

SFNet's 2024 Media Kit

- Events
- Print
- Digital



**Secured Finance
Network**

SFNET.COM



Putting capital to work since 1944



Secured Finance
Network

Connect with the secured lenders, finance companies, factors, service providers and others who do the crucial work of providing the capital that fuels the global economy. With over **\$4 trillion** in volume, the secured finance industry is a force in the U.S. GDP.

SFNet is the trusted authority for news, data, networking and insights and the catalyst that brings together these influential secured finance professionals from around the globe. Align with our diverse community and expand your network today.



We offer access to top industry leaders

Our network

Connect to top decision makers, opinion leaders and affluent consumers



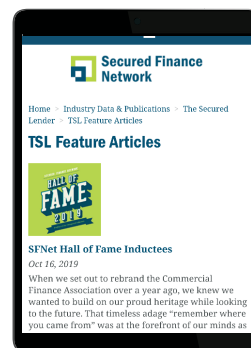
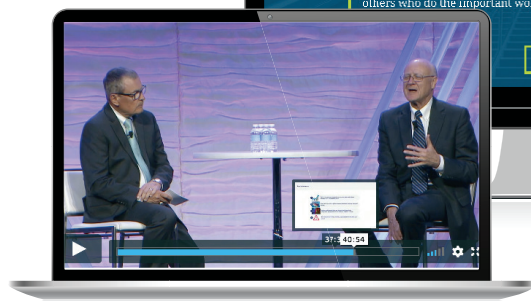
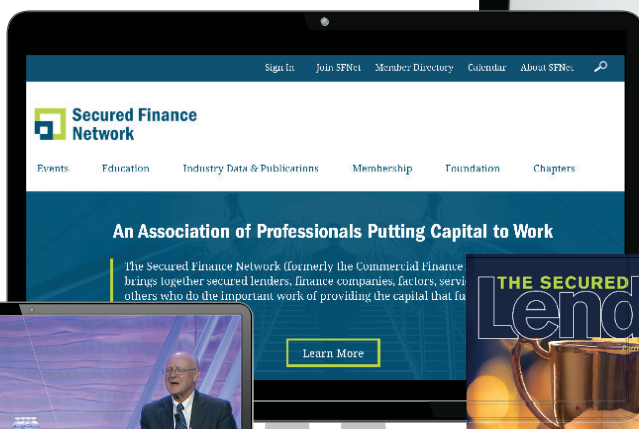
Our offerings

SFNet offers several cost-effective ways for you to reach influential business professionals

SFNET EVENTS

Exhibit | Sponsor | Get Involved

- International & local opportunities
- 70% of attendees are VP or higher



SFNET.COM

Multimedia Ads | Blended Content

- 21,000 monthly unique visitors
- 18,000 sessions per month
- 233,000 events per month

TSL EXPRESS

Daily morning e-newsletter featuring industry headlines, trending articles, deals, hires, promotions and company news.

- More than 16,000 recipients

THE SECURED LENDER MAGAZINE

Print Ads | Partnered Editorial

- 6 issues per year
- Circulation 5,800

TSL WEEKLY TOP STORIES

- more than 16,000 recipients
- Drives up to 3,000 visits to SFNet.com daily

TSL DIGITAL EDITION

Eblast Sponsorship

- 97,000 unique visitors from over 100 countries
- more than 16,000 recipients

SOCIAL MEDIA

- LinkedIn 7,670 followers
- X 2,570 followers
- Instagram 1,137 followers

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SFNET
MEDIA KIT
2024

A man in a dark suit and purple tie is smiling and talking to a group of people in a modern office setting. The background is a bright blue wall. The text "Maximize brand engagement SFNet Events" is overlaid on the right side of the image. The text "Maximize brand engagement" is in white, and "SFNet Events" is in green.

Maximize brand engagement SFNet Events

Sponsorships & exhibits

2024 SFNet Events



Why Sponsor an SFNet Event?

