



add more

With The Warren Group

BANKING PUBLICATIONS

2011 ADVERTISING INFORMATION

MASSACHUSETTS

Reach **over 110,000 banking leaders in 900 banks** across six states.

CONNECTICUT

Local content read more thoroughly and frequently by executive level bankers.

NEW YORK

Comprehensive penetration to a variety of decision-makers in virtually every bank in our territory.

NEW JERSEY

We offer you targeted marketing programs to reach this valuable audience through print, online, and local events.

MARYLAND

You can connect with the leaders of the banking community to increase your market share and grow your business.

VIRGINIA

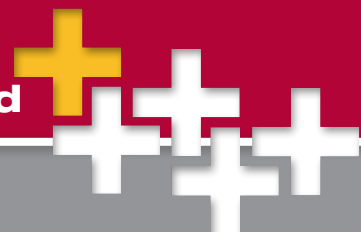
Consistent marketing through The Warren Group and our association partners will enable you to build brand awareness and name recognition while helping to establish the path to better relationships with tens of thousands of influential banking professionals.

OPPORTUNITIES INCLUDE:

- **Print** – Six State-Specific Magazines, Two Annual Supplements
- **Online** – Frequent E-news, and Consistent Website Ads
- **Events** – Seminars, Conferences, and a Business Development Expo

*Great package deals and discounts available

get connected



add confidence

With **The Warren Group**

FOCUS

This direct route to successful top financial executives is unparalleled in the publishing and advertising fields. More than 900 banks are represented by the six states serviced by these comprehensive magazines. Our primary readers are the most active and committed professionals within the banking industry, possessing the authority to make decisions in order to move their institutions forward. Through The Warren Group, you will tap into the most powerful purchasing core for banking, financial and general business products and services.

These local products, with familiar names and faces, are turned to first and foremost for industry news and vital market information. Primary readers include CEOs, executives, managers and specialists, including those who are most involved with their association and the industry.

Our growing distribution list includes CFOs, CLOs, branch managers, loan and trust officers, marketing, HR and IT officers.

"Advertising in The Warren Group's banking publications has been a key strategy in VantisLife's growth. Their state banking publications are widely read by the decision-makers in the banks that we target for our life insurance and annuity products. Our brand awareness has been positively impacted by exposure in these publications."

CRAIG SIMMS,

Senior Vice President, VantisLife Insurance Company

MASSACHUSETTS BANKER

Publishing in
February, May, July, October

Official magazine of the Massachusetts Bankers Association

Distribution: 8,000
3,000 MBA members, inserted into
5,000 copies of Banker & Tradesman
13th ranked state in total banking deposits
Serving all 191 Massachusetts banks
Total readership = 17,000

NEW JERSEY BANKER

Publishing in
March, June, September, December

Official magazine of the New Jersey Bankers Association

Distribution: 9,000
9th ranked state in total banking deposits
Serving 125 New Jersey banks
Total readership = 36,000

BANKING NEW YORK

Publishing in
April, July, October, January

#1 ranked state in banking deposits

Distribution: 7,500
Serving all 240 New York banks
and savings & loans
Total readership = 30,000

CONNECTICUT BANKING

Publishing in
February, May, August, November.

Official magazine of the Connecticut Bankers Association

Distribution: 2,500
1,500 members, and bonus circulation
Serving all 68 Connecticut banks
Total readership = 8,000

THE MARYLAND BANKER

Publishing in
March, June, September, December

Official magazine of the Maryland Bankers Association

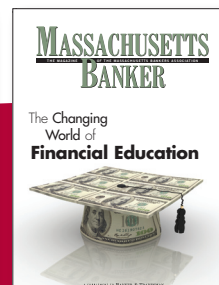
Distribution: 5,000
Serving all 134 Maryland banks
The one and only magazine dedicate
to the business of Maryland banking.
Total readership = 20,000

VIRGINIA BANKING

Publishing in
January, March, May, July,
September, November

Official magazine of the Virginia Banker Association; state ranked 11th in total banking deposits

Distribution: 3,000
Serving 140 banks
Total readership = 12,000



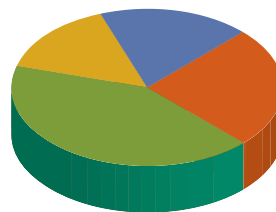
Statistics

Which of the following actions have you taken after reading your state banking magazine?

