CONNECTICUT BANKING

The official magazine of the Connecticut Bankers Association



Our Members Are Your Best Prospects.

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine,
Connecticut Banking

> EVENTS

Sponsorship and Exhibitor Opportunities at **BankWorld**

> DIGITAL

Digital Magazine Advertising
Direct Email Marketing

Start building stronger business relationships today.

The official magazine of the Connecticut Bankers Association, **Connecticut Banking** is distributed to 2,000 bankers around the state – touching all 68 banks. The most influential bankers in the state turn to this publication to get insider industry news and insight into the latest trends. This quarterly publication covers the association's business and events, like BankWorld.

Our primary readers are the most active and committed professionals within the banking industry, possessing the authority to make decisions in order to move their institutions forward. With **Connecticut Banking**, you will tap into the most powerful purchasing core for banking, financial, and general business products and services.

Connecticut Banking is now delivered to our members in both print and digital formats.

The official magazine of the Connecticut Bankers Association

STATISTICS & RESEARCH

Distribution: **2,500**
1,500 members, and bonus circulation
Serving all **68** Connecticut banks
Total readership = **4,000**

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.

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

Source: GFK MRI iPanel, February 2012

"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

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page (bleeds) 8.375" w x 10.875" h	$2,520	$2,800
2/3 Page 4.75" w x 9.75" h	$2,015	$2,240
Half Page 7.25" w x 4.75" h	$1,765	$1,960
1/3 Page 4.75" w x 4.75" h	$1,385	$1,540
Back Cover (bleeds) 8.375" w x 10.875" h	$3,025	N/A
Inside Cover (bleeds) 8.375" w x 10.875" h	$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	1/23	1/30	2/28
Quarter 2	4/17	4/24	5/22
Quarter 3	6/19	6/26	7/24
Quarter 4	10/3	10/10	11/13

DIGITAL ADVERTISING

Each issue of **Connecticut Banking** 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.