The Commercial Record

Reach Your Targeted Business Audience with Accuracy

Connecticut's Leading Real Estate and Financial News Source

The Commercial Record is a value advertising vehicle servicing the Connecticut real estate and banking market. The consistency of our advertisers is an amazing statistic that has kept our publication strong for more than 130 years. The Commercial Record is a vital tool, providing the most current and accurate data with complete real estate transactions and listings.

We also feature a highly rated website, commercialrecord.com, and a popular daily e-news alert with more than 8,000 readers. The Warren Group produces multiple events and seminars each year that feature the most influential and informed government and industry experts.

"We've noticed a steady increase in new customer relationships over the past 2 years, a lot of which I attribute to our collaboration with The Warren Group."

NATE GRAVEL, DIRECTOR
Information Security Practice, GraVoc Associates

MEDIA SOLUTIONS

> PRINT

Monthly Magazine
The Commercial Record



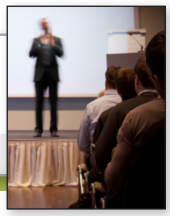
> ONLINE

Daily E-news
and Website Ads



> EVENTS

Multiple Targeted Conferences
and Expositions





THE WARREN GROUP Since 1872
Real Estate & Financial Information

An Official Publication of The Warren Group

3 WAYS TO EXTEND YOUR REACH

PRINT 1

PRINT

Our independent editorial staff drills deep into the issues affecting real estate and finance in Connecticut. Only The Commercial Record readers can tap into the most important information impacting their businesses. Armed with a wealth of news and data, our readers are the most informed, educated and powerful leaders in the local business scene.

Columns and regular features include:

Industry News - News and trends in the banking, real estate and financial services scene.

Records and Research - Statewide real estate and credit records transactions compiled weekly for easy reading and analysis.

Print Exclusives - Print only features like State Stats, Top Commercial Transactions, and Gossip Report.

Special Supplements - Hone in on industry specific topics, such as commercial real estate, law, housing and banking.

ONLINE 3

E-NEWS

CommercialRecord.com

Develop more leads 24 hours a day.

The Commercial Record Online has 5,000 unique visitors per month, and 3,000 paid subscribers.

Readers tap into the latest news and events, as well as our much sought-after real estate transactions and data. Find archived stories, podcasts, and more.

With an online presence, you will improve product awareness, build sales volume, and increase profits.

The Commercial Record Daily E-News

Deliver your daily message to 7,000 readers via email .

Associate your business with the region's most trusted business publication.

Advertising on The Commercial Record Daily Email links your company with the market's business decision makers while also serving as a gateway to more information about you and your product via embedded links to your site.

You can leverage your position in the The Commercial Record print product by adding to your exposure.

EVENTS 2

EVENTS

Comprehensive conferences and trade shows for the real estate and financial industries. The Warren Group's successful model for industry specific conferences serves professionals and service providers throughout New England. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of real estate and finance professionals together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments and managers.

2013 Events include: New England Mortgage Expo, BankWorld and Women of FIRE.

THE WARREN GROUP Since 1872 Real Estate & Financial Information

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

Advertising Opportunities

Total The Commercial Record Audience: **8,000**

Total Print Distribution: **3,500**

Total E-News Distribution: **8,000**

Paid Monthly Print Circulation: **3,000**

Total Monthly Print Readership: **7,500**

Pass Along Readership Rate: ..... **2.5 per copy**

Primary Readers of The Commercial Record Include:
Real estate investors – real estate brokers – developers – builders and contractors – commercial property owners - bankers and lenders - mortgage bankers and brokers – government agencies - real estate professional services including legal, insurance, accounting and appraisal.

ADVERTISING RATES

AD SIZE	12 TIMES	6 TIMES	3 TIMES
Full Page (bleeds) 8.375 x 10.875	$1,500	$1,825	$2,145
Two Thirds Page 4.75 x 9.75	$1,715	$1,460	$1,200
Half Page 7.25 x 4.75	$1,500	$1,275	$1,050
Third Page 4.75 x 4.75	$750	$910	$1,070

Service Directory: 1/9th of a page, only on a year-long contract - $3,600

Pricing is per issue • All rates are net

ONLINE ADVERTISING RATES

One month purchases can be 1 day a week for a month or a combination of any five available days within the month.

