

REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY
WITH CONFIDENCE.



B2B PUBLICATIONS

Print & Online Advertising



INDUSTRY EVENTS

Sponsorship & Exhibitor Opportunities



MARKETING SERVICES

Creative, Responsive & Affordable

THE WARREN GROUP

2016 MARYLAND BANKER MEDIA PLANNER



Maryland Bankers Association



Start Building Stronger Business Relationships Today.

Maryland Banker is uniquely positioned as the only magazine exclusively dedicated to the banking community in Maryland. The quarterly publication reaches all 123 banks operating in the state – providing a one-of-a-kind opportunity to strengthen your brand and identify new opportunities in the Maryland banking community.

As the official magazine of the Maryland Bankers Association, Maryland Banker supports a network of more than 5,000 banking professionals with hard-hitting content from experts, analysts and banking specialists. As the only publication serving the niche market, Maryland Banker offers an excellent advertising outlet for brands conducting business with the local banking community. Featuring in-depth articles and coverage of a transforming marketplace, Maryland Banker is the key component that binds the MBA and the local industry as a whole.

Maryland Banker gives your brand exclusive access to an audience of key decision makers – including banking CEOs, executives and managers. This is your direct line to getting your message across to successful C-level financial executives.

By The Numbers

1.8K

Branches & Offices

\$120

Billion in Deposits

5K

Bankers

Reader Poll:

Which of the following actions have you taken after reading your state banking magazine?

Visited a company's website	64%
Passed the magazine or information on to a colleague or business contact	59%
Saved an ad or article for future reference	37%
Conducted further research	29%
Contacted a company for more information	15%
Recommended a product or service	14%
Purchased a product or service	9%

Source: Bankers Association Membership Survey

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.

Independent studies have shown that magazine advertising, particularly in niche trade journals, proved superior to TV and online advertisements in driving purchase intent.

“Print has the most influence over actual purchases. 45% of respondents say ads in print magazines inspired a purchase, while 40% indicated that digital editions motivated them to buy.”

— Rochester Institute of Technology

Advertising in any of The Warren Group’s state banking magazines, emails and websites can give you a significant advantage in the heavy competition for bank clients. If you want to increase your market share in Maryland, advertising in The Warren Group’s Maryland Banking will help you achieve that goal.

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“74% of users use both traditional and digital media, and that suggests that the best strategy for reaching them is by offering multiple media options.”

— The Association of Business Information

With 96% penetration through print and web platforms, in addition to the 80% of business professionals who attend trade events, the power of B2B media to reach customers is clear.

The Warren Group’s successful model for banking conferences caters to bankers and service providers. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of bankers together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments.

“Warren Group tradeshows are more than a conference; they are an actual event. An interactive event. It’s about finding locations that draw people, and creating buzz to get everyone involved – vendors and attendees. That’s exactly what The Warren Group does.”

— Brad Dyksen, Managing Director, Meyer-Chatfield

Our conferences and trade shows draw local banking executives who are intent on improving their bank’s performance. The full-day agenda of concurrent educational seminars provides ample time not only to learn about industry trends and solutions but also to network and connect with other professionals. Attendees commit to the day in order to learn from industry experts, meet with their colleagues, and converse with their suppliers.



Need to hit the marketing refresh button? We'll help you do that. The Warren Group creates email, direct mail, and advertising campaigns to promote your services. From concept to implementation, we connect brands with customers. Our talented design team will walk you through the complete redesign, branding, logo creation, stock/custom photography and web development process. As a plus, our long-standing relationships with printers allows for aggressive pricing.

The Warren Group has a rich history in developing and delivering successful solutions for our customers. Through the years we have committed ourselves to helping businesses identify new prospects and reach their goals. It is with this passion and experience that we embark on our new journey by providing our clients with the very best in creative services.

Our team will challenge the way you see things, so you get real results.



Creative & Marketing Services

Annual Reports & Brochures	Provide design concepts, photography, and infographics that match your image.
Corporate Identity	Develop logos and corporate rebranding initiatives.
Copywriting	Research and create compelling content for marketing initiatives.
Advertising Campaigns	Create unique print and web ads that align with your company's brand standards.
Email Marketing	Create direct email campaigns that generate leads and provide measurable results with extensive reporting.
Direct Mail Campaigns	Create content and design a marketing piece that's delivered to your best prospects with a trackable response vehicle.
Press Releases	Research and generate content that drives interest.
Brand Audit	Research competitors, review all current branding collateral and develop a new brand strategy.



