THE MARYLAND BANKER

Reach Your Targeted Business Audience with Accuracy

Maryland Banker, the official magazine of the Maryland Bankers Association, is the one and only magazine dedicated to the business of Maryland banking. 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 the most vital people in the industry. 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.

MEDIA SOLUTIONS

> PRINT

Bi-Monthly Magazine
Maryland Banker

> ONLINE

Website and Digital Magazine
Advertising Opportunities

> EVENTS

Sponsorship and Exhibitor
Opportunities at BankNext

MBA
Maryland Bankers Association

The official magazine of the Maryland Bankers Association

THE WARREN GROUP
Since 1872
Real Estate & Financial Information

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

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
Full Page (bleeds) 8.375 x 10.875	$2,240	$2,520
2/3 Page 4.75 x 9.75	$1,790	$2,015
Half Page 7.25 x 4.75	$1,570	$1,765
1/3 Page 4.75 x 4.75	$1,230	$1,385
Back Cover (bleeds) 8.375 x 10.875	$2,690	$3,025
Inside Cover (bleeds) 8.375 x 10.875	$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.

2013 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Quarter 1	11/5	11/12	12/20
Quarter 2	1/31	2/7	3/18
Quarter 3	5/8	5/15	6/20
Quarter 4	8/1	8/8	9/12
Quarter 1 (2014)	11/8	11/15	12/9

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.

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.