CONNECTICUT BANKING

The official magazine of the Connecticut Bankers Association

Reach Your Targeted Business Audience with Accuracy

The official magazine of the Connecticut Bankers Association, Connecticut Banking is distributed to 2,500 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.

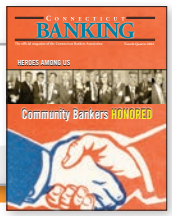
Our primary readers are the most active and committed professionals within the banking industry, possessing the authority to make decisions in order to move their institutions forward. With Connecticut Banking, you will tap into the most powerful purchasing core for banking, financial, and general business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

Connecticut Banking is now delivered to members and readers in both print and digital formats. After the magazine is mailed to members, a link will be emailed to access a high-quality, page-turning, multimedia-capable, digital online version of the magazine. All advertisements will appear in both versions, and digital ads will have live email addresses and website links. The connections to advertisers email and URL will come at no additional cost.

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine
Connecticut Banking



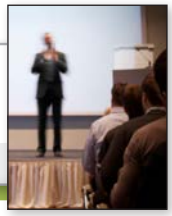
> DIGITAL

Digital Magazine Advertising Opportunities



> EVENTS

Sponsorship and Exhibitor Opportunities at BankWorld





THE WARREN GROUP Since 1872 Real Estate & Financial Information

To learn more about Connecticut Banking or to customize a marketing program unique to your business needs call 800-356-8805 ext. 344 or email advertising@thewarrengroup.com.

STATISTICS & RESEARCH

Distribution: **2,500**
1,500 members, and bonus circulation
Serving all **68** Connecticut banks
Total readership = **7,500**

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 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	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 Connecticut Banking 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.

