



BANKER & TRADESMAN

Banker & Tradesman is the most widely read publication devoted exclusively to the real estate and investment industries in Massachusetts. The readers of Banker & Tradesman are a diverse group of business leaders, many of whom hold ownership and executive level positions, who have decision making authority for products and services.

BANKER & TRADESMAN READER PROFILE

CIRCULATIONS/READERSHIP

73% OF OUR SUBSCRIBERS ANNUALLY RENEW THEIR SUBSCRIPTIONS FOR MORE THAN FOUR YEARS.

Total Paid Circulation Per Week: 4,900

Total Readership Per Week: 19,600

54 Average Time Spent Per Issue
MINUTES

Regularly Read Sections

- 81% Official Records (Transactions)
- 66% Residential Real Estate
- 53% Big Deals
- 49% Banking and Lending
- 49% Editorial
- 42% Business Moves
- 42% Commercial and Industrial
- 35% By The Numbers
- 29% The Teller

Actions Taken Due to Reading Ads

- 43% Discussed ad with others
- 33% Passed ad along to others
- 24% Visited an advertiser's website
- 20% Contacted dealer, supplier, or representative

20%
RECOMMEND PURCHASES

DEMOGRAPHICS

Age

- 7% 25-34
- 21% 35-44
- 33% 45-54
- 30% 55-64
- 9% 65 Over
- Median Age: 52

Education

- 77% Graduated College
- 32% Post Grad w/Degree

Title/Position

- 40% Executive Management
(Chairman/President/CEO/Owner/Partner)
- 15% Sales/Marketing
- 13% Vice President/Manager

Line of Business

- 45% Real Estate/Investment/Development
- 16% Small Business (General)
- 15% Banking/Finance
- 8% Insurance/Legal/Accounting

\$1.2 Median Household Income
MILLION

Household Income

- 49% \$1 Million+
- 31% \$300,000+
- 9% \$50,000+

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 138 years. Banker & Tradesman is a vital tool, providing the most current and accurate data with complete real estate transactions and listings. Banker & Tradesman is the primary source of news and information for the regions power brokers. Banker & Tradesman features a highly rated web site, bankerandtradesman.com, and hugely popular Daily e-news alert with more than 12,000 subscribers. We produce multiple events and seminars each year that feature the most influential and informed government and industry experts.

READER HABITS & INFORMATION

Number of Trips for Vacation/Personal Reasons in Last 12 Months

Average: 4

62% Have Taken 3 or More Trips

55%

APPROVE/AUTHORIZE PURCHASES

Planning Purchase/Lease Vehicle in Next 2 Years

59% Plan To Purchase

Value of Primary Residence

17% 1 Million – 3 Million+

50% \$500,000 – 1 Million

25% \$200,00 – \$500,000

Median \$700,000

Planning Real Estate Purchase in Next 2 Years

35% Investment/Retirement Real Estate

20% Business Property

14% Secondary/Vacation Residence

Investments/Banking Services Maintained

90% Checking Account

76% Savings Account

69% 401(K)

56% IRA

56% Stocks

55% Real Estate (Other Than Primary Residence)

53% Money Market Funds

53% Mutual Funds

48% Certificate Deposits (CD's)

32% Life Insurance

24% Bonds

21% Annuities

DECISION MAKERS

Events/Meetings Held Outside the Office in the Last 12 Months:

Average: 3 events

43% Held 3 or more events

Products/Services Involved in Purchasing

54% Legal

52% Advertising/PR/Promo

52% Banking

49% Real Estate/Site Location

47% Computer Software

75%

ARE DECISION MAKERS

Benefits Planned for Review in the Next 2 Years

32% Medical Insurance or Group Plan

31% 401(K)/Retirement Plan

17% Life Insurance

12% Flexible Spending Plan

6% Health Club

Services Planned for Review in the Next 2 Years

16% Banking Services

14% Health Insurance Agency

12% Computer Services

11% Telecommunications/Wireless Service

10% Office Equipment/Supplies

10% Internet Services

10% Web Development

8% Real Estate Brokerage

8% Accounting Firm

6% Printing Services

6% Law Firm

5% Life Insurance Agent/Company

4% Title Insurance