Visited a company's website	64%
Passed the magazine 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%

OUR READERS

CEO, President, Chairman	25%	■
Executive, Vice President, Chief	42%	■
Manager, Director	18%	■
Other	15%	■



ADVERTISING COLOR RATES

RESERVATIONS AND AD COPY

Please call the advertising department at **Call 800.356.8805 ext.344** or email custompubs@thewarrengroup.com for space reservations and ad copy **deadlines**. Advertisements should be delivered in digital format as high resolution PDF files.

AD SIZE	16 TIMES	8 TIMES	4 TIMES	1 TIME
Full Page	\$1,960	\$2,240	\$2,520	\$2,800
Half Page	\$1,370	\$1,570	\$1,765	\$1,960
Third Page	\$1,080	\$1,230	\$1,385	\$1,540
Back Cover	\$2,350	\$2,690	\$3,025	N/A
Inside Cover	\$2,255	\$2,575	\$2,900	N/A

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more.

add exposure
With **The Warren Group**

FOR MORE INFORMATION: Contact Advertising at 800.356.8805 ext.344 or email advertising@thewarrengroup.com



add customers

With **The Warren Group**

Call 800.356.8805 ext.344 or
email advertising@thewarrengroup.com
to discuss your marketing campaign today.

ONLINE

Reach 8,000 Massachusetts bankers through the MBA E-news.

The Massachusetts Bankers E-News is a consistent source of news and education for the leadership of the more than 200 banks all across the state. This member-requested communication vehicle will be delivered directly to CEOs, senior executives, and mid-level managers. Alongside important headlines, bi-weekly advertising exposure, to this key audience will have a significant impact and be an important part of your marketing program. With a link back to your website, new business partners will be a click away.

Only \$149 per insertion for members, and \$249 per insertion for non-members.

NJBankers.com & BankingNY.com

Thousands of bankers use these websites as a vital, up-to-date resource for news, legislative activity, meetings and events, FinCrime, training, membership details, and more. You can reach not just association members and affiliates, but anyone using the internet looking for details within the banking industry. NJBankers.com averages 4,300 unique visitors per month and over 56,800 hits per month. We increase your exposure with ads placed on the main site and on www.thewarrengroup.com

Home page ads starting at only \$205 per month.

Package deals and discounts are available for our print, online, and event offerings.

EVENTS

TWG events will feature upwards of 75 exhibitors and 600 attendees.

We offer major conferences and trade shows providing the opportunity to present educational seminars and meet face to face with your clients and prospects.

BankHorizons

November 2011, in conjunction with the New Jersey Bankers Association, serving the mid-Atlantic market.



The NJ Bankers Association in partnership with The Warren Group invite you to participate in BankHorizons, the Mid-Atlantic's

largest exposition focused on emerging opportunities and innovative solutions for the banking industry.

At Bank Horizons you will experience an action-packed day complete with thought-provoking educational sessions, interactive panels, leading-edge exhibits, networking, raffle prizes and more! Visit www.bankhorizons.com for more details.

BankWorld

April 2011, in conjunction with the Connecticut Bankers Association, serving the New England market.



Learn about the latest trends, services and technologies in the financial services industry. BankWorld provides bank executives and managers, mortgage bankers and other financial services professionals with information

about new techniques and systems. Enjoy a day of learning and networking as you meet with your peers and the industry's leading consultants and vendors. Register today! Visit www.nebankworld.com

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www.thewarrengroup.com

THE
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GROUP
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Real Estate & Financial Information