

The Commercial Record

REAL ESTATE & FINANCIAL NEWS FOR CONNECTICUT

2023 MEDIA PLANNER



Start Building Stronger Business Relationships Today.

The Commercial Record is a multimedia package of vital real estate and business news spanning the state of Connecticut. The Commercial Record has informed developers, commercial real estate owners and investors, brokers, financial professionals, and service providers for more than 140 years, and is a trusted source for real estate information throughout the industry.

The Commercial Record provides a unique opportunity to grow and strengthen your brand via weekly real estate records, daily newsletters, and the 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 a thought leader among an extremely influential audience of industry leaders.

Our independent editorial staff drills deep into the issues affecting real estate and finance in Connecticut. Only The Commercial Record 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 powerful leaders in the local business scene.

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.

Reader Poll:

Which of the following actions have you taken after visiting industry news website?

Visited a company's website	64%
Fowarded an article or information on to a colleague or business contact	59%
Saved an ad or article for future reference	37%
Conducted further research	29%
Contacted a company for more information	15%
Recommended a product or service	14%
Purchased a product or service	9%

7.2K

Average Monthly Page Views

2K

Daily Opt-In Circulation

65%

Average Email Open Rate

■ 2023 Special Sections

JANUARY: COMMERCIAL REAL ESTATE OUTLOOK

A look at what's ahead for the year in the Nutmeg State's commercial real estate market and the impacts on development, rents and financing.

FEBRUARY: 2022 RESIDENTIAL REAL ESTATE REVIEW

The Commercial Record looks at how certain segments of the real estate market performed over the past 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 Connecticut real estate industry this year.

MAY: TOP 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 region across Connecticut.

JUNE: COMMERCIAL REAL ESTATE DEVELOPMENT TRENDS

At the year's midpoint The Commercial Record analyzes the commercial real estate market so far in 2022 for new trends, challenges, and opportunities.

JULY: SPECIAL STATISTICAL ANALYSIS

Featuring analysis derived from The Warren Group's new statistics module.

AUGUST: COMMERCIAL REAL ESTATE REUSE & REPOSITION

An examination of innovative commercial real estate reuse applications.

SEPTEMBER: FAST 50

Year-in and year-out, dozens of mortgage lenders set themselves up for phenomenal growth. We identify and recognize the fastest growing lenders in the industry.

OCTOBER: 2023 SPRING REAL ESTATE MARKET REVIEW

Another spring market has come and gone – which towns saw the biggest gains, and which the biggest losses? What impact did inflation and rate changes have on buyers' purchasing power?

NOVEMBER: 2023 MORTGAGE MARKET REVIEW

Following a review of the spring real estate market, The Commercial Record takes a look at how the lending market compared in specific geographic areas and mortgage categories.

DECEMBER: CR'S BEST

The much-anticipated annual reader poll results issue, honoring the BEST vendors in the Connecticut real estate and financial markets.

■ Reader Demographics

Education

69% Undergrad Degree
31% Post-grad Degree

Household Income

11% \$50,000+
37% \$300,000+
52% \$1 million+

Median household income \$1.2 million

73% of our subscribers annually renew their subscriptions for more than two years.

Line of Business

43% Real Estate/Investment/Development
36% Banking/Finance
21% Construction

Actions Taken Due to Reading Ads

35% Discussed ad with others
27% Passed ad along to others
23% Visited advertiser's website
15% Contacted dealer, supplier, or representative

Title/Position

53% Executive Management
31% Sales/Marketing
16% Other

Primary readers of The Commercial Record include:

Real estate investors, real estate brokers, real estate developers, builders, contractors, commercial property owners, bankers and lenders, mortgage bankers and brokers, government agencies, and real estate professional services including appraising, legal, insurance and accounting.

Total Commercial Record readership **2,000**
 The Commercial Record paid subscribers/circulation: **350**
 Unique website visitors **2,000 per month**
 Newsletter distribution **2,000**

The Commercial Record is a valuable information resource

Annual subscription price: **\$315**

The Commercial Record

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Commercial Record Website

Sponsored Content/Native	\$500 initial fee, \$75 per placement
Top Banner 728 x 90	\$20 CPM
Bottom Banner 728 x 90	\$20 CPM
Square 300 x 250	\$20 CPM



Commercial Record Newsletter

	5 TIMES	10 TIMES	20 TIMES
Top Banner 728 x 90	\$110	\$95	\$80
Square 300 x 250	\$100	\$85	\$70

Send Advertising Materials

Email as attachments (jpeg, png or gif) to advertising@thewarrengroup.com
Please include the advertiser's name in the subject line of the email

Send Advertising Materials

Pricing is per placement • All rates net
CPM: Cost per thousand impressions
Impressions: How many times an ad is viewed
Ad materials due 3 days prior to placement

85% of our readers are involved in choosing and approving products and services purchased for their company. The remaining readers influence and recommend purchases.

The screenshot shows the website's layout with a navigation bar at the top containing 'THE WARREN GROUP' and various menu items like 'Mortgage Marketshare Module', 'Loan Originator Module', etc. Below the navigation is a large blue banner with the site's logo and a 'SUBSCRIBE TODAY AND SAVE!' offer. The main content area features a '728 X 90 AD SPACE' placeholder, followed by a news article titled 'How's the US Economy Doing? Shutdown Makes it Harder to Say' with a corresponding image. Below this are more article teasers for 'Wepawaug-Flagg Federal Credit Union Rebrands With Name Change' and 'Federal Workers Feeling Pressure of Government Shutdown, Seeking Loans'. On the right side, there are two '300 X 250 AD SPACE' placeholders and a 'Sign Up For Daily Email Updates' button.

BANKER & TRADESMAN COMMERCIAL RECORD
THE BANKING & LENDING INSURANCE BUSINESS
COMMERCIAL REAL ESTATE
REAL ESTATE BANKING & LENDING
BUSINESS PROFILES SPECIAL SECTIONS
SECTIONS BY THE NUMBERS
REPORT
ATE RESIDENTIAL REAL ESTATE
NG INSURANCE BUSINESS
IONS 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 Commercial Record (CT), Banker & Tradesman (MA) and The Registry Review (NH). A family-owned and operated company based in Peabody, MA, The Warren Group has offered nationwide insights and market analytics for four generations.