20% Off WITH PRINT BUY

COMMERCIAL RECORD DAILY E-NEWS

Ad	Rate	3-Month	6-Month	12-Month
Leaderboard 728 x 90	Open Rate	$1,195	$1,015	$835
Rectangle I 300 x 250	Open Rate	$1,015	$860	$710
Rectangle II 300 x 250	Open Rate	$1,015	$860	$710
Bottom Banner 728 x 90	Open Rate	$775	$660	$545

THE COMMERCIAL RECORD WEBSITE

Ad	Pixels	3-Month	6-Month	12-Month
Full Banner	728x90	$760	$680	$625
Skyscraper	120x600	$560	$525	$475
Square Button	120x90	$275	$250	$230



STATISTICS

"As one of the top commercial sales agents in Connecticut, I increased my commercial business over 50% in part by advertising in The Commercial Record."

BOB CANCELMO

Realtor, Presidential Connecticut Realty, Old Saybrook

TAKING ACTION - MAGAZINES ARE MOTIVATING

More than **60%** of print magazine readers took action as a result of a magazine ad. Digital magazines also drive response, with **91%** taking action after reading a digital issue. Studies show that **43%** of magazine readers make online purchases vs. **21%** of non-readers.

DIGITAL ADS MAKE AN IMPACT

74% of those surveyed recalled seeing ads when reading the enhanced issue.

70% of tablet owners say they want to be able to buy items by clicking on an ad in a digital magazine.

47% took action after reviewing an ad, among respondents who recall at least one ad. Of those... **62%** visited an advertiser website or retail store. **54%** made or considered a purchase.

Source: GFK MRI iPanel, February 2012

SPECIAL FOCUSES

JANUARY - The Mortgage Outlook
An outlook on the mortgage industry in 2013 and our New England Mortgage Expo Program Guide

FEBRUARY - Residential Real Estate Outlook
Industry experts discuss key issues affecting the residential real estate market and offer their insights about prospects for the Connecticut real estate industry this year.

MARCH - Commercial Real Estate Development
The slowly recovering commercial real estate market is showing signs of life in Connecticut, with new office, mixed-use and retail complexes on the horizon.

APRIL - Top Lenders
Saluting the top producers of 2012 in the real estate lending industry.

JUNE - Community Banking
Discover the latest ideas, news and trends affecting Connecticut's bankers and industry partners.

JULY - Business Profiles
Showcase your company, your key players, your special services and products. A select number of companies will have the opportunity to present their success stories.

New Media Marketing; Social Media and Beyond
Leverage Twitter, Facebook, LinkedIn, podcasts, blogging and online videos to maximize your marketing potential.

AUGUST - Women of FIRE
EVENT SPONSORSHIP OPPORTUNITY
Saluting women who stand out professionally and personally, advancing their professions and enriching the lives of others – winners of The Commercial Record's 2013 Women of Finance, Insurance and Real Estate (FIRE) awards.

SEPTEMBER - Commercial Record's Fast 50
Recognizing the 50 fastest-growing mortgage lenders in Connecticut

OCTOBER - Lending & Mortgage Market Share
Real Estate and Small Business

NOVEMBER - Legal and Insurance Trends
Stay abreast of major legal and insurance trends affecting Connecticut's financial and real estate sectors.

DECEMBER - Commercial Record's Best
The Commercial Record's annual reader poll results issue, honoring the BEST vendors in the real estate and financial markets.

MONTHLY BONUS DISTRIBUTION

January	**200 copies**
New England Mortgage Expo, BankWorld	
February	**200 copies**
Real Estate Investors, Residential Real Estate Brokers	
March	**200 copies**
Commercial Real Estate Brokers	
April	**200 copies**
CMBA and CMA Members	
May	**200 copies**
NEFMA Spring Conference	
June	**200 copies**
CCBA Convention	
July	**200 copies**
Small Businesses	
August	**200 copies**
Women of FIRE Luncheon	
September	**200 copies**
CMBA and CMA Memebers	
October	**200 copies**
NEFMA Fall Conference, CBA Convention	
November	**200 copies**
Real Estate Developers and Major Builders	
December	**200 copies**
Commercial Record Best Winners	

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