

BANKER & TRADESMAN

2019 MEDIA PLANNER

Reach. Connect. Engage.

Position Your Company With Confidence.

■ Start Building Stronger Business Relationships Today.

For an insightful view of the real estate and financial markets in Massachusetts, there's no resource like Banker & Tradesman. For more than 140 years, real estate and financial professionals across the commonwealth have relied on Banker & Tradesman for breaking news, insights, and analysis. As an online outlet, print publication, and daily email update, B&T offers premier access to compelling content, created by The Warren Group's award-winning journalists.

■ 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 By The Numbers, Hot Property and Gossip Report.
- **Special Supplements** - Hone in on industry-specific topics, such as commercial real estate, law, housing, and banking.

■ Digital Opportunities

Access and connect with award-winning journalism and become part of one of the most engaged and loyal communities of professionals in Massachusetts. Banker & Tradesman features a highly-trafficked website and distributes the popular daily E-news Alert – The B&T Daily – currently boasting more than 10,000 readers.

- Average Monthly Users: 19,200
- Average Number of Sessions: 31,200
- Average Monthly Pageviews: 120,000
- New Visitors: 84.1%
- Returning Visitors: 15.9%
- Average Monthly Desktop Users: 22,500
- Average Monthly Mobile Users: 8,700

7.5K+

Newspaper Audience

10K+

Daily Opt-in Circulation

30K+

Monthly Website Visits



Users are visiting nearly 4.1 pages per session, showing the high level of engagement and interest in our content.

■ B&T Daily Advertising

The Banker & Tradesman Daily is published and sent directly to the inbox of more than 10,000 subscribers every work day. Consistently one of the highest-performing delivery methods of Banker & Tradesman (21% open rate), strategically positioned ads among compelling content boasts a click-through rate averaging (4.2%) – both well above the industry average.

■ Newspaper

With an audience exceeding 7,500 C-suite executives, the B&T weekly newspaper provides the most thorough and uncompromising coverage Massachusetts real estate and financial marketplaces.

Our Audience Can Be Your Audience, Including:

- Real Estate Investors
- Appraisers
- Bankers & Lenders
- Real Estate Developers
- Insurance Professionals
- Government Agencies
- Commercial Property Owners
- Real Estate Brokers
- Lawyers
- Mortgage Bankers & Brokers
- Builders & Contractors
- Accountants

Every issue features a weekly review of the hottest topics from our daily web coverage. Regular features also include By The Numbers, a collection of information and developments for a selection of Massachusetts counties and towns, and the renowned Records section, which is the leading source of information for real estate and mortgage transactions in the state, including foreclosure deeds and credit defaults.



NENPA Newspaper of Distinction

Independent studies have shown that print and online newspaper advertising, particularly in niche trade journals, proved superior to TV advertisements in driving purchase intent.

21%

Daily Email Open Rate

4.2%

Daily Click-Through Rate

Website Stats:

19,200

Average Monthly Users

445,700

Annual Sessions

1.8M

Annual Pageviews

4.1

Average Pageviews Per Session

■ Reader Demographics

AGE

7%	25-34
21%	35-44
33%	45-54
30%	55-64
9%	65-plus

Median Age: 52

EDUCATION

77%	Undergrad Degree
32%	Post-grad Degree

HOUSEHOLD INCOME

49%	\$1 Million+
31%	\$300,000+
9%	\$50,000+

LINE OF BUSINESS

45%	Real Estate/Investment/Development
16%	Small Business (General)
15%	Banking/Finance
8%	Insurance/Legal/Accounting

ACTIONS TAKEN DUE TO READING ADS

43%	Discussed ad with others
33%	Passed ad along to others
24%	Visited an advertiser's website
20%	Contacted dealer, supplier or representative

TITLE/POSITION

40%	Executive Management
15%	Sales/Marketing
13%	Vice President/Manager

Primary Readers of Banker & Tradesman Include:

Real Estate Investors, Real Estate Brokers, Real Estate Developers, Builders & Contractors, Commercial Property Owners, Bankers & Lenders, Mortgage Bankers & Brokers, Government Agencies, and Real Estate Professional Services including Legal, Insurance, Accounting and Appraisal.

