2015 MARKETING OPPORTUNITIES

The Commercial Record
REAL ESTATE & FINANCIAL NEWS FOR CONNECTICUT

Our Readers Are Your Best PROSPECTS


The Commercial Record is a multimedia package of vital real estate and business news for all of Connecticut. We’ve been informing developers, commercial real estate owners and investors, brokers, financial professionals, and service providers for the entire real estate market for more than 130 years.

You can reach this market through The Commercial Record as a monthly magazine, as well as weekly real estate records PDFs, Daily E-News service, and a high-powered 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 this extremely influential audience.

To learn more about The Commercial Record or to customize a marketing program unique to your business needs, call 800-356-8805 ext. 307 or email advertising@thewarrengroup.com.

Official Publication of The Warren Group
# Reader Demographics

## Education

- 69% Undergrad Degree
- 21% Post-grad Degree

## Household Income

- 49% $1 Million+
- 31% $300,000+

**Median Household Income $1.2 Million**

## Value of Primary Residence

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

## 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.

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## Key Statistics

- **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

73% of our subscribers annually renew their subscriptions for more than 4 years.
New in 2015, each issue of The Commercial Record focuses on a central theme, and how these topics are vital to the finance and real estate industries. With new features and updated statistics, The Commercial Record features the news coverage our readers rely on and expect, with a new look and feel.

**January - The Mortgage Issue**
Residential and commercial mortgage updates; new mortgage products; information, trends and changes gleaned from The Warren Group’s proprietary Mortgage Marketshare data.

**February - The Spring Issue**
Residential and CRE outlooks; helping sellers ready their houses for the spring market; lead generation as the housing market heats up; landscaping; bankers prepping homebuyers.

**March - The Green Issue**
Trends in green rehab (commercial); solar and energy improvements, including information from The Warren Group’s proprietary building permit data; paperless banking.

**April - Top Lenders & The Technology Issue**
Programmable development (housing and CRE); new building technology trends; tech vendors in banking. Also featuring our proprietary ranking of the top real estate lenders of 2014.

**May - The Art Issue**
Architecture (new and preservation); interior design; HELOCs for home repair.

**June - CCBA Convention & The Regulatory Update Issue**
Featuring updates on all the regulatory issues affecting banking, commercial and residential real estate in the Nutmeg State. And content for the Connecticut Community Bankers Association.

**July - The Recruitment and Retainment Issue**
Industry veterans sharing their experiences; how to recruit and retain, and which is more important.

**August - Women of FIRE & The Leadership Issue**
Breaking into the industry; leadership tips; vendor shopping and management. Also honoring the top women leaders in the industry.

**September - Fast 50 & The Money Issue**
Retirement planning; senior living building; downsizing; life insurance products; wealth management. Also featuring the fastest growing mortgage lenders in the state.

**October - The Building Issue**
Trends in new CRE developments; trends in home rehabs (building permit data); the future of branch banking.

**November - Business Profiles & The Holiday Issue**
Selling houses in a downturn in the market; year-end wrap-up; winterizing commercial property/energy savings. Also featuring coverage of philanthropic achievements and awards from throughout the year.

**December - CR’s Best & The Best Of Issue**
Featuring the results of CR’s Best, including profiles of top companies in each industry, along with the full list of winners. Hot new companies in Connecticut; the best ways to fund your new business; outstanding achievers in banking, commercial and residential real estate.
PRINT FEATURES

NEW SERVICE DIRECTORY

A quick and easy reference guide for products and services that support the real estate industry. The perfect place for a consistent message from mortgage brokers, home inspectors, subcontractors, interior designers, landscapers and other companies who serve or are recommended by real estate brokers, builders and property owners and managers.

One buy in the new Service Directory gets you into either six or 12 consecutive issues of The Commercial Record. This offer also includes an active link on the digital edition of the magazine where you can track quality leads back to your site.

Full access print & digital edition subscription rate: $349

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.
With 96% penetration through print and Web platforms, in addition to the 80% of business professionals who attend trade events, the power of b-to-b media to reach customers is clear. — The Association of Business Information & Media Companies

90% of our readers are involved in choosing and approving products and services purchased for their company. The remaining readers influence and recommend purchases.

Print had the most influence over actual purchases 45% of respondents say ads in print magazines inspired a purchase. — Rochester Institute of Technology

MONTHLY BONUS DISTRIBUTION

January  
200 copies  
New England Mortgage Expo, BankWorld, NEFMA Winter Conference

February  
200 copies  
CMA Education Meeting

March  
200 copies  
Commercial Real Estate Brokers, CMBA - Housing CT Symposium, CMBA - CFPB Symposium

April  
200 copies  
CMBA and CMA Members, CMBA - FHA Loan Origination, CMBA - FHA Processing and Underwriting

May  
200 copies  
NEFMA Spring Conference, CCBA Meeting

June  
200 copies  
CCBA Convention

July  
200 copies  
Small Businesses

August  
200 copies  
Women of FIRE Luncheon

September  
200 copies  
CMBA and CMA Members

October  
200 copies  
NEFMA Fall Conference, CBA Convention, CAR Leadership Conference

November  
200 copies  
Real Estate Developers and Major Builders

December  
200 copies  
Commercial Record Best Winners

Actions readers took or planned to take as a result of exposure to specific magazine ads

Took any action (net) .......................................................... 61%
Consider purchasing the advertised product or service ........ 22%
Have a more favorable opinion about the advertiser .......... 21%
Gather more information about the product or service ........ 16%
Recommend the product or service ................................. 14%
Visit their website .......................................................... 13%
Purchase product or service ............................................. 9%
Clipped or saved the ad ................................................... 8%
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. Stories not only help people to remember a business, but they also are a powerful way to motivate them to take action.

