

REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY
WITH CONFIDENCE.



B2B PUBLICATIONS

Print & Online Advertising



MARKETING SERVICES

Creative, Responsive & Affordable

THE WARREN GROUP

2016 VIRGINIA BANKING MEDIA PLANNER

VIRGINIA BANKERS
ASSOCIATION



Start Building Stronger Business Relationships Today.

The Virginia Bankers Association has a long and storied history spanning more than 120 years. With the goal of unifying the state's banking industry and accomplishing objectives otherwise not achievable, the VBA utilizes *Virginia Banking* to reach a large audience of state banking professionals.

Virginia Banking reaches approximately 12,500 banking industry professionals in 115 banks throughout the state. Countless financial leaders in Virginia rely on this bimonthly magazine to gather information and move their businesses forward. *Virginia Banking* is the only choice for companies looking to strengthen their brand and identify new opportunities in the local banking community.

With the help of *Virginia Banking*, you can connect with the leaders of the banking community, increase your market share and grow your business. Visibility and repetition within your sales and marketing efforts to this established audience will forge the path to better relationships within this key market. This is your direct route to get your message in front of successful C-level financial executives.

By The Numbers

115

Banks

12.5K

Industry Leaders



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 Virginia, advertising in *Virginia Banking* will help you achieve that goal.

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

Core editorial topics throughout the year include Compliance, Operations, Marketing & Business Development, Technology & Mobile Banking, Legislation & Regulation, Investing & Wealth Management.

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

"I appreciate the commitment to a quality publication that the VBA provides to its member banks. We are the fortunate to have the VBA, its editors, and all of its contributing bodies provide bankers with a "read" that bears all of the hallmarks consistent with the VBA modus operandi ...a commitment to excellence and a sense of pride on every level."

— Patricia Gallagher, Senior Vice President, EVB

The publication has a great way of providing us information and also reminding us that we are a part of a large community of bankers facing similar challenges and that the VBA is continuously staying on top of current events and committing resources to benefit us and our customers. I find all of the articles timely, important and interesting; it's just a great source for keeping up with fellow bankers across the Commonwealth.

— Hazel Farmer, SVP/Chief Relations, Bank of Lancaster



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.



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.



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.