

REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY
WITH CONFIDENCE.



B2B PUBLICATIONS
Print Advertising



**TexasBankers
Association**

One Industry. One Vision. One Voice.



THE WARREN GROUP
2016 TEXAS BANKING MEDIA PLANNER



Start Building Stronger Business Relationships Today.

Texas Banking serves the largest banking market in the United States. The Lone Star State is home to 550 different banks and thrifts, which boast more than 7,000 locations across the state. According to Forbes Magazine, Fort. Worth-Arlington and San Antonio-New Braunfels are home to two of the fastest-growing banking and financial services communities in the country – with employment growing by more than 12% since 2007 – and Texas Banking is positioned at the center of the action.

Texas Banking is the official publication of the Texas Bankers Association – the central leadership organization and principal advocate for all Texas banks. At present, the association has 468 member banks, representing 85% of the local banking community controlling 5,269 branches. The combination of TBA affiliation and readership among the state's top banking decision-makers positions the monthly Texas Banking as the unique choice for companies looking to strengthen their brand and identify new opportunities in the Texas banking community.

The Warren Group and Texas Bankers Association have a combined 270 years of experience in banking, making our collaboration the most trusted source in the industry. Texas Banking offers an unparalleled platform to promote your brand and reach the industry's key decision-makers. Multi-state packages are available through The Warren Group's Banking Suite.

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

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

— Rochester Institute of Technology

Texas Banks/Holding Companies (CEO):

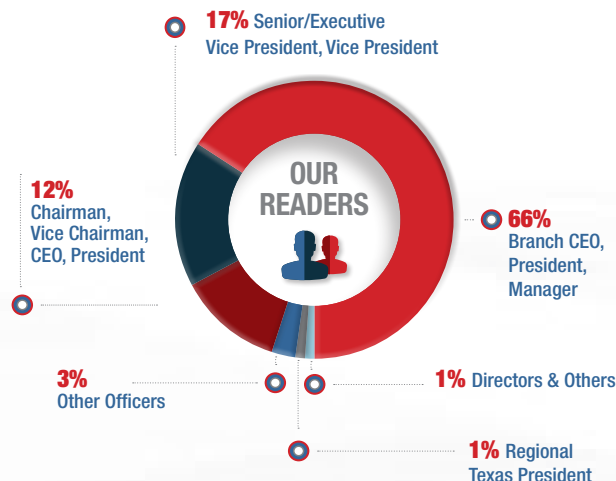
500+

Texas Branches (Branch Managers):

5K

Member Bank Presidents:

100+



The Average Asset Size of TBA Banks Is
\$187,431,000

Circulation of Print Magazine

7.5K

Digital & Pass-Along Readership

15K

Total Reach (Print & Digital)

22.5K

Texas Banking 2015 Editorial Calendar

Texas Banking, the official publication of the Texas Bankers Association, contains the latest news about the Texas banking industry, as well as trends, legislative and regulatory developments, technology advancements, sales and marketing information and features that can help bankers compete more effectively and efficiently in the marketplace.

The monthly feature articles and highlights for 2016 are as follows:

In Every Issue:

Chairman's Forum

Message from the President

Community/Regional Banker

Spotlight

Your Advocate

Compliance Hotline

Texas Banking News & Trends

Bank People

Banking Bytes

January:

Cover: Economic Forecast
TBA Convention Keynote
Speaker: National Security
Commentator Mike Rogers,
Chairman, U.S. House
Permanent Select Committee on
Intelligence (2011-2015)

February:

Cover: Social Media & Banking

March:

Cover: Ag Banking in Texas
M&A in Texas

April:

Cover: Texas Bankers Take
Their Issues to Washington, D.C.
Financial Literacy Month

May:

Cover: Official Convention Issue
Exhibitors, Sponsors, Speakers
and Events

June:

Cover: Profile of 2016-2017
TBA Chairman Jim Purcell
50-Year Bankers
Meet the 2016-17 Board of
Directors

July

Cover: Cornerstone & Leaders
in Financial Education Award
Recipients

August

Cover: Bank Robberies

September

Cover: Generation Z
Associate Member Directory

October:

Cover: Waltz Across Texas:
What are the big issues in the
different parts of the state?

November

Cover: Annual Technology Issue
Trends in Technology
Technology Threats

December

Cover: Preview of the 2017
Legislative Session



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.