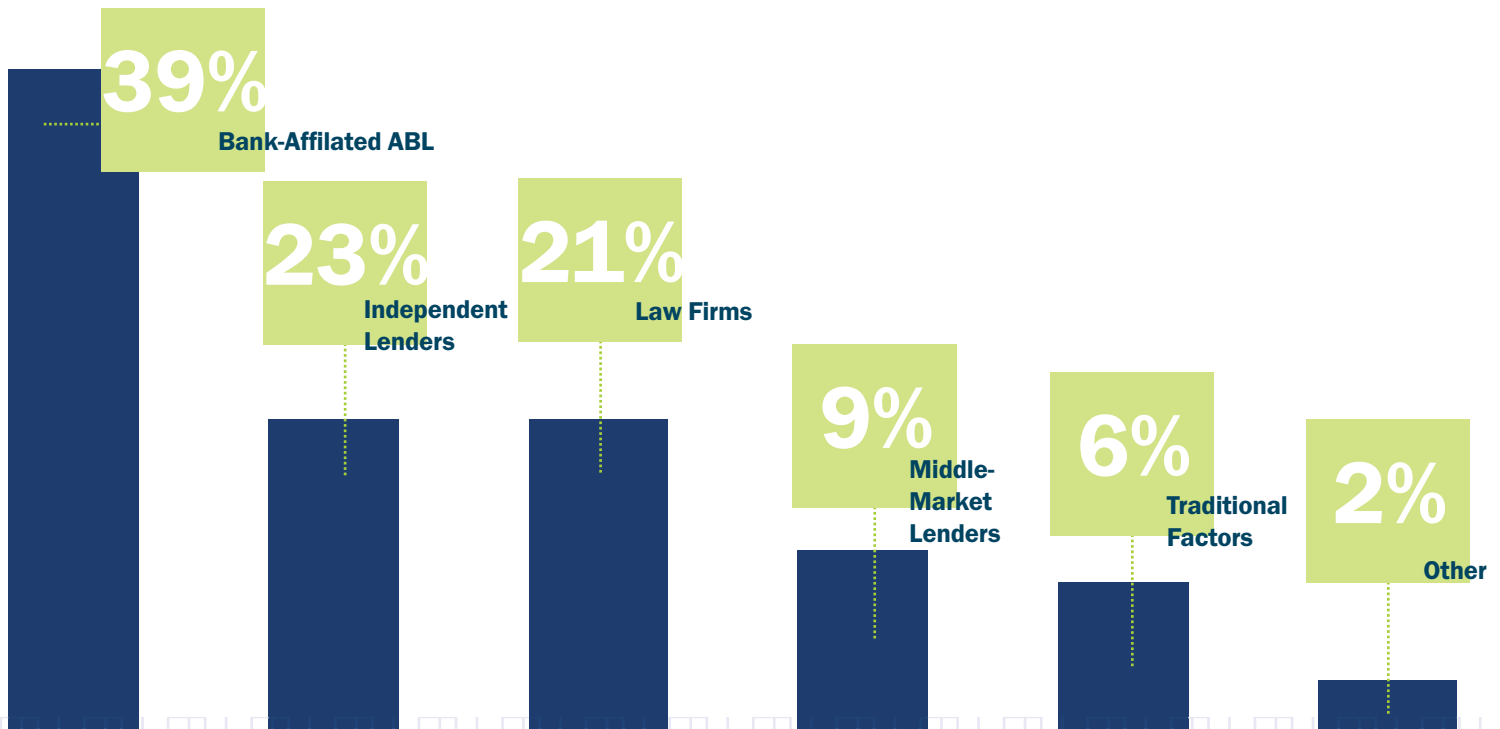
National and International Brand Exposure: Gain visibility and recognition among key industry players from diverse regions nationally and internationally.

Networking Opportunities: Enjoy exclusive access to a diverse group of secured finance professionals, fostering valuable partnerships and relationships.

Professional Development: Position your company as a thought leader by participating on panels, introducing keynote speeches, or delivering educational content.

Fostering Communities of Shared Interest: Engage with like-minded professionals, sparking deal flow opportunities and profitable collaborations.

