



**abfjournal**

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**2020**

MEDIA KIT



# abfjournal

TRUSTED INDUSTRY SOURCE FOR THE COMMERCIAL FINANCE PROFESSIONAL

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## abfjournal

ABF Journal has been serving the unique informational needs of the asset-based and specialty lending industries for 19 years.

ABF Journal is the leading independent source of industry news, articles and information for commercial finance professionals.

As the media brand for asset-based and specialty lending, ABF Journal delivers the most informative and relevant coverage of the industry every day. Whether in print, digital, social media, or live events -- ABF Journal is committed to serving the asset-based and specialty lending community with need-to-know information and forward-looking insight. Our audience of commercial lending professionals is comprised of organizational executives and decision makers from the industry's top companies. ABFJournal continues to evolve to deliver diverse and in-depth content that meets their informational needs. ABF Journal provides news, analysis, commentary and tools to guide industry professionals through the complex commercial finance industry and lead the way for executives navigating the ever-evolving market.

For Advertising opportunities, please contact:  
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Direct: 484.253.2508  
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Email: [Susie.angelucci@abfjournal.com](mailto:Susie.angelucci@abfjournal.com)



# AUDIENCE

ABF Journal's audience is comprised of commercial finance industry executives and organizational leaders. We reach C-Suite and executive level management readers in commercial finance.

Our audience of decision-makers makes ABF Journal a powerful media outlet with total reach exceeding 10,000 readers across a variety of platforms including print, digital, and social media. Readers use ABF Journal as a multi-faceted tool for industry decisions, insight, analyses, reports and daily news.

## WHAT THEY DO...

# 30%

**C-SUITE &  
OWNER/PRINCIPAL**

30% of ABF Journal's audience are senior level executives. This group includes C-Suite, executive level and business owners.

# 31%

**SENIOR  
MANAGEMENT**

31% of ABF Journal subscribers hold a position in Senior Management. This group includes decision-makers across several organizational functions.

# 22%

**VICE PRESIDENT  
& DIRECTOR**

22% of ABF Journal subscribers hold the title of Vice President or Director at their organization.

# +170%

**SOCIAL MEDIA GROWTH  
MONTH TO MONTH**

# 61%

**ASSET-BASED  
LENDERS**

# 26%

**LENDER REFERRAL  
SOURCES**

# 10%

**SERVICE  
PROVIDERS/OTHERS**

# PRINT & DIGITAL MAGAZINE ADVERTISING

# 8K

SUBSCRIBERS

## PRINT & DIGITAL

As a leader in the commercial finance publishing industry for 19 years, ABF Journal is published six times each year with deep industry insights.

Take advantage of our wide range of display advertising options including preferred positions, custom inserts, and special sections for fractional placements.

The print edition of ABF Journal is mailed to our 8,000 subscribers and distributed at the major industry conferences throughout the year.

**Companies who advertise content in the print format get automatic placements in our stylish and modern digital edition as well to ensure maximum reach to your target audience.**

Employing the latest in web and mobile responsive technology, ABF Journal's digital edition is loaded with special features including rich media opportunities designed to increase engagement and page impressions. The digital edition has recently been re-formatted in order to provide both a better experience for our readers and to provide advertisers with a multitude of options to reach your audience. The digital edition of ABF Journal is made available to all digital subscribers via ABF Journal's website and is also fully available on mobile platforms.

**Bonus:** All premium ad spots include visibility through sponsored social media posts.

## STANDARD DISPLAY AD RATES

	INSERTION FREQUENCY (COST PER INSERTION)					
	1x	2x	3x	4x	5x	6x
Full Page	\$3,005	\$2,710	\$2,585	\$2,495	\$2,410	\$2,315
Half Page Island	2,140	1,930	1,845	1,780	1,715	1,650
Half Page	1,730	1,555	1,490	1,440	1,380	1,330
Third Page	1,405	1,275	1,215	1,180	1,140	1,100
Qtr Page	985	890	870	840	815	790

## COVER & PREMIUM GUARANTEED POSITION AD RATES

	INSERTION FREQUENCY (COST PER INSERTION)					
	1x	2x	3x	4x	5x	6x
Back Cover	\$4,120	\$3,870	\$3,725	\$3,590	\$3,460	\$3,330
Inside Covers	3,640	3,495	3,355	3,240	3,120	3,005
Inside Covers	Position guaranteed at additional 10% charge over standard full page rates					

## COLOR/BLEED CHARGES

	COST PER INSERTION*	
	FULL COLOR	SINGLE COLOR
Full Page	\$1,095	\$575
Half Page & Island	875	450
Third & Quarter Page	570	290
Sixth Page	325	175
Bleed (Available on Full Pgs Only)	200	



# ONLINE SERVICES DIRECTORY

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# 46K IMPRESSIONS

## Services and Lender Directory

Your company's information will be highlighted on ABF Journal's website and rotated into the E-Newsletter that is sent daily to over 8,000 subscribers. Company listings include company description, services/products provided, contact information and company logo.

