

INSIGHTS FROM PUBLISHER DEBRA COPE ABOUT ADVERTISING
OPPORTUNITIES IN *COMMUNITY BANKER*



Community
banker

OUR ANGLE FOR YOUR SUCCESS

PUBLISHER DEBRA COPE TALKS ABOUT WHY
NOW IS THE BEST TIME TO CAST YOUR LINE...



WHAT IS YOUR PHILOSOPHY AS PUBLISHER OF *COMMUNITY BANKER*?

Relevance, relevance, relevance. As a veteran of 20 years in banking journalism, I know that bankers demand quality news publications with a sharp focus on bottom-line issues.

Every month, we strive to produce a magazine that is smart, incisive, practical and timely. We draw on our team of staff experts as well as the best financial writers in the business to deliver a top-notch magazine to our readers.

We take what I call a 360° look at the banking industry. Our focal point, of course, is what's happening at banks. But we can't cover this industry without seeking out all perspectives. So we cover industry leaders, regulators, experts, service providers, and customers.

WHY DO YOU THINK THE READERS OF *COMMUNITY BANKER* VALUE THE CONTENT SO HIGHLY?

It starts with the fact that our writers represent the top talent in the industry. They provide insights that only a veteran can deliver. That's got to be why our readers rank us neck-and-neck with the Wall Street Journal as their publication of choice for banking industry news and analysis.

Our readers also value the way we help them stay abreast of the latest industry trends, such as the movement to online banking and the sudden rise of hybrid mortgage products. Our thoughtful and credible coverage is the editorial backdrop against which industry vendors can pitch relevant solutions addressing these latest trends and developments.



WHAT ARE SOME OF THE HOT TOPICS FOR THE READERS OF *COMMUNITY BANKER* TODAY?

I don't think we can say enough in our pages about technology in banking. It's the backbone of banking operations, and managing it correctly is critical to profitability for banks. That's why I've steadily increased the number of pages *Community Banker* devotes each month to our Tech section— *Technofile*. It's why I launched our first-ever Technology Planning issue in 2005. It's why every single issue of *Community Banker* includes a technology or operations-oriented feature.

MANY OF *COMMUNITY BANKER* READERS ARE EXECUTIVE LEVEL, WHAT DOES THAT MEAN TO ADVERTISERS?

We keep the magazine relevant to our readers, making it a resource they can rely upon. Our reader surveys confirm that the magazine is well-read. And management today is a pressing issue. Bankers have so many resources at their fingertips to learn about banking and about management, but not many that pull the threads together in a way that's meaningful for them. That's one of the things I like to do with *Community Banker*.

Just as an example, we kicked off 2005 with our first annual Workplace issue. It really dug into the management challenges that are shared by all businesses, in a way that bankers could immediately relate to. We talked about keeping the best employees; the rising cost of health insurance premiums; ways to use personality testing; training programs. When readers rely on us to deliver, so can the advertisers.

WHAT DEPARTMENTS DO A GOOD JOB AT DRIVING EYES TO ADVERTISERS' PAGES?

I have to admit, I love the *Bank on It* column. It's the last page, and it's always a meaningful yet fun read that plays off of a big theme in the issue. We call it "dessert" for our readers. People love reading tidbits, facts and interesting statistics, and this is where we make them come alive. This page has high readership and it is sure to get eyes on the inside back cover ad.

I'm also a big fan of *Crash Course*. We created this one-page feature as a response to the interest in "how-to" articles. It's a way of spotlighting trends, particularly new products that aren't well understood yet. We've used this space to explain everything from tangible products like in-branch kiosks and self-service coin counters to intangible ones like payment-option mortgages. Naturally, this page is valued by readers and provides a high-visibility placement for advertisers facing this page.

We've produced service guides on everything from ATM hardware to compliance software, and from investment services to transactional Internet technology. These service guides help our readers to understand the competitive landscape, and readers tend to hang on to them. Advertising in issues that feature service guides can provide access to a highly targeted group of buyers.

WHAT IS YOUR INVOLVEMENT WITH ADVERTISERS?

Personally, I love talking to our readers' vendors. They have a window on the industry that gives them a unique perspective. A banker can tell you what his institution is doing, but a vendor can tell you what his entire client roster of banks is doing. Vendors are great at spotting trends. That is just another way *Community Banker* stays fresh and relevant.

Community banker

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Published by ACB Business Partners for

