

HOW TO:

Influence Decision Makers and Increase Your Sales to the East Coast Financial Institutions Market

- 1. RAISE AWARENESS OF YOUR COMPANY**
- 2. BE AN INDUSTRY LEADER IN THEIR PART OF THE WORLD**
- 3. TELL BANKERS HOW YOU CAN IMPROVE THEIR PERFORMANCE**
- 4. OUTSMART YOUR COMPETITION: OUT-MARKET THEM**

Use The Warren Group's Banking Media

We're a **multi-platform media** company at the heart of the financial institutions industry in **New England and Mid-Atlantic**. For 140 years we have been providing valuable information to business readers and **acting as the principal communication channel for business advertisers and bank vendors**.

***If the banking and/or credit union community and its decision-makers are your target market for growth,
The Warren Group is your best partner.***

Banking and Banking Association Magazines

**Connecticut – Massachusetts, Rhode Island, Vermont, New Hampshire,
Maine – New York – New Jersey – Maryland – Virginia**



Across New England, the Northeast and Mid-Atlantic, there are media that **speak directly to banking industry leaders**. Bankers count on each of the magazines for news of their industry, the unique issues of their states and their associations. You can reach your target market **Four-times per year** in Connecticut, New York, New Jersey, Maryland, and **Six-times per year** in New England (Rhode Island, Massachusetts, Maine, New Hampshire, Vermont) and Virginia.



Your #1 Benefit: Sales Growth

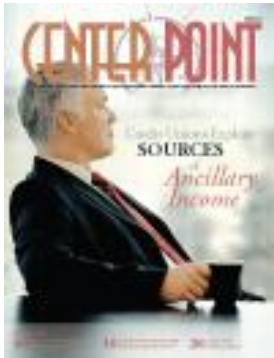
Consistent advertisers have established a presence, trust and credibility with this audience of decision makers.

The results are: consistent sales and market - share growth in “Up Years” in even in “Down Times”. **Some advertiser’s market shares have reached 50% or more.**

Advertising works.

[TWG Banking and CU Media Kits and Archives](#)

New England Credit Union League Magazine



CenterPoint

The official quarterly magazine of **Massachusetts, Rhode Island and New Hampshire Credit Union Leagues and Associations**, the quarterly, **CenterPoint**, serves more than 3,000 high-level credit union professionals in all 280 credit unions across three states. Every CEO or president, in addition to other key CU decision makers, receives this vital resource.

Credit unions have grown into a powerful force in New England and are gearing-up to better compete with other lending institutions. They are more active in their search for the products and services that will make them more effective and efficient.

Readers depend on **CenterPoint's** access to news concerning lobbying efforts, legal issues, legislative updates, security measures, member activities, association events, interviews with leaders of the local financial market, and educational articles on business management and development.



“Annual” Financial Institutions “Solutions” Web Site

In 2013 we’re making the shift from print-only annual magazines to 365/24/7 websites. They’ll be the go-to resource for banker’s solutions and constantly updated, with multiple entry-points for vendors to get their messages out to, and interact with, bankers.

The Warren Group will continue to collect **articles and advertising from YOU**, add them to our own guidance and then deliver a valuable, 24-7 resource of strategies, tactics and products and services to help financial institution professionals better accomplish their goals.

Banking Solution/ Credit Union Smart Solutions



Banking Solutions and CU Smart Solutions will be housed at the same location, focused on the east coast and its particular issues. Our goal is for you to reach the tens of thousands of banking decision makers at community banks and credit unions here.

[More Information tk](#)



Regional Banking Events

Exhibitors and sponsors at TWG events are very happy. They have just spent a day with their best prospects and clients. They've established new relationships and added to their pipeline in just one day.

Key Benefits

- **Ninety-eight per cent of attendees are in management**, about 50% are in top management and another quarter are VPs.
- **Bankers want to meet you** to keep up with changes in the industry and meet with their suppliers and vendors. They come to do business.
- The attendees get better ideas, better relationships, and better service from you, your **exhibits and numerous educational seminars** from vendors, industry leaders, the SBA and others.
- There are often featured elements of the event that you can sponsor to support your one-day efforts. Two key C-Level opportunities:
 - **"Leadership Luncheon"** (or Breakfast) with keynote speaker that we hold for the C-level FI attendees.
 - An **Awards Banquet** honoring banking industry **"Rising Stars"** and their bank CEOs in that market – Dinner the night before or Lunch day-of (excl. The Bank Summit)
 - **Committee Meetings and NJ Committee Day** – each association has numerous committees covering different sectors of the banking industry, and they'll often hold some meetings during, before or after the event. Your sales rep will have more information.

