

add more

With The Warren Group

# NEW ENGLAND CREDIT UNIONS

## 2011 MARKETING INFORMATION



CENTER POINT

Reach the directors, CEOs, presidents, executives, managers and specialists within virtually every credit union in Massachusetts, New Hampshire and Rhode Island. In partnership with the Massachusetts Credit Union League, New Hampshire Credit Union League and the Credit Union Association of Rhode Island, we serve more than 9,000 high-level credit union and related industry professionals in 280 credit unions across three states.



Credit unions have grown into a powerful force in New England, and our coverage area boasts over 13,000 employees with nearly \$25 billion in total assets. Our audience depends on us for education and news concerning lobbying efforts, legal issues, legislative updates, security measures, member activities, association events, business management, best practices, and more. Showcase your unique services with effective print advertising and direct contact with seminar opportunities at our annual conference and trade show.

### OPPORTUNITIES INCLUDE:

- **Print** – Quarterly Magazine, CenterPoint
- **Events** – The Great New England Credit Union Show

get connected

In partnership with





# add confidence

With **The Warren Group**

## New England Credit Union **READER PROFILE**

**With a pass-along rate of three readers per copy and bonus trade show distribution, over 9,000 financial professionals can see your message in CenterPoint.**

This quarterly, four color, glossy magazine is the voice of the credit union industry in Massachusetts, New Hampshire, and Rhode Island. The readers of CenterPoint are decision makers for their institutions, with the authority to purchase products and services. CenterPoint sets the standard for in-depth news and information that is vital to the leaders of this highly-influential financial industry.

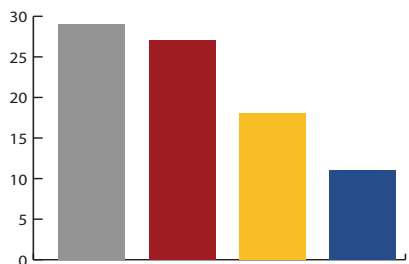
### Our Readers Take Action After Reading CenterPoint

- Purchased a product or service 6%
- Recommended a product or service 12%
- Visited a company's website 58%
- Contacted a company for more information 20%
- Saved an ad or article for future reference 67%
- Passed the magazine or information on to a colleague or business contact 65%

**97.5% of readers said they find CenterPoint to be a useful business tool.**

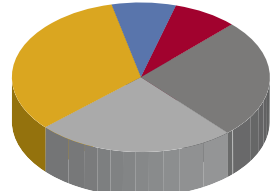
### Purchasing Authority

- Have authority to buy 29%
- Have authority to buy some products and services 27%
- Share in selection and purchasing process 18%
- Have strong influence on purchases 11%



### You Reach Decision Makers Through CenterPoint

- 26% President/CEO
- 25% Vice President
- 33% Manager
- 8% CFO/COO/Director
- 8% Officer/Board Member



## A Circulation Comparison with Credit Union Magazine

	Massachusetts	New Hampshire	Rhode Island
<b>CenterPoint*</b>	2005	272	218
<b>Credit Union Magazine</b>	473	142	181

\* does not include our distribution at events and trade show

## Why CenterPoint?

A consistent advertising message to this powerful audience will help to develop significant name recognition and brand awareness, while helping to establish your presence within the state association, and among its membership.

**"86% of executives reported reading business to business industry magazines monthly."**

-The Rochester Institute of Technology

**"Magazines boosted purchase intent the most – nearly double that of TV and triple of online."**

-Dynamic Logic/Millward Brown 2007

"CenterPoint magazine has helped Synergent reach credit unions. CenterPoint continues to help us brand Synergent and raise awareness in our targeted marketplace. Over the past year, our advertising has increased our name recognition; this is communicated by our sales executives when they supply our marketing department feedback on what mediums are working."

**DEBRA TRAUTMAN,**  
Marketing Manager, *Synergent*

## ADVERTISING COLOR RATES

AD SIZE	4x	1x
Full	\$2155	\$2535
Half	\$1510	\$1775
Third	\$1185	\$1395

Full color included · All rates are NET · Bleeds available on full page ads  
We offer inexpensive specials and inserts, such as belly-wraps, tip-ons, blow-ins, gate-folds, and more. Please call for details.

## DEADLINES

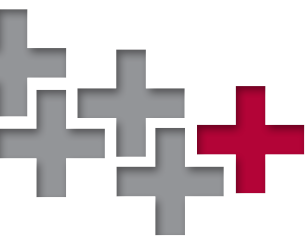
2011 Issue MONTH	Ad Closing	Ad Materials	Issue Date
February	January 17	January 24	February 24
May	April 14	April 21	May 23
August	July 1	July 8	August 9
November	October 13	October 20	November 21

## SPECIFICATIONS

**Full** (7.25 "w x 9.75"h)      **Half** (7.25 "w x 4.75 "h)      **Third** (4.75 "w x 4.75 "h)

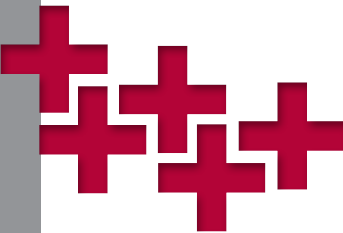
\*All ads to be e-mailed to [custompubs@thewarrengroup.com](mailto:custompubs@thewarrengroup.com)

\*\*File Format: High Resolution PDF (300 dpi min.), CMYK color, all fonts and images embedded



**add exposure**  
With **The Warren Group**

**FOR MORE INFORMATION:** Contact Advertising at 617.896.5344  
or email [custompubs@thewarrengroup.com](mailto:custompubs@thewarrengroup.com)



# add customers

With **The Warren Group**

Call 617.896.5344 or email [custompubs@thewarrengroup.com](mailto:custompubs@thewarrengroup.com) to discuss your marketing campaign today.

**BRANDING -**

**IMAGE ENHANCEMENT -**

**NAME RECOGNITION -**

**NETWORKING -**

**RELATIONSHIP BUILDING -**

**GROWTH -**

## EVENTS

**The Great New England Credit Union Show**  
**Holiday Inn, Boxborough, MA**  
**April 21, 2011**

[www.greatcushow.com](http://www.greatcushow.com)

The Warren Group, along with The Massachusetts Credit Union League, New Hampshire Credit Union League, Credit Union Association of Rhode Island will again host the Northeast's premiere Credit Union exposition.

With an average of 600 attendees, you cannot miss the opportunity to network and present to this diverse credit union audience from around New England.

This annual event will showcase seminars, services, equipment and technology for the financial services industry.

Designed to give credit union management, mortgage experts and other financial services professionals a central forum to learn new techniques and systems.

Sponsorship, speaking, and exhibiting opportunities available.

Gold Sponsors can present a 45 minute seminar. Other high visibility sponsorships are available that include the CEO/CFO luncheon, program guide, name badges, and more.

Package deals available. Call for prices and details

280 Summer Street • Boston, MA 02210-1131

Phone: 617.428.5100 • Fax: 617.428.5119

[www.thewarrengroup.com](http://www.thewarrengroup.com)