

# THE REGISTRY REVIEW

NEW HAMPSHIRE'S STATEWIDE REAL ESTATE & FINANCIAL NEWSPAPER

2023 MEDIA PLANNER

THE  
WARREN  
GROUP 1872

Real Estate & Financial Information

# THE REGISTRY REVIEW

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## Start Building Stronger Business Relationships Today.

For an insightful view of the real estate and financial markets in New Hampshire, there's no resource like The Registry Review. For nearly 50 years, real estate and financial professionals across the state have relied on The Registry Review for insights and analysis of recent real estate transactions; the newspaper recently introduced coverage of important news for the finance and real estate industries, as well as a website and breaking news emails.

As an online and print publication, The Registry Review offers premier access to compelling content, created by The Warren Group's award-winning journalists. The Warren Group, publisher of The Registry Review, celebrated its 150th anniversary in 2022.

## 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 transactions compiled weekly for easy reading and analysis.

**Print Exclusives** – Print-only features like By The Numbers and Top Transactions.

**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 loyal and engaged communities of professionals in New Hampshire with The Registry Review's website and breaking news alerts.



To learn more about **The Registry Review** or to customize a marketing program unique to your business needs, call **617-896-5307** or email **advertising@thewarrengroup.com**.



## Newspaper

With an audience of 500 industry-savvy readers, the weekly newspaper provides the most thorough and uncompromising coverage of New Hampshire's real estate and financial markets.

Our audience can be your audience, including:

- Real Estate Investors
- Appraisers
- Bankers & lenders
- Real Estate Developers
- Insurance Professionals
- Government Agencies & Town Officials
- Commercial Property Owners
- Real Estate Brokers
- Lawyers
- Mortgage Bankers & Brokers
- Builders, Contractors & Home Services Providers
- Accountants

Regular features include By The Numbers, a collection of information and developments for a selection of New Hampshire counties and towns, and the renowned Records section, the leading source of information for real estate and mortgage transactions in the state.

Paid subscribers/circulation: ..... **500**  
Newspaper audience: ..... **1,500**

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## The Registry Review is a valued information resource

Annual subscription price: ..... **\$229**

For more information about subscribing, call **617.896.5367** or email [subscriptions@thewarrengroup.com](mailto:subscriptions@thewarrengroup.com).

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

## 2023 Rates & Dimensions

NEWSPAPER ADS	1 TIME	6 TIMES	12 TIMES
<b>Full Page</b> 10" x 15.375"	\$695	\$550	\$450
<b>Half Page</b> 10" x 7.5"	\$450	\$375	\$300
<b>Quarter Page</b> 4.875" x 7.5"	\$350	\$300	\$250

### WEBSITE ADS

<b>Top Banner</b> 728 x 90	\$10 CPM
<b>Square</b> 300 x 250	\$10 CPM

**Sponsored Content/Native Advertising** \$500 initial fee, \$100 each additional week

Price is per placement • All rates net

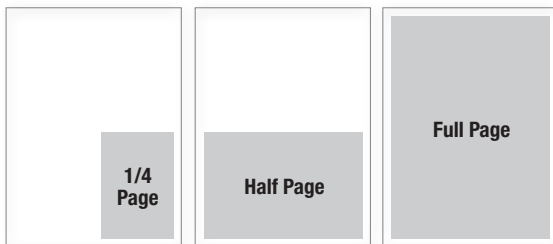
CPM: Cost per thousand impressions

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 CPM

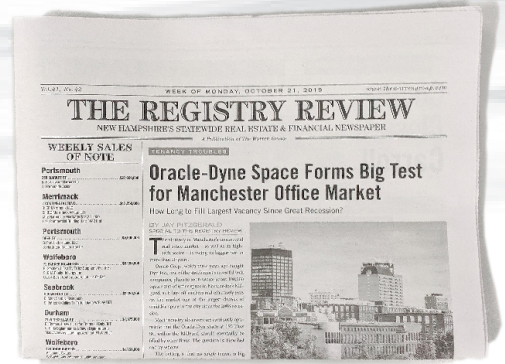
## ► Advertise in The Registry Review



Send advertising materials to [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com)

## ► Advertising Material Specifications

- **File formats:** PDF
- **Resolution:** 150 DPI
- **Color:** CMYK
- **Rich Black Settings:** 100k, 75c, 63m, 63y
- **Images & Fonts:** Please embed or include.



## Editorial Calendar

The Registry Review's informative news articles are vital for industry professionals, as is the local market data analysis provided by the newspaper's publisher, The Warren Group.

Special sections in 2023 include:

January .....	<b>Commercial RE Market Outlook</b>
February .....	<b>2022 Residential RE Review</b>
March .....	<b>Top Lenders</b>
April ...	<b>2023 Residential RE Market Preview</b>
May .....	<b>Top Loan Originators</b>
June .....	<b>Commercial RE Trends</b>
July .....	<b>Top Towns</b>
August .....	<b>Fast 50</b>
September .....	<b>Spring RE Market Review</b>
October ....	<b>Spring Mortgage Market Review</b>
December .....	<b>2024 Commercial RE Outlook</b>

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SECTIONS BY THE NUMBERS  
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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 Registry Review (NH), Banker & Tradesman (MA), 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.