

BANKER & TRADESMAN



Your Prospects
Are Our Readers.

MEDIA SOLUTIONS

> PRINT

Weekly Newspaper
Banker & Tradesman

> ONLINE

Website Banner Advertising,
Distribution Emails

> EVENTS

Multiple Targeted Conferences
and Expositions

The Financial Services And Real Estate Weekly For Massachusetts

Banker & Tradesman is the most valued advertising vehicle in the Massachusetts real estate and banking market. The consistency of our advertisers is an amazing statistic that has kept our publication strong for more than 140 years. Banker & Tradesman is a vital tool, providing the most current and accurate data with complete real estate transactions and listings.

We also feature a highly rated website, bankerandtradesman.com, and a popular daily e-news alert with more than 10,500 readers. The Warren Group produces multiple events and seminars each year that feature the most influential and informed government and industry experts.



Published by The Warren Group | www.thewarrendgroup.com

Advertising Opportunities

Total Banker & Tradesman Audience:	10,500
Total Print Distribution:	3,000
Total E-News Distribution:	10,500
Paid Weekly Print Circulation:	2,500
Total Weekly Print Readership:	8,750
Pass Along Readership Rate:	2.5 per copy

Primary Readers of Banker & Tradesman Include:

Real estate investors; real estate brokers; developers; builders and contractors; commercial property owners; bankers and lenders; mortgage bankers and brokers; government agencies; and real estate professional services, including legal, insurance, accounting and appraisal.

ADVERTISING RATES

Banker & Tradesman is a weekly publication.

AD SIZE	12 TIMES	6 TIMES	1 TIME
Full Page 10" X 15.375"	\$2,350	\$2,610	\$2,900
Junior 7.5" X 10"	\$1,765	\$1,960	\$2,180
Half V. 4.875" X 15.375" H. 10" X 7.5"	\$1,645	\$1,830	\$2,035
Quarter Page SQ. 4.875" X 7.5"	\$940	\$1,045	\$1,160
One Eighth 4.875" X 3.75"	\$590	\$650	\$725

Pricing is per issue • All rates are net • Ad close dates are 10 days prior to issue dates.

ONLINE ADVERTISING RATES

Exclusive positioning for three days per week, traffic statistics included. Pricing shown is per month

BANKER & TRADESMAN DAILY E-NEWS

Ad	Rate	3-Month	6-Month	12-Month
Leaderboard 728 x 90	Open Rate	\$1,195	\$1,015	\$835
Rectangle I 300 x 250	Open Rate	\$1,015	\$860	\$710
Rectangle II 300 x 250	Open Rate	\$1,015	\$860	\$710
Bottom Banner 728 x 90	Open Rate	\$775	\$660	\$545

BANKER & TRADESMAN WEBSITE

Ad	Pixels	3-Month	6-Month	12-Month
Full Banner	728x90	\$760	\$680	\$625
Skyscraper	120x600	\$560	\$525	\$475
Square Button	120x90	\$275	\$250	\$230

3 DAYS
A WEEK WITH
EACH MONTH
PURCHASE

3 FULL PAGES
COMES WITH
3 DAYS ONLINE
B&T DAILY LEADERBOARD

3 JUNIOR PAGES
COMES WITH
3 DAYS ONLINE
B&T DAILY RECTANGLE

3 HALF PAGES
COMES WITH
3 DAYS ONLINE
B&T LEADERBOARD

3 QUARTER PAGES
COMES WITH
3 DAYS ONLINE
B&T SKYSCRAPER

3 EIGHTH PAGES
COMES WITH
3 DAYS ONLINE
B&T BUTTON

To learn more about
Banker & Tradesman or to
customize a marketing program
unique to your business needs, call
617-896-5344 or email
advertising@thewarrengroup.com.

THE WARREN GROUP
Real Estate & Financial Information Since 1872

SPECIAL FOCUSES

January 13 - 2014 Mortgage Outlook

The money for your real estate purchase, development, or business expansion is out there. Learn how to navigate the new landscape to get it.

February 10 - Residential RE Outlook

SEMINAR SPONSORSHIP OPPORTUNITY

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.

February 24 - Growth Explosion

A look at the Seaport, and the repercussions inside and outside a particular area when there's a growth explosion.

March 10 - Top Lenders

Saluting the top producers of 2013 in the real estate lending industry.

March 17 - Wealth Management

Investors have learned hard lessons.

April 14 - Green Building

Where are the biggest benefits, and when does ROI kick in?

