

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 11,700 banking industry professionals in 130 banks throughout the state. Countless financial leaders in Virginia rely on this bi-monthly 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

130

Banks

11.7K

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 Maryland, advertising in The Warren Group's Virginia Banking will help you achieve that goal.

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

"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

With 96% penetration through print and Web platforms, in addition to the 80% of business professionals who attend trade events, the power of B2B 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, Bank 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, Senior Vice President, 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.



Content Marketing

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

BankingSolutions, The Warren Group's new multimedia information source for the financial industry, will provide valuable industry insight from you, our award-winning editorial staff and other vendors. Share your expertise with this content marketing opportunity.



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.



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 the complete redesign, branding, logo creation, stock/custom photography and web development process. 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 is easy to update and maintain at an affordable price.



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.