

BankNews

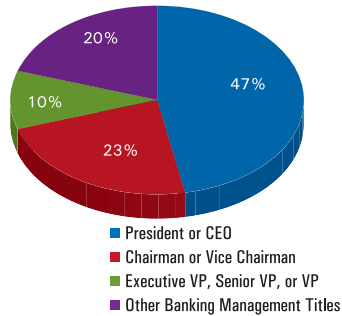
Reaching the heartland of the community banking industry

BankNews, founded more than a century ago, continues to be the leading magazine exclusively serving the core of the community banking industry — the 15 Central States, stretching from Wyoming to Illinois, and from Minnesota to Texas.

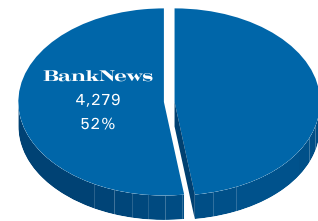
These states contain more than 4,200 community banks and thrifts with some 22,000 branches, making up 52% of the nation's banks and thrifts with assets up to \$1 billion.

BankNews' circulation of 7,100 covers 100 percent of the main offices of community banks in the Central States — with no waste circulation to personnel without buying influence.

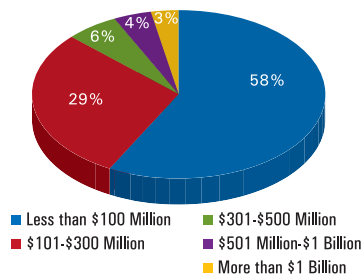
Readership by Job Title



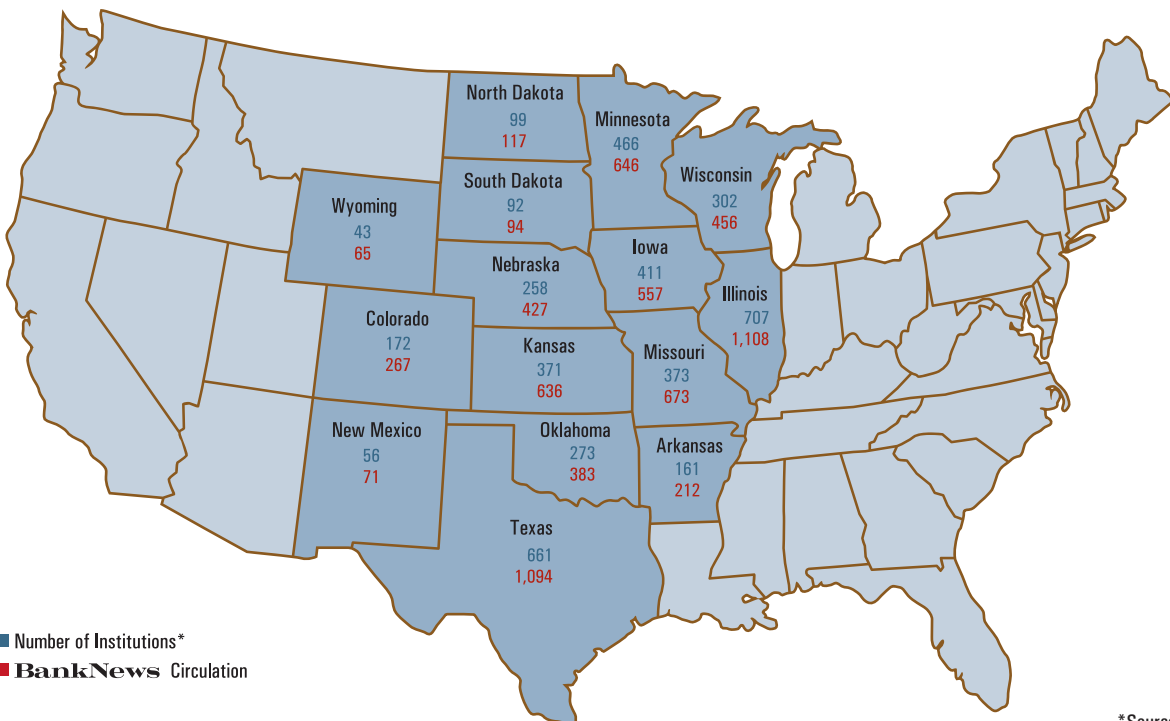
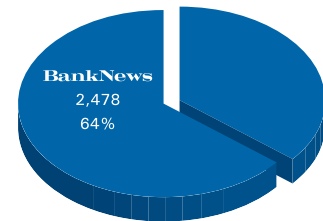
Banks and Thrifts with Assets of \$1 Billion or Less



BankNews Market by Bank Asset Size



Banks and Thrifts with Assets Up to \$100 Million



*Source: FDIC