

# The Commercial Record

REAL ESTATE & FINANCIAL NEWS FOR CONNECTICUT

2025 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%

# 8.5K

Average Monthly Page Views

# 1.8K

Daily Opt-in Circulation

# 45%

Average Email Open Rate

# ■ 2025 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: 2024 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.

---

## **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: 2025 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: 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.

---

## **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: 2025 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: 2025 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 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

REAL ESTATE & FINANCIAL NEWS FOR CONNECTICUT

## Commercial Record Sponsored Content

All packages include a week of promotion with a prominent link on the homepage and inclusion in the daily newsletter.

Digital Post: \$1,000/week

Digital Reboot: \$500/week

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

## Commercial Record Digital Packages

All packages include a once per week inclusion in the daily newsletter and guaranteed impressions (varies by package).

	13 WEEKS	26 WEEKS	52 WEEKS
<b>Leaderboard</b> 728 x 90	\$1,310	\$2,230	\$4,450
<b>Square</b> 300 x 250	\$1,200	\$2,000	\$3,950

## 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.

## Marketing Material Specifications

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 WARREN GROUP  
Real Estate & Financial Information Since 1872

Mortgage Marketshare Module • Loan Originator Module • Marketing Lists • Custom Research • Real Estate Records Search


# The Commercial Record

REAL ESTATE AND FINANCIAL NEWS FOR CONNECTICUT

**SUBSCRIBE TODAY AND SAVE!**  
GET 1 YEAR FOR LESS THAN \$1 PER DAY. ACT NOW.


Home v Special Sections v Industry News v Real Estate Transactions v

728 X 90 AD SPACE



How's the US Economy Doing? Shutdown Makes it Harder to Say  
The partial shutdown of the U.S. government has begun to make it harder to assess the health of the economy by delaying or distorting key reports on growth, spending and hiring... [Read More](#)

Wepawaug-Flagg Federal Credit Union Rebrands With Name Change  
January 11, 2019 | [Reprints](#)  
Hamden-based Wepawaug-Flagg Federal Credit Union has changed its name to CrossPoint Federal Credit Union, according to its website... [Read More](#)



Federal Workers Feeling Pressure of Government Shutdown, Seeking Loans  
January 11, 2019 | [Reprints](#)  
Hundreds of thousands of federal workers and contractors are feeling the pinch of the prolonged government shutdown, and many are taking out loans and making tough choices about what bills to pay... [Read More](#)

Sears Gets Another Reprieve  
By The Associated Press | January 9, 2019 | [Reprints](#)  
Sears and its three Connecticut department stores received another possible lifeline Tuesday when the company's chairman and largest shareholder promised to line up the necessary financing to keep the struggling department store chain afloat... [Read More](#)

New York Developer Moves In Bridgeport  
January 8, 2019 | [Reprints](#)  
New York developer Time Equities Inc. is becoming a major player in Bridgeport's commercial real estate scene... [Read More](#)

[Subscribe](#) For Full Access.

[Sign Up](#) For **Daily Email** Updates.

**MOST POPULAR | MOST RECENT**  
Greenwich Mansion Sells for Half Asking Price  
Southwest Connecticut Could Be Residential Boom Market in 2019  
Mall Heads to Auction in December  
CT Department of Banking Fines Broker  
People's United to Close Former Farmington Bank Branches

300 X 250 AD SPACE



BANKER & TRADESMAN COMMERCIAL REAL  
E STATE BANKING & LENDING INSURANCE BUSINESS  
COMMERCIAL REAL  
REAL ESTATE BANKING & LENDING  
BUSINESS PROFILES SPECIAL SEC  
DEDUCTIBLE  
SECTIONS BY THE NUMBERS  
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.