

BANKER & TRADESMAN

2023 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 150 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.
- **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-newsletter, the B&T Daily, boasting an opt-in list of more than 4,000, with 2,000 highly engaged daily readers.

- Average Monthly Users: 18,500
- Average Number of Sessions: 27,800
- Average Monthly Pageviews: 50,000
- New Visitors: 90%
- Returning Visitors: 10%
- Average Monthly Desktop Users: 10,500
- Average Monthly Mobile Users: 8,000

6K+

Newspaper Audience

4K+

Daily Opt-in Circulation

50K+

Monthly Website Pageviews



Users visit ~2 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 2,000 subscribers every work day. Consistently one of the highest-performing delivery methods of Banker & Tradesman (65% open rate), strategically positioned ads among compelling content boasts a click-through rate averaging 9% – both well above the industry average.

■ Newspaper

The weekly newspaper provides the most thorough and uncompromising coverage of the Massachusetts real estate and financial marketplaces.

Our Audience Can Be Your Audience, Including:

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

65%

Daily Email Open Rate

9%

Daily Click-Through Rate

Website Stats:

18.5K

Average Monthly Visitors

333K

Annual Sessions

602K

Annual Pageviews

2

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
33%	Post-grad Degree

HOUSEHOLD INCOME

52%	\$1 Million+
32%	\$300,000+
16%	\$50,000+

LINE OF BUSINESS

40%	Real Estate/Investment/Development
26%	Small Business (General)
23%	Banking/Finance
11%	Insurance/Legal/Accounting

ACTIONS TAKEN DUE TO READING ADS

33%	Discussed ad with others
24%	Passed ad along to others
23%	Visited an advertiser's website
20%	Contacted dealer, supplier or representative

TITLE/POSITION

61%	Executive Management
25%	Sales/Marketing
14%	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.

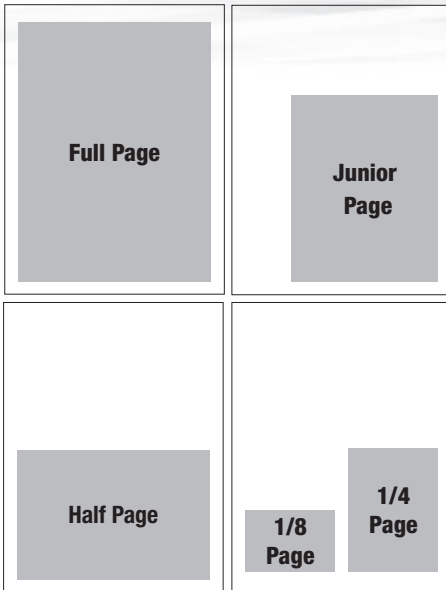
Banker & Tradesman paid subscribers:	2,500
Total newspaper readership:	6,000
B&T Daily / Weekly opt-in circulation:	4,000
BankerandTradesman.com monthly unique visitors:	18,500

Banker & Tradesman is a Valued Information Resource

Annual Subscription Price:	\$399
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BANKER & TRADESMAN

THE FINANCIAL SERVICES AND REAL ESTATE WEEKLY FOR MASSACHUSETTS



▶ Advertising Material Specifications

- **File formats:** PDF (print) or JPG (digital)
- **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.

▶ Send Advertising Materials

Email as attachments to advertising@thewarrengroup.com
Please use the advertiser's name in the subject line of the email.

Banker & Tradesman Website

Sponsored Content/Native Advertising \$500 initial fee, \$100 per placement

Top Banner 728 x 90	\$20 CPM
Square 300 x 250	\$20 CPM
Bottom Banner 728 x 90	\$20 CPM



Banker & Tradesman E-News Prices are per placement

	5 TIMES	10 TIMES	15 TIMES
Top Banner 728 x 90	\$135	\$120	\$105
Square 300 x 250	\$125	\$110	\$90

Banker & Tradesman Newspaper Prices are per placement

	1 TIME	6 TIMES	12 TIMES
Full Page 10" X 15.375"	\$3,615	\$2,990	\$2,575
Junior 7.435" X 10"	\$2,420	\$2,165	\$1,960
Half Page 10" X 7.5"	\$2,320	\$1,960	\$1,750
Quarter Page 4.875" X 7.5"	\$1,290	\$1,135	\$925
One Eighth 4.875" X 3.6"	\$775	\$670	\$565

Banker & Tradesman Webinars

Sponsorships are available and webinars may be customized to suit your needs.

Pricing is per placement • All rates net • CPM: Cost per thousand impressions • Impressions: How many times an ad is viewed
Print ad materials are due 10 days prior to issue date • Digital ad materials are due 3 days prior to placement

■ 2023 Special Sections

JANUARY 2023 MORTGAGE OUTLOOK: The money for your real estate purchase, development or business expansion is out there. Learn how to navigate the landscape to get it.

FEBRUARY 2022 RESIDENTIAL REAL ESTATE YEAR IN REVIEW: At the end of 2019 Banker & Tradesman looks at how certain segments of the real estate market performed over the year and how the market changed overall.

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 2023 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 TOP LOAN ORIGINATORS: With so many uncertainties in the mortgage industry, 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 TOP TOWNS: 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 2023 SPRING REAL ESTATE MARKET REVIEW: Another spring market has come and gone. We'll explore which towns saw the biggest gains, and which the biggest losses, and find the unexpected hot spots and underperforming markets.

OCTOBER 2023 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 industries.

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

WEBINARS NOW AVAILABLE: Sponsorships are available and webinars may be customized to meet your needs.

2023 CRE CALENDAR

January

Gateway Cities

February

Focus on Design

March

Affordability in CRE

April

Retail Space

May

Hotels & Hospitality

June

Luxury Living

July

Development Trends

August

Climate Solutions

September

Biotech & Life Sciences

October

Reuse & Reposition

November

2023 CRE Outlook

December

Multifamily Trends

■ 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.

NEW: Commercial Real Estate Webinars

A webinar will accompany each CRE Insider issue in 2023, featuring industry insiders and experts conversing about the latest topics. Sponsorship opportunities are available!

Columns & Regular Features

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- **Records and Research** – Statewide commercial real estate transactions compiled monthly for easy reading and analysis.
- **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.

REAL ESTATE FINANCIAL RECORDS
REAL ESTATE RECORDS
SECTION 54
REPORT
RESIDENTIAL REAL
INSURANCE BUSINESS
BY THE NUMBERS



The Warren Group has been collecting, warehousing, enhancing, and delivering real estate sales and ownership data since 1872. With 150 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). A family-owned and operated company based in Peabody, MA, The Warren Group has offered nationwide insights and market analytics for four generations.