Web Design Services

Migration to WordPress	Moving website to WordPress, altering WordPress theme to new look and training staff to use website.
Website Development	Creating new, mobile responsive websites that is easy to update and maintain at an affordable price.



Advertorials

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting.



Content Marketing

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

BankingSolutions, The Warren Group's new multimedia information source for the financial industry, will provide valuable industry insight from you, our award-winning editorial staff and other vendors. Share your expertise with this content marketing opportunity.



Digital Edition

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. Deliver your message as the front cover of the digital magazine with a Belly-Band as it is delivered to thousands of computers, tablets and smartphones.



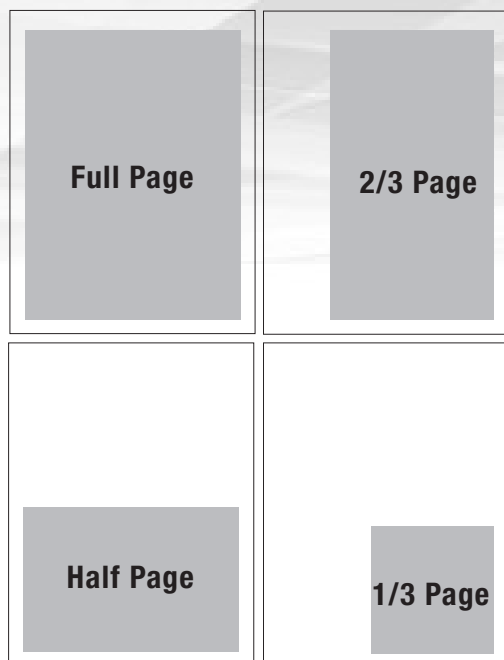
Email Marketing

Today's marketing landscape requires a targeted strategy that produces measurable results. Here at The Warren Group we understand your audience and can help you refine your message, identify your best prospects and track your results.



Sponsored Posts

Be a part of our headlines as we deliver the digital version of banking magazines to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.



▶ Advertising Material Specifications

- ✓ **File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF
- ✓ **PDF:** 1.3 (transparency flattened), PDF/X-1a:2001
- ✓ **Acceptable Software:** Photoshop, Illustrator & InDesign.
- ✓ **Resolution:** 300 DPI
- ✓ **TAC limit (Total Area Coverage):** SWOP (coated) #5 Sheet TAC = 300%
- ✓ **Color:** CMYK
- ✓ **ICC color profile:** North America Prepress 2
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Fonts:** PostScript or OPEN fonts.
- ✓ **Images & Fonts:** Should be embedded or included.
- ✓ **Proof:** Please include a printed proof.

▶ Sending Advertising Materials

Email your ad rep or to advertising@thewarrengroup.com
Please use the advertiser's name in the subject line of the email.

2016 Rates & Dimensions

AD SIZE

	1 x	4 x
Full Page (bleeds) 8.375" w x 10.875" h	\$2,595	\$2,335
2/3 Page 4.75" w x 9.75" h	\$2,075	\$1,870
Half Page 7.25" w x 4.75" h	\$1,815	\$1,635
1/3 Page 4.75" w x 4.75" h	\$1,430	\$1,290
Back Cover (bleeds) 8.375" w x 10.875" h	N/A	\$2,805
Inside Cover (bleeds) 8.375" w x 10.875" h	N/A	\$2,685

Pricing is per issue • All rates are net

2016 Deadlines & Issue Dates

Issues	Space Closes	Material Due	Issue Date
Quarter 1	11/6	11/13	12/18
Quarter 2	1/29	2/5	3/17
Quarter 3	5/19	5/26	6/29



The Warren Group connects leading trade associations with their members, providing enterprising editorial content and engaging communities. By partnering with a variety of trade associations and business groups, our media and advertising group produces magazines, newspapers, online media and comprehensive trade shows. Our publications and events provide highly-targeted marketing opportunities for those seeking to reach decision making professionals in banking, accounting, legal, real estate and construction.