



# Media Kit 2021

- **Print**
- **Digital**

*[www.SFNet.com](http://www.SFNet.com)*

# Print

# demographics

## engagement

**62%**

Of readers are involved in their organization's purchasing decisions

**51**

Minutes on average spent reading each issue

**71%**

Of TSL readers save the magazine to refer back to at a later date

## readership

**71%**

VP or higher

**29%**

Other

**94%**

Bachelor's or higher

**90%**

Regularly visit social media

**21%**

Number of employees over 20,000

## revenue

**37%**

\$300 million or more

**7%**

\$50 to \$200 million

**16%**

\$10 to \$50 million

**7%**

\$10 million to \$24.99

**10%**

\$1 to \$10 million

**8%**

less than \$1 million

## purchasing power

**62%\***

Involved in making purchasing decisions

**27%\***

Approve/authorize purchases

### \* Products/services involved in purchasing:

legal services **36%**, field examination **32%**, valuations **29%**, turnaround management **27%**, risk management **23%**, liquidations **23%**, credit insurance **22%**, software **21%**, investigations **19%**, search, filing, and document retrieval **18%**, collections **16%**

# 2021 editorial calendar

The upcoming THEMES

## Jan/Feb: Capital Markets

TSL kicks off the year with a look at the current state of the industry amid COVID-19's effects. Topics include an interview with the new heads of Fifth Third Business Capital, legal challenges for lenders in 2021, New Year predictions from industry thought leaders.

### Bonus Distribution:

SFNet Asset-Based Capital Conference  
Mail Date: 1/28/21  
Editorial Due: 12/01/20  
Ad Reservations: 12/01/20  
Ad Material: 01/04/21

## May: Women in Secured Finance

In addition to profiles of women making their mark in the industry, this issue will feature interviews with female thought leaders as well as content focused on navigating your way through a career in commercial finance. Profile Submission Date (Open to SFNet Members and Foundation Contributors): March 1  
Mail Date: 5/5/21  
Editorial Due: 3/12/21  
Ad Reservations: 3/26/21

## October: Diversity & Inclusion

This issue will tackle the tough questions around diversity & inclusion. We'll interview industry leaders about best practices and feature success stories.

Mail Date: 10/01/21  
Editorial Due: 8/05/21  
Ad Reservations: 8/24/21  
Ad Material: 9/03/21

## March: Bankruptcy

TSL takes a deep dive into the world of bankruptcy, including a focus on specific sectors and companies and a roundtable feature with bankruptcy experts.

Mail Date: 3/5/21  
Editorial Due: 2/2/21  
Ad Reservations: 1/22/21  
Ad Material: 2/1/21

## June: SFNet 40 Under 40 Awards

This issue honors the recipients of SFNet's 2021 40 Under 40 Awards and highlights professional development topics.

Mail Date: 6/17/21  
Editorial Due: 5/06/21  
Ad Reservations: 5/26/21  
Ad Material: 5/28/21

## November: Convention Issue

SFNet returns to Phoenix to celebrate its 77th Annual Convention. Both the November issue and the Annual Convention panels will cover the most pressing end-of-year issues to help you see around corners in order to plan for 2022.

### Bonus Distribution:

SFNet Annual Convention  
Mail Date: 11/09/21  
Editorial Due: 9/10/21  
Ad Reservations: 9/20/21  
Ad Material: 10/01/21

## April: Accounts Receivable

This issue will delve into the challenges and opportunities facing both large and small players in the accounts receivable world, including in-depth interviews with key players.

Mail Date: 4/2/21  
Editorial Due: 2/5/21  
Ad Reservations: 2/26/21  
Ad Material: 3/1/21

## September: Valuation & Appraisal

What challenges has COVID presented to the valuations & appraisal industry and what can lenders do to overcome these obstacles?

Mail Date: 9/1/21  
Editorial Due: 7/1/21  
Ad Reservations: 7/26/21  
Ad Material: 8/2/21

# SFNet rates & specs: print

## 2021 Print Rate Card

Ad Type	1X	4X	8X	16X	24X
Full Page B&W	\$3,495	\$3,375	\$3,235	\$2,990	\$2,760
Full Page Color	\$5,190	\$5,060	\$4,930	\$4,685	\$4,445
TOC Splash	\$3,565	\$3,545	\$3,380	\$3,210	\$3,110
1/2 Page	\$2,470	\$2,385	\$2,280	\$2,170	\$2,060
1/2 Page Spread	\$4,930	\$4,760	\$4,560	\$4,335	\$4,120
1/3 Page	\$2,045	\$1,965	\$1,900	\$1,785	\$1,700
1/3 Page, 3 pages	\$6,005	\$5,725	\$5,405	\$5,255	\$5,515
Double Page Spread	\$7,015	\$6,750	\$6,475	\$5,995	\$5,515
Inside Covers	\$6,150	\$5,830	\$5,525	\$5,130	\$4,495
Back Cover	\$6,660	\$6,325	\$6,020	\$5,780	\$5,545
Sponsored Content: Full Page + Content	\$10,000	-	-	-	-
Sponsored Content SFNet Express \$2500	\$2,500	-	-	-	-

\* Sponsored content information: A 2,000-word article written by our freelance writer or by your company, designed by *The Secured Lender* staff, on a topic of your choosing, based on your research and insights. You will receive a PDF of the published article to place on your company's website and for marketing purposes. A full-page, four-color ad within your feature in *TSL*. 25 copies of the issue featuring your article. Cover placement: Your article's topic will be mentioned on that month's cover. An email announcement promoting the availability of that month's magazine will include a link to your article. The article will be featured in *SFNet Express*, in the month of publication, summarizing the print article with a link to the article online.

