

Virginia Banking

VIRGINIA BANKERS ASSOCIATION SERVING VIRGINIA'S FINANCIAL COMMUNITY SINCE 1893



Our Members Are Your Best Prospects.

Start building stronger business relationships today.

The official magazine of the Virginia Bankers Association, **Virginia Banking**, reaches 10,000 banking industry professionals in 130 different banks across the state. Financial leaders in Virginia turn to this bimonthly magazine to gather information and move their business forward.

Connect with the leaders of the banking community, increase your market share and grow your business – just by consistently marketing in **Virginia Banking**. Visibility, and repetition within your sales and marketing efforts to this powerful audience, will establish the path to better relationships within this vital market.

Package deals are now available with our other state banking magazines and conferences, giving you extended reach in the valuable northeast and mid-Atlantic markets. Expand your reach throughout the Eastern seaboard to Maryland, New Jersey, New York and New England.

This direct route to successful top financial executives is unparalleled in the publishing and advertising fields. All advertisements will appear in both versions, and digital ads will have active email addresses and website links at no additional cost.

MEDIA SOLUTIONS

> PRINT

Bimonthly Magazine, **Virginia Banking**

> ONLINE

Website and Digital Magazine Advertising
Direct Email Marketing

> EVENTS

Banking Conferences throughout the Mid-Atlantic and the Northeast

Advertising Opportunities

STATISTICS & RESEARCH

The full color glossy magazine is delivered quarterly in both print and digital format.

Distribution: **10,000**
Print: **2,500** Digital: **9,200**
Serving **130** Virginia banks
11th ranked state in the country in total banking deposits

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.

TRUST

Consumers trust and believe magazines — and embrace advertising as a part of the brand experience. In fact, studies show that ads in magazines rank higher in trust than ads on TV, radio or online.

"Warren Group Publications give COCC a targeted approach to financial institutions in specific portions of its market area. No other organization enables COCC to communicate so specifically in the northeast."

Robert Bessel, Public Relations Director, COCC

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.

Source: GFK MRI iPanel, February 2012

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
January/February	12/27	1/3	1/31
March/April	3/4	3/11	4/4
May/June	4/30	5/7	6/4
July/August	6/27	7/7	8/1
September/October	8/28	9/4	10/2
November/December	10/28	11/4	12/2

DIGITAL ADVERTISING

Each issue of Virginia Banking will be delivered two times by e-mail with issue highlights and the digital version surrounded by quality advertising positions. Ask about enhancements to your ad in the digital version, including audio, belly-bands, additional space and more.

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.