

THE REGISTRY REVIEW

NEW HAMPSHIRE'S STATEWIDE REAL ESTATE & FINANCIAL NEWSPAPER

2024 MEDIA PLANNER

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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 also includes 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 Service 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.

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@thearrengroup.com.

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

2024 Rates & Dimensions

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

WEBSITE ADS

Top Banner 728 x 90	\$10 CPM
Square 300 x 250	\$10 CPM

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

Price is per placement • All rates net

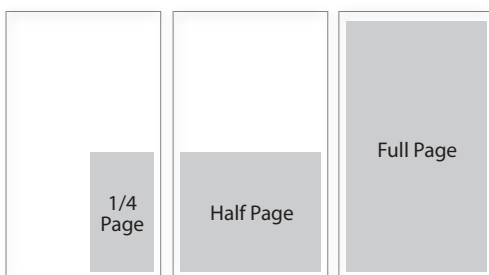
CPM: Cost per thousand impressions

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

► Advertise in The Registry Review



Send advertising materials to advertising@thearrengroup.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 2024 include:

- January Commercial RE Market Outlook
- February 2023 Residential RE Review
- March Top Lenders
- April 2024 Residential RE Market Preview
- May Top Loan Originators
- June Commercial RE Trends
- July Hot Towns
- August Fast 50
- September Spring RE Market Review
- October Spring Mortgage Market Review
- December Registry Review's Best of 2024

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COMMERCIAL REAL
REAL ESTATE BANKING & LENDING
BUSINESS PROFILES SPECIAL SE
CTIONS BY THE NUMBERS
SHIP REPORT
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NG INSURANCE BUSINESS
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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.