.75 x 9.75	\$1,200	\$1,460	\$1,715
Half Page 7.25 x 4.75	\$1,050	\$1,275	\$1,500
Third Page 4.75 x 4.75	\$750	\$910	\$1,070

Service Directory: 1/9th of a page, 6-month contract - \$1,500, 12-month contract \$2,500

Pricing is per issue • All rates are net

ONLINE ADVERTISING RATES

COMMERCIAL RECORD DAILY E-NEWS NEW IN 2015

Your ad is placed six days a week, in every Commercial Record Daily, Monthly or Breaking News release for the length of your contract. An average of more than 30 placements per month for a median price under \$30 per ad.

Ad Specs	1-Month	3-Month	6-Month
Native Ad within Content	\$1095	\$930	\$790
Top & Bottom Banner 728 x 90	\$995	\$845	\$725
Rectangle 300 x 250	\$895	\$760	\$650

THE COMMERCIAL RECORD WEBSITE NEW IN 2015

Your ad runs 7 days a week on every page of the site for the length of your contract. A maximum of 2 ads will rotate in any position. You pay only 2 cents per impression at median pricing.

Ad Specs	1-Month	3-Month	6-Month
Native Ad within Content	\$835	\$750	\$675
Top & Bottom Banner 728 x 90	\$760	\$680	\$625
Rectangle 300 x 250	\$685	\$615	\$555

2015 AD CLOSE DEADLINES

Issue	Space Close	Materials Due	Issue Date
January	12/26	1/2	1/22
February	1/23	1/30	2/19
March	2/20	2/27	3/19
April	3/20	3/27	4/16
May	4/24	5/1	5/21
June	5/22	5/29	6/18

Issue	Space Close	Materials Due	Issue Date
July	6/19	6/26	7/16
August	7/24	7/31	8/20
September	8/21	8/28	9/17
October	9/18	9/25	10/15
November	10/23	10/30	11/19
December	11/20	11/27	12/17

2 FULL PAGES
COMES WITH
1 WEEK ONLINE
CR DAILY BANNER

2 TWO THIRD PAGES
COMES WITH
1 WEEK ONLINE
CR DAILY RECTANGLE

2 HALF PAGES
COMES WITH
1 WEEK ONLINE
CR BANNER

2 THIRD PAGES
COMES WITH
1 WEEK ONLINE
CR RECTANGLE