

# REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY  
WITH CONFIDENCE.



## **B2B PUBLICATIONS**

Print & Online Advertising

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## **INDUSTRY EVENTS**

Sponsorship & Exhibitor Opportunities

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## **MARKETING SERVICES**

Creative, Responsive & Affordable

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**THE WARREN GROUP**

2016 BANKING NEW ENGLAND MEDIA PLANNER



# Start Building Stronger Business Relationships Today.

Bankers across the region turn to our bi-monthly magazine, Banking New England, for essential news, information and analysis in an evolving marketplace. As a leading source for thought leadership in the banking industry throughout New England, banking executives and managers rely on the magazine for vital information on how to better serve their customers, efficiently run their institutions and adapt in a transforming industry.

Advertising in Banking New England will give your brand a significant advantage within a competitive market and increase your exposure among 2,000 companies that serve the banking industry in New England. Position your message in front of 350 financial institutions and over 6,000 industry professionals – 90% of whom are executives, vice presidents, and department managers.

Banking New England is owned and operated by The Warren Group, and we have an extensive network of banking professionals cultivated over our 140-year history. Bankers across Massachusetts, Rhode Island, Maine, New Hampshire and Vermont look to Banking New England as a valuable and dependable source of financial information. (The magazine's sister publication Connecticut Banking provides a targeted experience to the state of Connecticut.) Our mission is to provide decision makers – at all levels – with the facts, research and analysis that keep them at the top of their game.

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.

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



## EDITORIAL FOCUS INCLUDES:

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

**According to a recent American Business Report, nearly 70% of B2B media users say they read digital editions of print publications.**

# 350

**Financial Institutions**

# 3.9K

**Branches & Offices**

# \$400

**Billion in Deposits**

# 6K+

**Industry Leaders**

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 New England, advertising in The Warren Group's Banking New England will help you achieve that goal. As one of our most consistent advertisers and event participants said:

**"We've noticed a steady increase in new customer relationships over the past 2 years, a lot of which I attribute to our collaboration with The Warren Group."**

**Nate Gravel**, Director of Information Security Practice, GraVoc Associates

**"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**

**"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**

The Warren Group's successful model for banking conferences caters to bankers and service providers. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of bankers together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments.

**"Warren Group tradeshow are more than a conference; they are an actual event. An interactive event. It's about finding locations that draw people, and creating buzz to get everyone involved – vendors and attendees. That's exactly what The Warren Group does."**

**— Brad Dyksen**, Managing Director, Meyer-Chatfield

Our conferences and trade shows draw local banking executives who are intent on improving their bank's performance. The full-day agenda of concurrent educational seminars provides ample time not only to learn about industry trends and solutions but also to network and connect with other professionals. Attendees commit to the day in order to learn from industry experts, meet with their colleagues, and converse with their suppliers.

**Call 617-896-5357 today for details on The Bank Summit.**



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

<b>Annual Reports &amp; Brochures</b>	Provide design concepts, photography, and infographics that match your image.
<b>Corporate Identity</b>	Develop logos and corporate rebranding initiatives.
<b>Copywriting</b>	Research and create compelling content for marketing initiatives.
<b>Advertising Campaigns</b>	Create unique print and web ads that align with your company's brand standards.
<b>Email Marketing</b>	Create direct email campaigns that generate leads and provide measurable results with extensive reporting.
<b>Direct Mail Campaigns</b>	Create content and design a marketing piece that's delivered to your best prospects with a trackable response vehicle.
<b>Press Releases</b>	Research and generate content that drives interest.
<b>Brand Audit</b>	Research competitors, review all current branding collateral and develop a new brand strategy.

## Web Design Services

<b>Migration to WordPress</b>	Moving website to WordPress, altering WordPress theme to new look and training staff to use website.
<b>Website Development</b>	Creating new, mobile responsive websites that is easy to update and maintain at an affordable price.



## 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.

**Banking Solutions**, 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.



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.