These are the **five events
that will fill your new-business pipeline:**



Now, in its fourth year, The **New Jersey Bankers Association**-sponsored banking conference is the Mid-Atlantic region's largest and most exciting. We've averaged 525 attendees from PA, DE, NY and, of course, New Jersey and over 60 sponsors and exhibitors. New 2013 venue: the newly renovated Resort Casino, Atlantic City. [BankHorizons - More Information](#)
2013: Wednesday, November 20 (New Leaders Dinner, 11/19)



The *Maryland Bankers Association* works with us to present to you, the opportunity to connect with an estimated 350 bankers and vendors from the Capital Region at Baltimore's BWI Airport Marriott Hotel. In 2012 bank leaders saw Keynoter: **Martin Gruenberg, Acting Chairman of the FDIC** and visited with 30 sponsors, exhibitors and seminar leaders. [BankNext - More Information](#)

Year Three: Thursday, November 7, 2013



For many years, BankWorld has presented new techniques and products to bankers from Connecticut and MASS. **BankWorld drew 840 attendees and sold out all available space to 65 vendors!** It's held concurrently with TWG's New England Mortgage EXPO and produced in partnership with the *Connecticut Bankers Association*. www.bankworldexpo.com.
2014 Date: Friday, January 17 (New Leaders Dinner, 1/16)



On **April 30, 2014** the *Massachusetts Credit Union League, New Hampshire Credit Union League, Credit Union Association of Rhode Island* and The Warren Group will host its 7th annual exclusive Credit Union trade show at the Holiday Inn, Boxborough, Mass. In 2013, Over 80 sponsors and exhibitors hosted over 700 attendees. There is no other CU show in New England that comes close to what [The Great New England Credit Union Show](#) delivers.



OCTOBER 7, 2013
SHERATON FRAMINGHAM
HOTEL & CONFERENCE CENTER

The Warren Group is launching a banking conference for Northern New England to meet the needs of bankers in Maine, Vermont, New Hampshire, Rhode Island and Massachusetts. At the Sheraton – Framingham, we expect 40 Exhibitors and sponsors, and over 300 bankers to network with peers, meet with vendors and learn how to improve their bottom line. [The Bank Summit](#) **2013 Date: Monday, October 7**

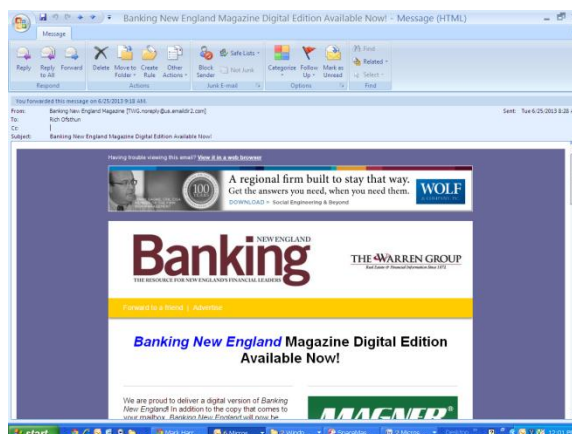
[Check the websites for up-to-date information and rate packages. or click here for more details.](#)

Email and Online

Digital Issue and Digital Delivery Emails

- Each printed magazine is also posted online in a **Digital Version** where all of the URLs and email addresses become live links.
- And for select magazines you can post Banner Advertising on their **Digital Delivery Emails** that include a table of contents and link.

Connecticut Banking, Banking New York, Banking New England, Maryland Banker, New Jersey Banker and CenterPoint magazines



www.NJBankers.com

Reach New Jersey bankers via the newly re-launched njbankers.com. With sections for banking and associate members, the resources are abundant – it's a go-to site. Details in our Full Media Kit

BANKING NEW YORK

www.bankingny.com

Bankers head for this site to catch-up on the quarterly and past issues of Banking New York which is itself a commentary on the state of the industry in New York. Up-to-date resource for news, legislative activity, meetings & events, FinCrime, training, membership details, and more. **2013 Re-launch!** Details in our Full Media Kit

My goal is to help you reach your specific east coast FI target markets with the most effective communications strategy. Please let me know how I can help combine these opportunities to create the best plan for you.

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