May 12 - Community Bank Heroes

EVENT SPONSORSHIP OPPORTUNITY

Spotlighting community bank leaders who stand out from their peers and help make the communities they serve better places for all.

May 19 - Bank Compliance

New regulation implementation is on the way.

June 16 - New Media Marketing

SEMINAR SPONSORSHIP OPPORTUNITY

Leverage Twitter, Facebook, LinkedIn, podcasts, blogging and online videos to maximize your marketing potential.

July 14 - Women of FIRE

EVENT SPONSORSHIP OPPORTUNITY

Saluting women who stand out professionally and personally, advancing their professions and enriching the lives of others – winners of Banker & Tradesman's 2013 Women of Finance, Insurance and Real Estate (FIRE) awards.

July 21 - Insurance Trends

Title insurance changes, errors & omissions.

August 11 - Fast 50

Recognizing the 50 fastest-growing mortgage lenders in Massachusetts.

August 18 - Business Profiles

We will help tell your story.

September 15 - Credit Union Heroes

EVENT SPONSORSHIP OPPORTUNITY

Honoring credit union employees who epitomize commitment to member service and volunteerism in their communities.

September 22 - Legal Trends

October 12 - B&T's Best

Banker & Tradesman's annual reader poll results issue, honoring the BEST vendors in the real estate and financial markets.

November 17 - Continuing Education

Required continuing education – who needs what and when; resurging online education; and Dodd-Frank changes are coming.

December 15 - Attracting Business with Tax Breaks

Which side's ROI calculation is right? How does it affect the real estate market.

Further target your buying audience through our regular focused editorial sections:

- Business & Lending
- Commercial & Industrial
- CRE Insider
- Residential Real Estate
- By the Numbers
- Official Records



WITHIN CRE INSIDER

On a monthly basis, our team of experts bring you the latest commercial real estate news, exposing the drama behind the deals and how they impact the Massachusetts economy.

Delivered at the end of each of month.

MONTHLY BONUS DISTRIBUTION

January	500 copies
New England Mortgage Expo, BankWorld	
March	300 copies
NAIOP MA seminar, mortgage brokers	
April	300 copies
The Great New England Credit Union Show, Business Profile clients	
May	500 copies
NEFMA spring conference, Real Estate Mass Spring Conference, NAIOP - Suburban Transformation Bus Tour	
June	300 copies
New Media Marketing, Social Media Breakfast, New York Bank Board Conference, commercial real estate brokers, mortgage brokers	
July	300 copies
Women of FIRE Awards, Investors	
August	300 copies
Commercial Real estate brokers, mortgage brokers	
September	500 copies
Banking New England conference, Legal Conference Credit Union Heroes, NEMBC (MMBA)	
October	300 copies
NEFMA fall conference, NAIOP MA seminar	
November	300 copies
ABX Architecture Boston show, Real Estate Massachusetts Annual Conference, Building Owners	
December	300 copies
Commercial and Residential RE brokers	

3 WAYS TO EXTEND YOUR REACH

PRINT

1

PRINT

Our independent editorial staff drills deep into the issues affecting real estate and finance in Massachusetts. Only Banker & Tradesman 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.

Columns and regular features include:

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.

Print Exclusives - Print - only features, like By The Numbers, Hot Property and Gossip Report.

Special Supplements - Hone in on industry specific topics, such as commercial real estate, law, housing and banking.

ONLINE

2

E-NEWS

Bankerandtradesman.com

Develop more leads 24 hours a day.

Banker & Tradesman Online has 15,000 unique visitors per month, and 3,000 paid subscribers.

Readers tap into the latest news and events, as well as our much sought-after real estate transactions and data. Find archived stories, podcasts, and more.

With an online presence, you will improve product awareness, build sales volume, and increase profits.

Banker & Tradesman Daily E-News

Deliver your daily message to 10,500 readers via email.

Associate your business with the region's most trusted business publication.

Advertising on Banker & Tradesman Daily Email links your company with the market's business decision makers while also serving as a gateway to more information about you and your product via embedded links to your site.

You can leverage your position in the Banker & Tradesman print product by adding to your exposure.

EVENTS

3

EVENTS

Comprehensive conferences and trade shows for the real estate and financial industries. The Warren Group's successful model for industry specific conferences serves professionals and service providers throughout New England. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of real estate and finance professionals together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments and managers.

2014 Events include: Residential Real Estate Outlook, New Media Marketing, Community Bank Heroes, Women of FIRE and Credit Union Heroes.