DIRECT EMAIL CAMPAIGNS

Supplement your advertising campaign with a direct email campaign. We will design and deliver your email campaign to all, or selected parts, of our banking audience. Utilize our professional creative services department and our exclusive database. Call now for a tailored plan and pricing. Opportunity is exclusive to two clients per month.

CREATIVE SERVICES

Need to hit the marketing refresh button? That’s just the beginning of our services. We can also create email and direct mail campaigns to promote your services. From copywriting and design to implementation, we help brands connect with customers. Our talented design team can help with complete redesign, branding, logo creation, stock/custom photography and web development. Our existing relationship with printers also allows for aggressive pricing.

SPONSORED POSTS

You have an editorial contribution to make to help educate this focused audience. It provides news and information, not a sales pitch for your company. We can approve your contribution as a sponsored post and place it within the content of our website or daily Enews Alerts.

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. 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.
COMMERCIAL RECORD DAILY E-NEWS
Delivered to approximately 7,000 people, the daily E-news alerts link directly to The Commercial Record website and average 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.

WEBSITE ADVERTISING
The website features all the real estate, banking and lending, and construction and development information readers really need. 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 magazine online. As of January 1, the website has a brand-new, sleeker design, and is now mobile optimized. We average 5,000 monthly visitors and 22,500 page views. Our brand-new reactive moving advertising options guarantee your message will be seen.

NATIVE ADVERTISING PACKAGE
Readers are digesting our content, coming to us from multiple channels, and you can be there to capitalize. Your educational appeal to our audience, to bring them to your site and provide them with answers, will blanket our touch points and be embedded within our content through the following channels:

| Headline, introduction and image on www.commercialrecord.com | Headline and introduction on The Commercial Record Twitter feed |
| Headline, introduction and image on The Commercial Record Daily E-news | All posts will run for one week |

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PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>12 TIMES</th>
<th>6 TIMES</th>
<th>3 TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (bleeds) 8.375 x 10.875</td>
<td>$1,500</td>
<td>$1,825</td>
<td>$2,145</td>
</tr>
<tr>
<td>Two Thirds Page 4.75 x 9.75</td>
<td>$1,200</td>
<td>$1,460</td>
<td>$1,715</td>
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<tr>
<td>Half Page 7.25 x 4.75</td>
<td>$1,050</td>
<td>$1,275</td>
<td>$1,500</td>
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<tr>
<td>Third Page 4.75 x 4.75</td>
<td>$750</td>
<td>$910</td>
<td>$1,070</td>
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Service Directory: 1/9th of a page, 6-month contract - $1,500, 12-month contract $2,500

Pricing is per issue • All rates are net

ONLINE ADVERTISING RATES

COMMERCIAL RECORD DAILY E-NEWS NEW IN 2015

Your ad is placed six days a week, in every Commercial Record Daily, Monthly or Breaking News release for the length of your contract. An average of more than 30 placements per month for a median price under $30 per ad.

<table>
<thead>
<tr>
<th>Ad Specs</th>
<th>1-Month</th>
<th>3-Month</th>
<th>6-Month</th>
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</thead>
<tbody>
<tr>
<td>Native Ad within Content</td>
<td>$1095</td>
<td>$930</td>
<td>$790</td>
</tr>
<tr>
<td>Top &amp; Bottom Banner 728 x 90</td>
<td>$995</td>
<td>$845</td>
<td>$725</td>
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<tr>
<td>Rectangle 300 x 250</td>
<td>$895</td>
<td>$760</td>
<td>$650</td>
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THE COMMERCIAL RECORD WEBSITE NEW IN 2015

Your ad runs 7 days a week on every page of the site for the length of your contract. A maximum of 2 ads will rotate in any position. You pay only 2 cents per impression at median pricing.

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<tr>
<td>Native Ad within Content</td>
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<td>$675</td>
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<td>Top &amp; Bottom Banner 728 x 90</td>
<td>$760</td>
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<tr>
<td>Rectangle 300 x 250</td>
<td>$685</td>
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2015 AD CLOSE DEADLINES

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<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Materials Due</th>
<th>Issue Date</th>
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<tbody>
<tr>
<td>January</td>
<td>12/26</td>
<td>1/2</td>
<td>1/22</td>
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<tr>
<td>February</td>
<td>1/23</td>
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<tr>
<td>March</td>
<td>2/20</td>
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<tr>
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<td>4/24</td>
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<tr>
<td>July</td>
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