### Directory Categories include:

- Appraisers/Auctioneers/Liquidators
- Asset-Based/Secured Lenders
- Collateral Inspections
- Factoring
- Field Examinations
- Inventory/Purchase Order Finance
- Investigations/Collections/Risk Assessment
- Investment Bankers
- Private Equity
- Software/Technology
- Specialty Lenders
- Training
- Turnaround Management

## ADVERTISING OPPORTUNITIES FOR ONLINE DIRECTORY

LISTING TYPE	ANNUAL COST
Standard Directory Listing (Print and Online)	\$995

# 2020 ABF JOURNAL EDITORIAL CALENDAR

Now in its 19th year, ABF Journal is the most widely read independent trade publication dedicated exclusively to members of the asset-based lending, factoring, turnaround and legal communities serving the commercial finance industry.

ISSUE	DEADLINES	TOPIC/FOCUS	BONUS DISTRIBUTION
<b>Jan/Feb</b>	Space: 1/6 Material: 1/10	<b>BANKRUPTCY ISSUE</b> <ul style="list-style-type: none"> <li>• Retail Markets Update</li> <li>• Insights from Industry Practitioners</li> <li>• Views from the Bench</li> </ul>	ABI Annual Spring Meeting
<b>Mar/Apr</b>	Space: 2/18 Material: 2/21	<b>SPECIALTY LENDING</b> <ul style="list-style-type: none"> <li>• Lending in a Global Environment</li> <li>• Fintech Review</li> <li>• M&amp;A Update</li> </ul>	IFA Annual Factoring Conference Philadelphia Credit + Restructuring Summit
<b>May/June</b>	Space: 4/6 Material: 4/10	<b>TURNAROUND MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Anatomy of a High Profile Turnaround</li> <li>• Turnaround Business Survey</li> <li>• Insights from TMA Leadership</li> </ul>	TMA Annual Spring Conference Thompson Reuters LPC Annual Loan Conference
<b>July/Aug</b>	Space: 6/15 Material: 6/19	<b>TECHNOLOGY &amp; RISK MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Mid-year Review</li> <li>• Fraud Prevention</li> <li>• Technology Roundtable</li> </ul>	AIRA Annual Conference
<b>Sept/Oct</b>	Space: 8/24 Material: 8/28	<b>DIVERSITY IN COMMERCIAL FINANCE</b> <ul style="list-style-type: none"> <li>• Diversity in Leadership</li> <li>• Views from Women in Commercial Finance</li> <li>• Views from the Borrower's Side</li> </ul> <p><i>*Special Advertising Feature: Diversity in Commercial Finance – Profiles</i></p>	TMA Annual Conference SF Net Annual Conference
<b>Nov/Dec</b>	Space: 10/19 Material: 10/25	<b>ANNUAL CONFERENCE ISSUE</b> <ul style="list-style-type: none"> <li>• Catch-up &amp; 2020 Outlook</li> <li>• Capital Markets Update</li> <li>• Year-end Retrospectives</li> </ul>	IFA Conference SF Net Annual Conference

**Bonus distribution is subject to change.**

#### ABF JOURNAL EXCLUSIVE COLUMNS:

**UPFRONT:** Recent news, notable transactions and timely industry data

**EXECUTIVE PROFILE/NEW ON THE SCENE:** Exclusive interviews with industry leaders and new industry players

**TURNAROUND CORNER:** Insight and commentary on enhancing sales performance

**SPECIALTY LENDING:** News and articles on factoring and other specialized forms of financing

**LEGAL LINES:** Legal and bankruptcy related news and articles authored by professionals who specialize in the world of commercial finance

**NEW COLUMN - DISRUPTION:** An ongoing look at disruption and its impact on the ABL industry

# E-NEWS ADVERTISING

# 8K SUBSCRIBERS

Ideally suited to support any marketing campaign, ABF Journal's Daily E-News broadcast and Weekly Wrap-Up provide unmatched audience reach for advertisers and sponsors. Reach over 8,000 e-news subscribers with banner ads placed directly in the daily and weekly newsletters in a variety of attention-catching spots and ad sizes that allow ample space for you to design a message tailored to your audience. ABF Journal also actively engages with users across platforms such as LinkedIn, Facebook, and Twitter.

## DAILY E-NEWS ADVERTISING

ABF Journal is the first to deliver the latest industry news coverage, breaking stories of the day, and expert analysis of all aspects of the commercial finance industry. Insights are delivered straight to our readers inboxes every Monday through Friday.