Event demographics



Annual convention

900+

attendees

20+

showcase exhibit booths

3+ Days

of sponsorship exposure

Upcoming 2024 SFNet events



SFNet Asset-Based Capital Conference February 6-7, 2024, Las Vegas, NV

Emerging Leaders Summit April 10-11, 2024, Los Angeles, CA

Independent Finance Roundtable April 16-18, 2024, Nashville, TN

International Lending Conference May 14-16, 2024, London, UK

Women in Secured Finance Conference June 12-13, 2024, New York, NY

40 Under 40 Awards June 13, 2024, New York, NY

Cross-Border & Supply Chain Finance Summit September 19, 2024, New York, NY

80th Annual Convention November 13-15, 2024, Houston, TX

SFNet Event Sponsorship Pricing

Please see details for specific event sponsorship packages online at [SFNet.com](https://sfnet.com).

Or contact James Kravitz, Business Development Director

T: (917) 881-1247 ■ jkravitz@sfnet.com

The Secured Lender



**Secured Finance
Network**

The most trusted industry news source

Published for more than 30 years, with over 9,000 readers per issue, SFNet's *The Secured Lender* has an audience that is engaged and refers to the magazine often. **47% of respondents to our reader survey have taken action as a result of reading advertisements in the publication.**



The power of buzz is still alive in print

7 out of 10 B2B readers say they spend more time with industry-related print publications than with mainstream business or consumer print magazines, according to the Association of Business Information & Media Companies.

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SFNET
MEDIA KIT
2024

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

1%

\$200 to \$299 million

3%

\$100 to \$199 million

14%

\$10 to \$99 million

12%

\$1 to \$9.9 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%**

2024 editorial calendar

The upcoming THEMES

Jan/Feb:

Capital Markets/Threats & Opportunities

TSL kicks off the year with a look at the current state of the industry after another tumultuous year. Topics include interviews with capital markets executives, top legal issues for lenders in 2024, as well as what is causing both concern and optimism.

Bonus Distribution:

SFNet Asset-Based Capital Conference

Mail Date: 1/25/24

Editorial Due: 12/1/23

Ad Reservations: 12/1/23

Ad Material: 1/4/24

March:

Women in Secured Finance/ DEI Issue

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 bringing men into the conversation. This issue will also feature DEI topics.

Profile Submission Date (Open to SFNet Members Only): 12/21/23.

Mail Date: 3/9/24

Editorial Due: 1/19/24

Ad Reservations: 1/23/24

Ad Material: 2/1/24

June:

SFNet 40 Under 40 Awards Issue

This issue honors the recipients of SFNet's 2024 40 Under 40 Awards and highlights professional development topics.

Bonus Distribution:

SFNet's 40 Under 40 Awards Ceremony

Mail Date: 6/9/24

Editorial Due: 4/5/24

Ad Reservations: 4/26/24

Ad Material: 5/1/24

July/August:

TSL Data Issue

TSL's third annual data issue will build on the success of the inaugural issue, including more participants and information on additional sectors of the industry. This issue also includes industry primers and is handed out at conferences attended by prospective borrowers.

Data Information for Profiles Due: 4/12/24

Mail Date: 8/7/24

Editorial Due: 6/5/24

Ad Reservation: 6/14/24

Ad Material: 7/1/24

September/October:

Supply Chain/Factoring Issue

Supply chain pressures and the challenges facing factors will be addressed in this issue as well as highlights of SFNet volunteers. Sept/Oct will also mark the third annual Great Places to Work issue, distributed to colleges and law schools. Great Places to Work Profiles Due: July 10.

Mail Date: 9/14/24

Editorial Due: 6/28/24

Ad Reservations: 7/26/24

Ad Material: 8/1/24

November:

Industry Awards and Convention Issue

SFNet holds its first Houston convention to celebrate its 80th 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 2025. This issue also highlights the winners of SFNet's inaugural Industry Awards.

Bonus Distribution:

SFNet's 80th Annual Convention

Mail Date: 11/7/24

Editorial Due: 9/5/24

Ad Reservations: 9/20/24

Ad Material: 10/2/24

SFNet rates & specs: print

2024 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 for an additional fee 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. The article will be featured in *TSL 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).

** *TSL 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 *TSL 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:

Email PDF ads to Eileen Wubbe at ewubbe@sfnet.com.