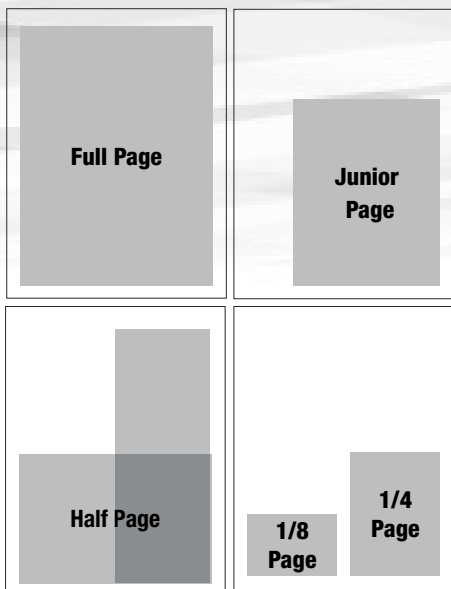
Banker & Tradesman Subscribers/Circulation:	3,000
Newspaper Audience:	7,500
B&T Daily / Weekly Opt-In Circulation:	10,000
BankerandTradesman.com Monthly Unique Visitors:	15,000

Banker & Tradesman is a Valued Information Resource

Annual Subscription Price:	\$379
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BANKER & TRADESMAN

THE FINANCIAL SERVICES AND REAL ESTATE WEEKLY FOR MASSACHUSETTS



▶ Advertising Material Specifications

- **File formats:** PDF
- **Resolution:** All images/graphics should be at least 150 DPI
- **Color:** CMYK
- **Rich Black Settings:** 100k, 75c, 63m, 63y
- **Images & Fonts:** Should be embedded or included.

▶ Sending Advertising Materials

Email your account manager or to advertising@thewarrengroup.com
Please use the advertiser's name in the subject line of the email.

Banker & Tradesman Website - All online products now priced per day

AD SPECS	5 TIMES	10 TIMES	15 TIMES
Sponsored Content/Native	\$500 initial fee \$100 each add. week	\$500 initial fee \$95 each add. week	\$500 initial fee \$90 each add. week
Super Banner	\$130	\$120	\$110
Expanding Banner	\$120	\$110	\$98
Regular Banner	\$115	\$104	\$93
Square 300 X 250	\$104	\$94	\$83
Bottom 300 X 250	\$83	\$78	\$73

Banker & Tradesman Daily E-News - All online products now priced per day

Ad Specs	5 TIMES	10 TIMES	15 TIMES
Sponsored Content	\$500 initial fee \$100 each add. week	\$500 initial fee \$95 each add. week	\$500 initial fee \$90 each add. week
Top 728 x 90	\$130	\$115	\$98
Rectangle 300 x 250	\$120	\$104	\$88

Rates & Dimensions

AD SIZE	12 TIMES	6 TIMES	1 TIME
Full Page 10" X 15.375"	\$2,510	\$2,825	\$3,140
Junior 7.435" X 10"	\$1,885	\$2,121	\$2,357
Half Page V. 4.875" X 15.375" H. 10" X 7.5"	\$1,759	\$1,979	\$2,200
Quarter Page 4.875" X 7.5"	\$1,045	\$1,130	\$1,255
One Eighth 4.875" X 3.6"	\$630	\$709	\$788

Pricing is per issue • All rates are net • Ad close dates are 10 days prior to issue dates.

■ 2019 Special Sections

JANUARY 2019 MORTGAGE OUTLOOK: The money for your real estate purchase, development or business expansion is out there. Learn how to navigate the new landscape to get it.