Note: *The Secured Lender* retains copyright and has final say on content/design \*\* Only one article will be featured per issue (excludes June and November issues).

\*\* *SFNet Express* sponsored content: Please keep in mind that sponsored content should be educational in nature in order to attract the largest audience.

2,000 word maximum, please submit in Word. The content "preview" will be featured in *SFNet Express* for five days (Monday-Friday) with a link to the full content on SFNet's website. Artwork is created by *The Secured Lender* staff. Content is proofread by editorial staff. If any substantive changes are required, we will get permission from the advertiser. Charts are welcomed. Please include a bio of the author along with full contact details including email and website.

Ad Spots	File Size (WXH)	Bleed Size
Full page, bleed	8.5" x 10.875"	8.75" x 11.125"
Full page, no bleed	8" x 10"	n/a
TOC Splash	2" x 10"	n/a
The TSL Notes: 1/3 page ad	4.5" x 4.5"	n/a
The TSL Notes: 1/2 page ad	6.875" x 4.5"	n/a
The TSL Notes: 1/2 page spread	17" x 5.125"	17.25" x 5.25"
Double page spread	17" x 10.875"	17.25" x 11.125"

**File set-up Info:**

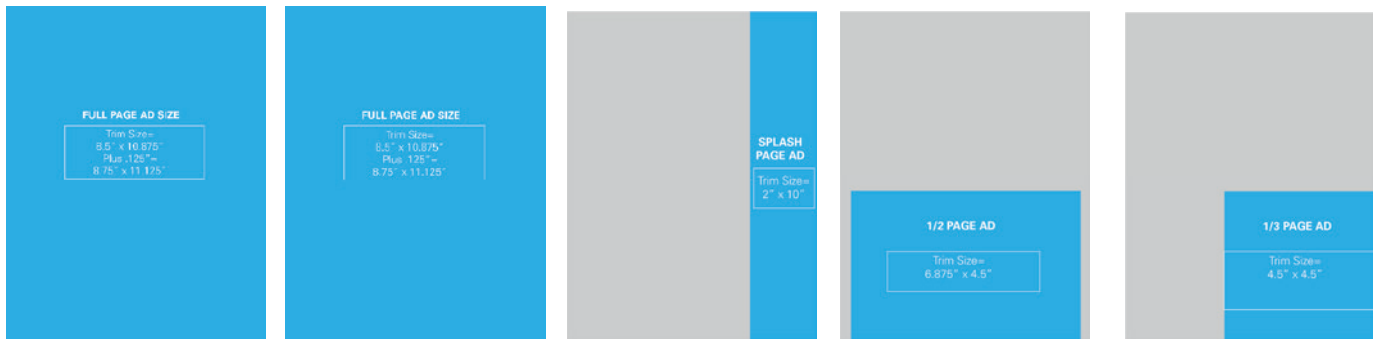
For full-page bleed ads, include a bleed allowance of 0.125" on each edge that bleeds. (For example, the bleed size of a full-page ad that bleeds off all four edges would be 8.75" x 11.125"). Marks must be offset at least 0.125" from the trim edge.

**Preferred file format:**

PDF/X-1a:2001 (Use the PDF/X-1a preset in QuarkXPress, InDesign, or Illustrator.) All color images must be CMYK. Images: 400 dpi. Line art: 1200 dpi.

**Ad delivery instructions:**

Please email PDF ads to Eileen Wubbe at ewubbe@sfnet.com.



# Put your capital to work with SFNet today

Contact James Kravitz  
 Business Development Director  
 (646) 839-6080 jkravitz@SFNet.com

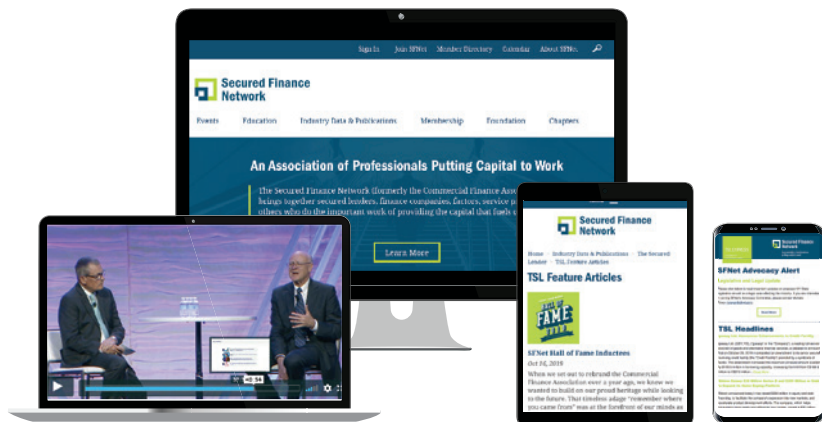
# SFNet

# digital

# properties



# Consistency, integration and synergy



SFNet 360 digital marketing:  
Our digital media channels, fast,  
responsive access...anytime.