Put your capital to work with SFNet today

Contact James Kravitz

Business Development Director

(917) 881-1247 ■ jkravitz@SFNet.com

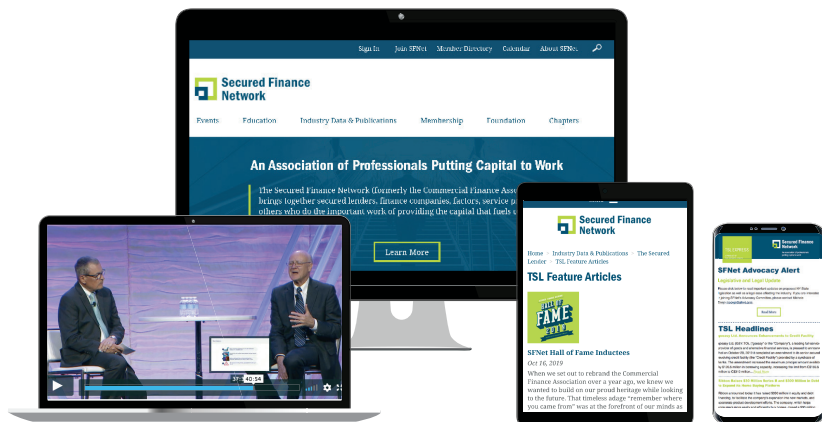
SFNet

digital properties



Secured Finance
Network

Consistency, integration and synergy



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

SFNet.com

Real-time connections for key decision makers

SFNet.com serves as an all-encompassing hub for secured finance professionals. It provides a wealth of resources that industry professionals count on, from the latest industry news, essential data and insights, and professional development opportunities to upcoming events and the ability to connect with other SFNet members.

TSL digital edition

Your audience is on the move— and so are we

More than 180,000 unique visitors from over 100 countries...and with a growing audience. Notification emails are sent to over 16,000 readers every month. Opportunities include digital ads and exclusive sponsorship of the eblast notification.

TSL Express

The daily eblast most read in the industry

Our daily newsletter reaches more than 16,000 subscribers, delivering breaking industry news, deals and personnel announcements. It receives substantial opens and click-thru rates and offers three separate ad placement opportunities.

TSL sponsored content

Highlight your thought leadership. 52% of B2B customers claim that they are “definitely” more likely to buy from a brand after reading their content. Sponsored content opportunities are available in both print and digital.

Digital demographics

SFNet.com

396k

Active users

789k

Page views

67.2%

Return visitors

51.2%

Visitors in the 24-44 age group

TSL Express readership

16+k

Contact list

3+k

Daily opens

72*%

Read Express at least once a week

68*%

Cite Express as highly valuable

TSL Digital Issue

93k

Total replica page views

12

Minutes total reading duration

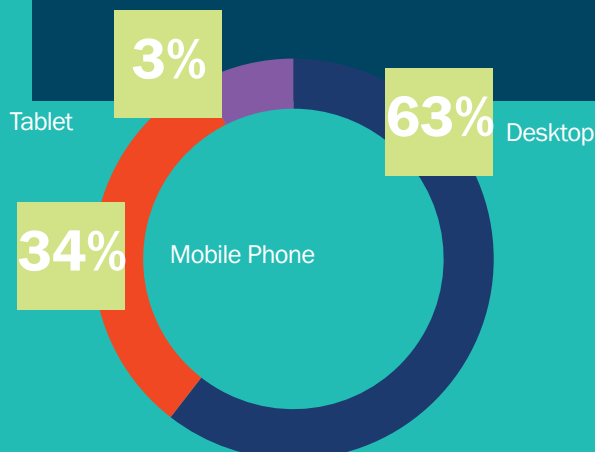
31%

Returning reader percentage

97k

Visitors from 100 countries

Device breakdown



SFNet rates & specs: digital

2024 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
TSL 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
TSL Weekly Top 10	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	\$1,000
SFNet.com (Deal Table*)	Leaderboard	728px X 90px	500 kb	\$1,000
SFNet.com (Deal Table*)	Feature Box	300px X 250px	500 kb	\$800

*** NEW: SFNet recently launched its interactive, sortable Deal Chart. From the largest syndicated deals to the smaller independent ones, the SFNet Deal Chart is your key to staying up to date on the industry. Two ad spots are available.**

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 for on-site banner ads and mobile ads (please inquire).

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

Third party tags are accepted for mobile placements, except on the enewsletter.

Put your capital to work with SFNet today

Contact James Kravitz, Business Development Director
(917) 881-1247 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.

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