

BANKING NEW YORK

THE INDUSTRY MAGAZINE FOR FINANCIAL EXECUTIVES & PROFESSIONALS



**REACH.
CONNECT.
ENGAGE.**

POSITION YOUR COMPANY
WITH CONFIDENCE.

BANKING NEW YORK
MEDIA PLANNER

Independent
BANKERS ASSOCIATIONSM
of New York State, Inc.
Community Bankers. Serving the Community. Serving You!



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Start Building Stronger Business Relationships Today.

According to The Global Financial Centres Index from FM Global, New York recently overtook London as the financial capital of the world – so wouldn't it pay to be part of one of the state's most trusted publications? New York banking institutions have an enormous amount of deposits, assets, wealth and power, giving you the opportunity to position your brand at the center of the action.

The Warren Group's partnership with the Independent Bankers Association of New York (IBANYS) allows you to promote your products, services and solutions among the pages of New York's own quarterly banking publication. The magazine's reach and coverage is more extensive than ever, and is a favorite among CEOs, presidents, CFOs, vice presidents and compliance officers at more than 240 banks throughout New York.

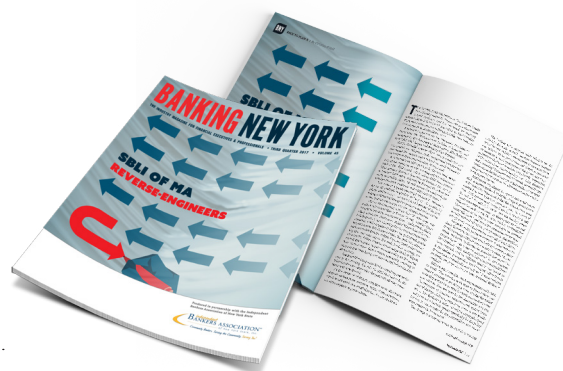
Industry professionals look to *Banking New York* as a valuable and dependable source of financial information. Our mission is to provide decision makers with facts, research and analysis that keep them on their A game, while also positioning our partners as thought leaders at the epicenter of the industry.

7.5K

Total Distribution

240

Financial Institutions



Reader Poll:

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%

Source: Bankers Association Membership Survey

According to a recent American Business Report, nearly 70% of B2B media users say they read digital editions of print publications.

With 96% penetration through print and web platforms, in addition to the 80% of business professionals who attend trade events, the power of B2B media to reach customers is clear.

“Print has the most influence over actual purchases. 45% of respondents say ads in print magazines inspired a purchase, while 40% indicated that digital editions motivated them to buy.”

— Rochester Institute of Technology

“74% of users use both traditional and digital media, and that suggests that the best strategy for reaching them is by offering multiple media options.”

— The Association of Business Information

Advertising in any of The Warren Group’s state banking magazines, emails and websites can give you a significant advantage in the heavy competition for bank clients. If you want to increase your market share, advertising in The Warren Group’s *Banking New York* will help you achieve that goal. As one of our latest and most consistent advertisers and event participants said:

“By working with The Warren Group throughout the years, we have been able to consistently increase our market share year over year as well as stay in touch with our valuable client base. The Warren Group’s *Banking New York* publication facilitates CEIS Review to stay in touch with client and prospects within our home market.”

Justin Hill, Director CEIS Review

The Warren Group’s successful model for banking conferences caters to bankers and service providers. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of bankers together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments.

Call 617-896-5357 today for details on The Banking New York Conference.

“Warren Group tradeshow are more than a conference; they are an actual event. An interactive event. It’s about finding locations that draw people, and creating buzz to get everyone involved – vendors and attendees. That’s exactly what The Warren Group does.”

— Brad Dyksen, Managing Director, Meyer-Chatfield

Our conferences and trade shows draw local banking executives who are intent on improving their bank’s performance. The full-day agenda of concurrent educational seminars provides ample time not only to learn about industry trends and solutions but also to network and connect with other professionals. Attendees commit to the day in order to learn from industry experts, meet with their colleagues, and converse with their suppliers.



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Creative Services

The Warren Group offers the creative services to most effectively reach your desired audience. We connect brands with customers. Our talented creative team will walk you through the complete redesign, branding, logo creation, and web development process – from concept to implementation.

Reinvent the way audiences see your products and services and get real results.



Advertorials

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting.



Content Marketing

Content marketing is a marketing technique of creating and distributing valuable, relevant, and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.



Digital Edition

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. Deliver your message as the front cover of the digital magazine with a Belly-Band as it is delivered to thousands of computers, tablets and smartphones.



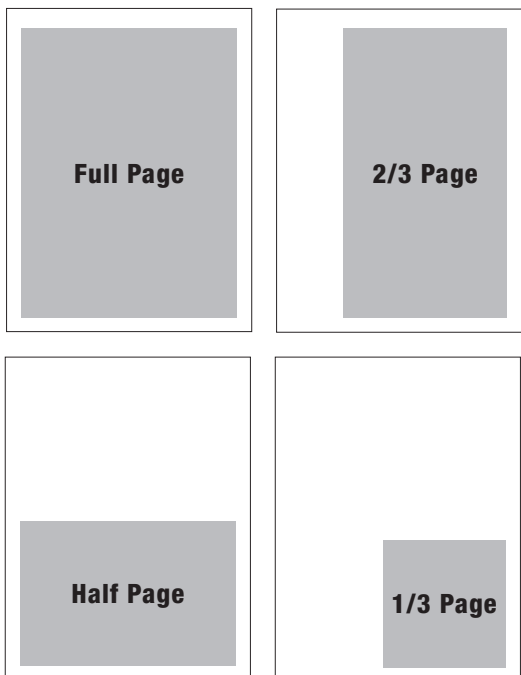
Email Marketing

Today's marketing landscape requires a targeted strategy that produces measurable results. Here at The Warren Group we understand your audience and can help you refine your message, identify your best prospects, and track your results.



Sponsored Posts

Be a part of the headlines as we deliver the digital version of banking magazines to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.



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► Advertising Material Specifications

- ✓ **File formats:** PDF
- ✓ **Resolution:** All images/graphics should be at least 300 DPI
- ✓ **Color:** CMYK
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Images & Fonts:** Should be embedded or included.

► Sending Advertising Materials www.thewarrengroup.com/ad-submissions

2018 Rates & Dimensions

	1x	4x
Full Page (bleeds) 8.375" w x 10.875" h	\$3,029	\$2,724
2/3 Page 4.75" w x 9.75" h	\$2,420	\$2,178
Half Page 7.25" w x 4.75" h	\$2,121	\$1,911
1/3 Page 4.75" w x 4.75" h	\$1,664	\$1,496
Back Cover (bleeds) 8.375" w x 10.875" h	N/A	\$3,271
Inside Cover (bleeds) 8.375" w x 10.875" h	N/A	\$3,134

Pricing is per issue • All rates are net

2018 Deadlines & Issue Dates

Issues	Space Closes	Material Due	Issue Date
Quarter 1	2/8	2/15	3/15
Quarter 2	4/17	4/24	5/29
Quarter 3	6/14	6/21	7/19
Quarter 4	10/2	10/9	11/6



The Warren Group connects leading trade associations with their members, providing enterprising editorial content and engaging communities. By partnering with a variety of trade associations and business groups, our media and advertising group produces magazines, newspapers, online media and comprehensive trade shows. Our publications and events provide highly-targeted marketing opportunities for those seeking to reach decision making professionals in banking, accounting, legal, real estate and construction.