

# The Commercial Record

REAL ESTATE & FINANCIAL NEWS FOR CONNECTICUT

2024 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.

# 8.5K

Average Monthly Page Views

# 1.8K

Daily Opt-in Circulation

# 45%

Average Email Open Rate

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%

# ■ 2024 Special Sections

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## **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.

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## **FEBRUARY: 2023 RESIDENTIAL REAL ESTATE REVIEW**

The Commercial Record looks at how certain segments of the real estate market performed over the year and how the market changed overall.

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## **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.

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## **APRIL: 2024 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.

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## **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.

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## **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.

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## **JULY: HOT TOWNS**

Featuring analysis derived from The Warren Group's new statistics module, Commercial Record staff identify the state's most expensive towns, those with the largest price increases, and more.

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## **AUGUST: COMMERCIAL REAL ESTATE REUSE & REPOSITION**

An examination of innovative commercial real estate reuse applications.

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## **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.

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## **OCTOBER: 2024 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?

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## **NOVEMBER: 2024 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.

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## **DECEMBER: CR'S BEST**

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

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## ■ 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 audience ..... **2,000**

The Commercial Record subscribers/circulation: ..... **350**

Unique website visitors ..... **1,800 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

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



## Commercial Record Newsletter

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

### Send Advertising Materials

Email as attachments (jpeg, png or gif) to [advertising@thewarrengroup.com](mailto: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.**





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COMMERCIAL REAL  
REAL ESTATE BANKING & LENDING  
BUSINESS PROFILES SPECIAL SEC  
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IP REPORT  
ATE RESIDENTIAL REAL  
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.