FEBRUARY 2018 RESIDENTIAL REAL ESTATE YEAR IN REVIEW: Industry experts discuss key issues affecting the residential real estate market and offer their insights about prospects for the Massachusetts real estate industry this year.

MARCH TOP LENDERS: Featuring the leading lending institutions of the year in the real estate finance industry; every day these companies put in the hard work to fulfill their clients' goals. We break down the lending landscape by type of lender and type of loan.

APRIL SPRING MARKET OUTLOOK: Industry experts discuss key issues affecting the residential real estate market and offer their insights about prospects for the Massachusetts real estate industry this year.

MAY LOAN ORIGINATORS: With so many uncertainties in the mortgage industry – from regulatory changes to compliance issues – it's impressive to see who performs at the top of the field. Check out our top loan originator rankings by county across Massachusetts.

JULY SPECIAL STATISTICAL ANALYSIS: Featuring analysis derived from The Warren Group's new statistics module.

AUGUST FAST 50: Year-in and year-out, dozens of mortgage lenders set themselves up for phenomenal growth. We recognize the fastest growing lenders in the industry and applaud them for their accomplishments.

SEPTEMBER 2019 SPRING REAL ESTATE MARKET REVIEW: Another spring market has come and gone – which towns saw the biggest gains, and which the biggest losses? Where were the unexpected hot spots and underperforming markets? Analysts expected the recovery would continue for another year – were they correct?

OCTOBER 2019 LENDING MARKET REVIEW: Following a review of the spring real estate market, Banker & Tradesman takes a look at how the lending market compared in specific geographic areas and mortgage categories.

NOVEMBER B&T'S BEST: The much-anticipated annual reader poll results issue, honoring the BEST vendors in the Massachusetts real estate and financial markets.

DECEMBER PHILANTHROPY: The fifth annual celebration of the philanthropic and charitable donations from readers, contributors and vendors over the course of the year.

2019 CRE CALENDAR

January

Gateway Cities

February

CRE Technology

March

Affordability in CRE

April

Retail Space

May

Hotels & Hospitality

June

Luxury Living

July

Development Trends

August

Beyond Boston

September

Biotech & Life Sciences

October

Reuse & Reposition

November

Multifamily Trends

December

2020 CRE Outlook

■ CRE Insider Special Section

Each month, our independent editorial staff drills deep into the issues affecting commercial real estate and finance in Massachusetts. Only CRE Insider readers can tap into the most important information impacting their businesses. Armed with a wealth of news and data, our readers are the most informed, educated, and influential leaders in the commercial real estate.

Columns & Regular Features

- **Industry News** - News and trends in the commercial real estate and financial services scene.
- **Records and Research** - Statewide commercial real estate transactions compiled monthly for easy reading and analysis.
- **Print Exclusives** - Print-only features, like Insider Insights, Lease Roundup, and Top 10 Commercial Transactions.
- **Special Supplements** - Hone in on industry-specific topics, such as commercial real estate, legal issues, regulations, and the latest projects developing across the state.

“I’m trying to set our business apart from the standard image of mortgage lending. Banker & Tradesman provides a vehicle where I can have some fun with it and get some attention from a broad group of industry movers and shakers.”

— Amy Tierce

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

“We need to make a property ‘commercially reasonable.’ Any major property going up for auction or foreclosure needs to go in Banker & Tradesman. The advertising needs enough credibility, and Banker & Tradesman is one of the sources I utilize to add to its legitimacy and make it commercially reasonable.”

— Jeffrey Mann, Senior Vice President of Real Estate at Paul E. Saperstein Co.





The Warren Group has been collecting, warehousing, enhancing, and delivering real estate sales and ownership data since 1872. With more than 146 years of experience, we offer a range of refined lending and real estate products, information services, and printed and online publications – including the weekly newspaper Banker & Tradesman (MA), The Registry Review (NH), and The Commercial Record (CT). As a family-owned and operated company based in Peabody, MA, The Warren Group has offered nationwide insights and market analytics for four generations.