

# BANKER & TRADESMAN

2025 MEDIA PLANNER

*Published By*

THE  
WARREN  
GROUP  
Since 1872  
Real Estate & Financial Information

# 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 5,000, with 1,500 highly engaged daily readers.

- Average Monthly Users: ..... 35,000
- Average Number of Sessions: ..... 27,000
- Average Monthly Pageviews: ..... 50,000
- New Visitors: ..... 90%
- Returning Visitors: ..... 10%
- Average Monthly Desktop Users: ..... 25,000
- Average Monthly Mobile Users: ..... 10,000

6K+

Newspaper Audience

4K+

Daily Opt-in Circulation

50K+

Monthly Website Visits



Users are visiting nearly 3.5 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 1,500 subscribers every work day. Consistently one of the highest-performing delivery methods of Banker & Tradesman (50% open rate), strategically positioned ads among compelling content boasts a click-through rate averaging 15% – 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
- » Appraisers
- » Bankers & Lenders
- » Real Estate Developers
- » Insurance Professionals
- » Government Agencies
- » Commercial Property Owners
- » Real Estate Brokers
- » Lawyers
- » Mortgage Bankers & Brokers
- » Builders & Contractors
- » 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.**

# 50%

Daily Email Open Rate

# 15%

Daily Click-Through Rate

Website Stats:

# 35K

Average Monthly Visitors

# 325K

Annual Sessions

# 600K

Annual Pageviews

# 3.3

Average Pageviews Per Session

## ■ Reader Demographics

### AGE

<b>7%</b>	25-34
<b>21%</b>	35-44
<b>33%</b>	45-54
<b>30%</b>	55-64
<b>9%</b>	65-plus

Median Age: 52

### EDUCATION

<b>77%</b>	Undergrad Degree
<b>33%</b>	Post-grad Degree

### HOUSEHOLD INCOME

<b>52%</b>	\$1 Million+
<b>32%</b>	\$300,000+
<b>16%</b>	\$50,000+

### LINE OF BUSINESS

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

### ACTIONS TAKEN DUE TO READING ADS

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

### TITLE/POSITION

<b>61%</b>	Executive Management
<b>25%</b>	Sales/Marketing
<b>14%</b>	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**

B&T e-news opt-in circulation: **5,000**

Total newspaper readership: **6,000**

BankerandTradesman.com monthly unique visitors: **10,500**

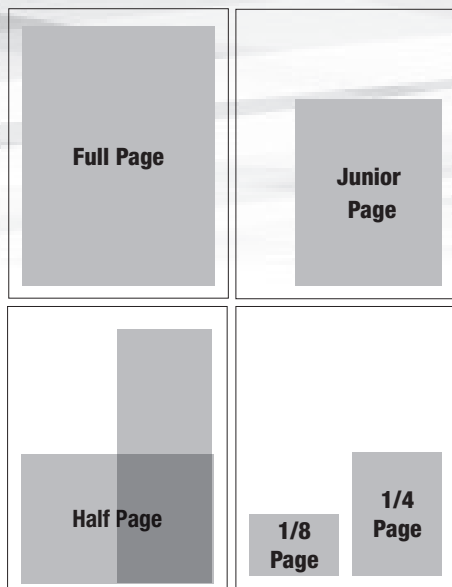
### Banker & Tradesman is a Valuable Resource

Annual Premium Subscription Price: **\$399**

Annual Digital Subscription Price: **\$349**

# 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.

## ▶ Sending Advertising Materials

Email your account manager or to [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com)  
Please use the advertiser's name in the subject line of the email.

## Banker & Tradesman Website

<b>Top Banner</b> 728 x 90	\$25 CPM
<b>Square</b> 300 x 250	\$25 CPM
<b>Bottom Banner</b> 728 x 90	\$25 CPM

## Banker & Tradesman Newsletter Prices are per placement

	5 TIMES	10 TIMES	15 TIMES
<b>Top Banner</b> 728 x 90	\$140	\$125	\$110
<b>Square</b> 300 x 250	\$130	\$115	\$100

## Banker & Tradesman Newspaper Prices are per placement

	1 TIME	6 TIMES	12 TIMES
<b>Full Page</b> 10" X 15.375"	\$3,725	\$3,080	\$2,655
<b>Junior</b> 7.435" X 10"	\$2,500	\$2,230	\$2,020
<b>Half Page</b> 10" X 7.5"	\$2,400	\$2,020	\$1,800
<b>Quarter Page</b> 4.875" X 7.5"	\$1,330	\$1,170	\$950
<b>One Eighth</b> 4.875" X 3.6"	\$800	\$700	\$590

## Banker & Tradesman Sponsored Content

Showcase your expertise, build trust by brand association, and improve online visibility with a sponsored content campaign. Digital and Print & Digital campaigns include 1 week of promotion in B&T newsletters and prominent placement on the newspaper's homepage.

## Banker & Tradesman Luxury Listings

A unique way to highlight your listings or brokerage with a range of print and digital options.

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

**Bulk discounts  
available! Call  
617-896-5307  
for details.**



## ■ 2025 Special Sections

---

**JANUARY 2025 MORTGAGE OUTLOOK:** After a year of interest rate hikes, depressed sales and slowed price growth, how will the 2025 spring lending market perform?

---

**FEBRUARY 2024 RESIDENTIAL REAL ESTATE YEAR IN REVIEW:** With year-end data, 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 in the financial 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 2025 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 – 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 county across Massachusetts.

---

**JULY HOT TOWNS:** Featuring analysis derived from The Warren Group's new statistics module, B&T staff identify the state's most expensive towns, those with the largest price increases, and more.

---

**AUGUST FAST 50:** The Bay State's mortgage lenders set themselves up for phenomenal growth year over year. We recognize the fastest growing lenders in the industry.

---

**SEPTEMBER 2025 SPRING REAL ESTATE REVIEW:** Another spring market has come and gone – which towns saw the biggest gains, and which the biggest losses? Where were the unexpected hot spots and underperforming markets? Analysts expected reduced interest rates would increase sales – were they correct?

---

**OCTOBER 2025 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 markets.

---

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

## 2025 CRE CALENDAR

### January

Gateway Cities

---

### February

Hotels & Hospitality

---

### March

Affordable Housing

---

### April

Retail Space

---

### May

Design Trends

---

### June

Luxury Development

---

### July

Development Trends

---

### August

Climate Solutions

---

### September

Biotech & Life Sciences

---

### October

Reuse & Reposition

---

### November

2026 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.

## Columns & Regular Features

- **Industry News** – News and trends in the commercial real estate and financial services scene.
- **Records and Research** – Statewide commercial real estate transactions compiled monthly for easy reading and analysis.
- **Special Supplements** – Home in on industry-specific topics, such as commercial real estate, legal issues, regulations, and the latest projects developing across the state.

“I find Banker & Tradesman essential for keeping up with the latest developments, trends, challenges and news in real estate and finance in both our inner suburban market and in communities across the commonwealth. Frankly, I don’t know how any economic development organization or business association can effectively function without it.”

— Greg Reibman, President & CEO,  
Charles River Chamber of Commerce

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.



BANKER & TRADESMAN  
REAL ESTATE BANKING & LENDING

REAL ESTATE BANKING  
BUSINESS PRO

SECTIONS BY THE NUMBERS  
REPORT  
ATE RESIDENTIAL REAL  
ING 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 more than 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). As a family-owned and operated company based in Peabody, MA, The Warren Group has offered nationwide insights and market analytics for four generations.