

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 THE COMMERCIAL RECORD MEDIA PLANNER



Start Building Stronger Business Relationships Today.

The Commercial Record is a multimedia package of vital real estate and business news spanning the state of Connecticut. The publication has informed developers, commercial real estate owners and investors, brokers, financial professionals, and service providers for more than 130 years, and is a trusted source for real estate information throughout the industry.

The Commercial Record provides a unique opportunity to grow and strengthen your brand via a monthly publication, weekly real estate records, Daily E-News service, and a highly-trafficked website.

The readers of The Commercial Record are a diverse group of business leaders, many of whom hold ownership and management positions and control significant amounts of corporate and personal wealth. Advertising in The Commercial Record positions your organization as an industry leader among an extremely influential audience of thought leaders.

Newspaper Audience

3K+

Daily Opt-in Circulation

10K



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

Reader Poll:

Which of the following actions have you taken after reading a trade state 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%

FEBRUARY NEFMA Marketing Awards The official event of New England Financial Marketing Association honors the names, faces and companies behind the engaging, creative and innovative social media and marketing campaigns that drive the success of financial institutions throughout New England.
Event Date: March 3, 2016

APRIL Top Lenders - Featuring the lending institutions of the year in the real estate finance industry; every day these companies put in the hard work to fulfill their clients' goals. We break down the lending landscape by type of lender and type of loan.

AUGUST Women of FIRE Honor the standout members of the Connecticut women of FIRE (Finance, Insurance and Real Estate). Based on professional performance and personal merit, these individuals are trailblazers in their fields while enriching the lives of others.
Event Date: TBD

AUGUST Fast 50 Year-in and year-out, dozens of mortgage lenders set themselves up for phenomenal growth. We recognize the fastest-growing lenders in the industry and applaud them for their accomplishments.

DECEMBER CR's Best The much-anticipated, annual reader poll results issue, honoring the BEST vendors in the Connecticut real estate and financial markets.

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 & Regular features

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.

2016 Editorial Focuses

January

The Mortgage Issue
Featured at The New England Mortgage Expo

February

The Real Estate Issue

March

The Green Issue

April

The Technology Issue

May

The Art Issue

June

The Regulation Update Issue

July

The Recruitment and Retention Issue

August

The Leadership Issue

September

The Money Issue

October

The Building Issue

November

The Holiday Issue

December

The Best Of Issue



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 a complete redesign, branding, logo creation, stock/custom photography and web development. 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 are 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.



The Commercial Record Website Advertising

The website has a brand-new, sleeker design, and is now mobile optimized, featuring real estate, banking and lending, and construction and development information. The combination of industry news and weekly real estate transaction listings are an invaluable tool that empowers readers to make the best possible business decisions. Subscribers also have full access to the digital newspaper online. We average 5,000 monthly visitors and 22,500 page views. Our brand-new reactive moving advertising options guarantee your message will be seen.



The Commercial Record Daily

Delivered to approximately 7,000 people, the daily e-news links directly to The Commercial Record website and it averages 1,150 opens and 250 clicks per issue. Our audience uses the daily e-blast to stay up to date on the news that matters most to them. We're constantly adding new recipients to the distribution list.



Native Advertising

Be a part of our headlines on the commercialrecord.com website and on the daily E-news Alerts. Your headline, image and description blends with the flow of our content on the website and E-news Alerts. Grab the reader's attention and bring them back to a targeted landing page on your site for the full description of your expertise and services.



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.

Reader Demographics

Education

69% Undergrad Degree
21% Post-grad Degree

Household Income

Median Household Income \$1.2 Million

Value of Primary Residence

15% \$50,000+
20% \$300,000+
47% \$1 Million+

73% Of Our Subscribers Annually Renew
Their Subscriptions For More Than 4 Years.

Line of Business

43% Real Estate/Investment/Development
10% Banking/Finance
10% Construction

Actions Taken Due to Reading Ads

35% Discussed ad with others
27% Passed ad along to others
20% Visited an advertiser's website
15% Contacted dealer, supplier, or representative

Title/Position

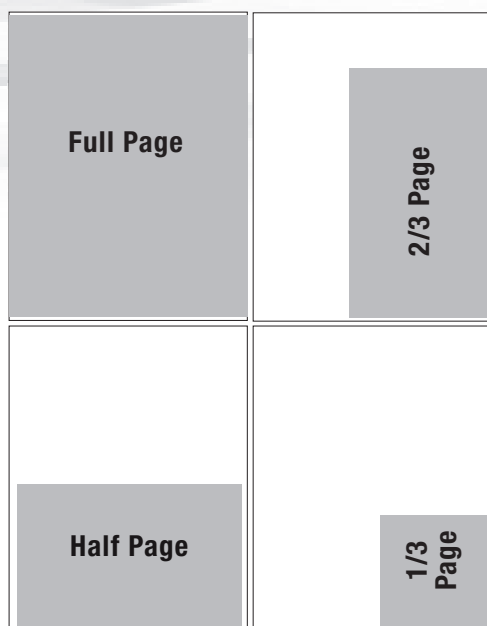
45% Executive Management
20% Sales/Marketing
14% Other

Primary Readers of The Commercial Record Include:

Real Estate Investors, Real Estate Brokers, Real Estate Developers, Builders & Contractors, Commercial Property Owners, Bankers & Lenders, Mortgage Bankers & Brokers, Government Agencies, Real Estate Professional Services Including Legal, Insurance, Accounting and Appraisal.

Total Commercial Record Audience	7,000
Total Print Distribution	3,500
Website Traffic	5,000 per month
Total E-News Distribution	7,000
Paid Monthly Print Circulation	3,000
Pass Along Readership Rate	2.5 per copy

Print Dimensions



CR Daily

All online products now priced per day

	5x	10x	20x
Sponsored Content	\$90	\$80	\$65
Top & Bottom Banner	\$80	\$70	\$55
728 x 90			
Rectangle 300 x 250	\$70	\$60	\$50

All prices and frequencies are per insertion

Commercial Record Website

	4 wks	8 wks	12 wks
Sponsored Content/Native	\$75	\$70	\$60
Super Banner	\$80	\$70	\$65
978x90			
Expanding Banner	\$70	\$65	\$55
Banner	\$70	\$60	\$50
978x90			
Top Sq	\$60	\$55	\$45
300 x 250			
Bottom	\$45	\$40	\$35
300 x 250			

All prices are per day

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.

Print Advertising Rates

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

Pricing is per issue • All rates are net

2016 Deadlines

Issue	Space Close	Materials Due	Issue Date
January	12/21	12/29	1/20
February	1/22	1/29	2/18
March	2/19	2/26	3/16
April	3/25	4/1	4/20
May	4/22	4/29	5/18
June	5/20	5/27	6/15
July	6/24	7/1	7/20
August	7/22	7/29	8/18
September	8/19	8/26	9/14
October	9/23	9/30	10/20
November	10/21	10/28	11/16
December	11/25	12/2	12/14