## SFNet.com

### Real-time connections for key decision makers

SFNet.com is a hub of activity for all things related to secured finance. It is the resource that secured finance professionals turn to for everything from trending industry news, key data & insights, education, advocacy issues, upcoming SFNet national and chapter events, to connecting with other members in the network.

## TSL digital edition

### Your audience is on the move—and so are we

More than 90,000 unique visitors from over 100 countries...and with a growing audience! Notification emails are blasted to over 20,000 readers every month. Opportunities include digital ads and exclusive sponsorship of the eblast notification.

## SFNet Express

### The daily eblast most read in the industry

This email news bulletin hits over 20,000 subscribers daily, delivering links to breaking industry news, deals and personnel announcements. It offers substantial open and click-through rates while offering space for three separate ad placements.

## SFNet eNewsletter

### The industry monthly eblast

SFNet's insider eNewsletter reaches over 20,000 industry executives every month and keeps them updated on all SFNet happenings. Our readers turn to the SFNet eNewsletter frequently to read feature articles, find the latest information on national and Chapter events, and see up-to-date announcements regarding SFNet education programs.

# Digital demographics

## SFNet.com

**200k**   **700k**   **67.2%**   **56.1%**

Active users

Page views

Return visitors

Visitors in the 24-44 age group

## SFNet Express readership

**20k**   **3k**   **72%**   **68%**   **2.8k**

Highly vetted contact list

Daily opens

Read Express at least once a week

Cite Express as highly valuable

Daily clicks driving traffic to SFNet to read our content

## TSL Digital Issue

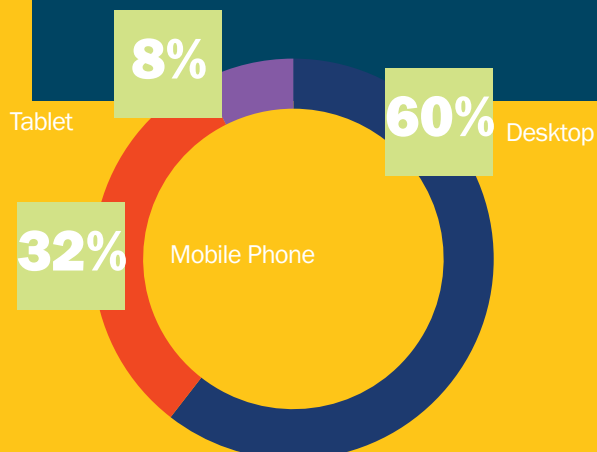
**58k** Total replica page views

**13** Minutes total reading duration

**29%** Returning reader percentage

**90k** Visitors from 100 countries

## device breakdown





# SFNet rates & specs: digital

## 2021 Digital Rate Card + Specifications

Digital product	Ad name	Ad size	GIF or JPEG	Price
TSL Digital Notification	Leaderboard	600px X 150px	500 kb	\$1,450
SFNet Express	Leaderboard	600px X 150px	500 kb	Leaderboard/Headline
	Headline Leaderboard	600px X 150px	500 kb	5 editions: \$3,370   15 editions: \$8,500
	Middle/Lower Box	600px X 150px	500 kb	30 editions: \$14,460   60 editions: \$25,200 Middle/Lower: 5 editions: \$2,974   15 editions: \$7,500 30 editions: \$12,720   60 editions: \$22,200
SFNet Monthly eNews	Leaderboard	600px X 150px	500 kb	\$2,810
SFNet.com Homepage	Leaderboard	728px X 90px	500 kb	\$1,800
SFNet.com Middle Homepage	Leaderboard	728px X 90px	500 kb	\$1,500
SFNet.com (run of site)	Feature Box (news pages)	300px X 250px	500 kb	\$5,000
SFNet.com Interior	Feature Box	300px X 250px	500 kb	\$1000

### Rich media (excludes email newsletter banner ads and mobile ads)

We accept Java-script, HTML and others

(please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser

### Third party networks

• For on site banner ads and mobile ads:

We accept creative from most major ad serving networks (please inquire).

• For newsletter banner ads: We do not accept click tracking tags and do not accept third-party impression tags.

Note: Third party tags are accepted for mobile placements, except on the newsletter.

# Put your capital to work with SFNet today

Contact James Kravitz

Business Development Director

(646) 839-6080 jkravitz@SFNet.com

# SFNet info & contacts

## General policies

All rates and discounts are subject to change with 30-day notice to current advertisers. *The Secured Lender* does not accept employment opportunity advertisements. All advertising is subject to approval by the editor-in-chief.

## Cancellations:

Cancellations must be submitted in writing and will not be accepted after space reservation closing date. Electronic advertising cancellations must be received at least 30 days prior to scheduled date.

## Inserts:

Advertiser-supplied inserts will be based on space availability.

## Published by:

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