

BANKING NEW YORK

THE INDUSTRY MAGAZINE FOR FINANCIAL EXECUTIVES & PROFESSIONALS

2020 MEDIKIT

**REACH.
CONNECT.
ENGAGE.**



7.5K

Total Distribution

240

Financial Institutions



To learn more about **Banking New York** or to customize a marketing program unique to your business needs, call **860-719-1991** or email vvalvo@ambizmedia.com.

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.

American Business Media's partnership with the Independent Bankers Association of New York State (IBANYS) allows you to promote your products, services and solutions among the pages of New York's own 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. American Business Media's other banking magazines, *Banking New England* and *Banking Mid Atlantic*, provide an opportunity to take your message even further. Call us to discuss how a combo buy can save you thousands and provide exposure to the New York, New England and Mid Atlantic regions.

Magazine content is deeply absorbing, whether in print or digital. Print magazines are an effective tool because reading on paper is a slower and deeper process and readers remember more.



Editorial Focus Includes:

Compliance, Operations, Marketing & Business Development, Technology & Mobile Banking, Legislation & Regulation, Investing & Wealth Management, and more ...

FULL
PAGE

2/3
PAGE

HALF
PAGE

1/3
PAGE

Rates & Dimensions

	1X	3X	6X
FULL PAGE (bleeds) 8.375" w x 10.875" h	\$2,995	\$2,395	\$1,995
2/3 PAGE 4.75" w X 9.75" h	\$2,295	\$1,895	\$1,695
HALF PAGE 7.25" w x 4.75" h	\$1,995	\$1,695	\$1,495
1/3 PAGE 4.75" w x 4.75" h	\$1,495	\$1,195	\$1,095
BACK COVER (bleeds) 8.375" w x 10.875" h	N/A	N/A	\$2,795
INSIDE COVER (bleeds) 8.375" w x 10.875" h	N/A	N/A	\$2,595

Pricing is per issue • All rates are net

Deadlines & Issue Dates

Issues	Editorial Focus	Closing Date
ISSUE 1	Technology	1/6
ISSUE 2	Banking NY Conference / Best Bank / Bank Marketing	3/6
ISSUE 3	IBANYS 45th Anniversary & Annual Meeting / Customer Experience	5/6
ISSUE 4	IBANYS Meeting Wrap Up / Hiring	7/6
ISSUE 5	Women in Banking	9/3
ISSUE 6	Year Ahead	11/6

Digital Advertisements

	1X	6X	12X+
WEEKLY 300 pixels w x 250 pixels h	\$300	\$250	\$225

Pricing is per week • All rates are net



CONTACT VINCE VALVO
Direct 860.922.3441
Main 860.719.1991
vvalvo@ambizmedia.com

► 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

ads@ambizmedia.com