## THE WARREN GROUP BANKING PUBLICATIONS

The Magazine Handbook
The Magazine Publishers Association

"There is no more direct and comprehensive advertising route to your target audience than a niche trade magazine. Custom publications have risen above other mediums in terms of value and effectiveness. The statistics show that prospects trust and respond to trade magazine advertising more than their marketing counterparts."

## OUR BANKERS ARE YOUR BEST PROSPECTS

## Banking

**Financial Institutions Covered – 350** 

**States Include:** Massachusetts, Rhode Island, Maine, New Hampshire, Vermont



**1,500 members**, and bonus circulation Serving all **68** Connecticut banks

## **BANKING NEW YORK**

**240 banks** and savings & loans **#1 ranked state** in banking deposits



Serving **125 New Jersey banks 9th ranked state** in banking deposits



**Serving 134 Maryland banks** 



**11th ranked state** in banking deposits