

# THE MARYLAND BANKER

Our Members Are  
Your Best Prospects.



## Start building stronger business relationships today.

**Maryland Banker**, the official magazine of the Maryland Bankers Association, is the one and only magazine dedicated to the banking community throughout Maryland. The publication reaches all 134 Maryland banks – providing comprehensive penetration to a variety of decision-makers in virtually every bank in the territory.

This local product, with familiar names and faces, is turned to first and foremost for industry news and vital market information. With **Maryland Banker**, you're reaching decision makers – our primary readers include CEOs, executives, managers and specialists, including those who are most involved with their association and the industry. Our growing distribution list includes CFOs, CLOs, branch managers, loan and trust officers, marketing, HR and IT officers.

**Maryland Banker** offers advertising and sponsorship opportunities in three targeted marketing programs – digital, print and live events – reaching readers on multiple platforms. Building a relationship with each channel is the most comprehensive and effective way to reach your best prospects. Each fall, the affiliated tradeshow, **BankNext**, gives you an opportunity to meet face-to-face with the movers and shakers in the Maryland banking industry.



Maryland Bankers Association

The official magazine of the Maryland Bankers Association

### MEDIA SOLUTIONS

#### > PRINT

Bimonthly Magazine **Maryland Banker**

#### > ONLINE

Website and Digital Magazine Advertising  
Direct Email Marketing

#### > EVENTS

Sponsorship and Exhibitor Opportunities  
at BankNext

## STATISTICS & RESEARCH

The full color glossy magazine is delivered quarterly in both print and digital format.

Distribution: **5,000**

Readership: **15,000**

Serving **134** Maryland banks

Consistent marketing through The Warren Group and our association partner will enable you to build brand awareness and name recognition, while helping to establish the path to better relationships with thousands of influential banking professionals.

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

## ENGAGEMENT

Magazines continue to score higher than TV or the internet in "ad receptivity" and other engagement measures. Readers spend an impressive **41** minutes with each issue.

Among digital readers, **73%** read or tap on advertisements appearing in electronic magazines.

## DIGITAL READERS RESPOND

### ACTION TAKEN:

- Share their experience with peers
- Choose to read multiple magazines on their iPad
- Visit websites – both advertising and editorial

Net: took any action ..... **91%**

### THOSE WHO TOOK ACTION:

Mentioned app/content to someone else ..... **82%**

Decided to read another magazine on iPad ..... **58%**

Visited a website mentioned in an article ..... **56%**

Visited advertiser website or retail store ..... **58%**

Purchased something ..... **26%**

Followed a tip or advice I read about ..... **48%**

Source: Hearst Digital Editions. Consumer Research, 2011

## ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
<b>Full Page</b> (bleeds) 8.375" w x 10.875" h	\$2,240	\$2,520
<b>2/3 Page</b> 4.75" w x 9.75" h	\$1,790	\$2,015
<b>Half Page</b> 7.25" w x 4.75" h	\$1,570	\$1,765
<b>1/3 Page</b> 4.75" w x 4.75" h	\$1,230	\$1,385
<b>Back Cover</b> (bleeds) 8.375" w x 10.875" h	\$2,690	\$3,025
<b>Inside Cover</b> (bleeds) 8.375" w x 10.875" h	\$2,575	\$2,900

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	11/8	11/15	12/19
Quarter 2	1/31	2/7	3/18
Quarter 3	5/9	5/16	6/20
Quarter 4	8/1	8/8	9/12
Quarter 1 (2015)	11/7	11/14	12/19

## DIGITAL ADVERTISING

Each issue of **Maryland Banker** 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.

<b>Top Banner</b> (728 x 90)	\$550
<b>Square</b> (300 x 250)	\$500
<b>Bottom Banner</b> (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.