## WEEKLY E-NEWS ADVERTISING

In addition to the daily news, ABF Journal also publishes and distributes a Weekly E-News Wrap Up every Monday morning, which highlights the top stories from the previous week.

## THOUGHT LEADERSHIP

Reach a large audience of commercial finance professionals by placing a picture, graphic or video @ in our daily & weekly e-newsletter. Focus is on industry services, brand exposure, and informative offerings with links to websites or special call to action that reaches a large audience of industry decision makers.

## DAILY E-NEWS AD RATES

DURATION	FREQUENCY (TIMES PER WEEK)				
	1X	2X	3X	4X	5X
1 Year	\$4,050	\$7,490	\$10,925	\$12,960	\$15,175
6 Months	2,630	4,880	7,085	8,395	9,850

## WEEKLY E-NEWS AD RATES

	DURATION		
	1 YEAR	6 MONTHS	3 MONTHS
Once Per Week	\$5,970	\$3,975	\$2,485

For thought leadership rates and exclusive email rates, please contact:  
Susie Angelucci, Director of Advertising Sales  
Direct: 484.253.2508  
Cell: 484.459.3016  
Email: [Susie.angelucci@abfjournal.com](mailto:Susie.angelucci@abfjournal.com)



# WEBSITE BANNER ADVERTISING

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# 46K

MONTHLY IMPRESSIONS

The ABF Journal.com website publishes a wide variety of content including daily news, articles, editorials, opinion columns and other features. ABF Journal is the most reliable and influential commercial finance media brand available today and consistently gets 46,000 monthly page impressions. ABF Journal provides several different options for banner ad placement across all areas of the website, offering maximum visibility and audience engagement.

## LEADERBOARD

Our most exclusive and visible ad! The leaderboard ad is positioned at the top of ABF Journal website and is in the direct line of sight of our audience.

## SKYSCRAPER

The skyscraper is the largest banner ad zone, design to catch the attention of your targets by utilizing a large portion of prime web real estate.

## TOP BOX

The top box banner runs along the right side of the page content, ensuring visibility as readers start at the top and scroll down.

## BANNER TYPE & RATES

BANNER TYPE	CONTRACT COST (DURATION)		
	1 YEAR	6 MONTHS	3 MONTHS
Leaderboard	\$7,270	\$4,360	\$2,545
Skyscraper	5,785	3,670	2,200
Top Box Banner	2,410	1,580	950

# EMPLOYMENT ADVERTISING

# 8K SUBSCRIBERS

## ONLINE POSTING

ABF Journal's employment advertising pages generate more than 18,000 page views during a typical 30-day posting period, ensuring maximum exposure to a wide audience of potential applicants.

## PREPAID MULTIPLE POSTING CONTRACT

Contract and pre-pay for three or more 30-day web postings and take advantage of significant savings! These prepaid postings may be used at any time within your 12-month contract period.

## FEATURED EMPLOYER PROGRAM

ABF Journal's Featured Employer Program provides maximum visibility for all of your job postings by including your logo and a preview of available jobs directly within the daily and weekly e-news delivered to over 8,000 readers. Additionally, your company logo is also prominently placed on the job listings homepage on the ABF Journal website.

## ONLINE POSTING RATES

Web Posting Rates	Single Posting	Prepaid Multiple Posting Contract (Cost Per Posting)		
		3-5 Postings	6-9 Postings	10+ Postings
60-Day Postings	\$385	\$310	\$280	\$255

## FEATURED EMPLOYER PROGRAM RATES

Contract Duration	2 MONTHS	6 MONTHS	1 YEAR
Featured Employer Program	\$330	\$620	\$995

## WEBSITE



## E-NEWSLETTER



## LINKEDIN



For just \$100 you can also choose to send your job posting to LinkedIn via a ABF Journal post!

# RATES & SPECS INDEX

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## PRINT & DIGITAL

**Full Page:** \$2,245-3,005

**Half Page Island:** \$1,600-2,140

**Half Page:** \$1,290-1,730

**Third Page:** \$1,055-1,405

**Qtr Page:** \$765-985

**Back Cover:** \$3,220-4,120

**Inside Covers:** \$2,890-3,640

**Two Page Spread:** \$2,775-3,490

**Full Page Float:** 8.5" x 10"

**Full Page Trim:** 9" x 10.875"

**Full Page Bleed:** 9.5" x 11.375"

**Half Page Island:** 5.2" x 7"

**Half Page Horizontal:** 7.875" x 4.5"

**Half Page Vertical:** 3.875" x 9.5"

**Third Page:** 2.54" x 9.5"

**Third Page Horizontal:** 7.875" x 3"

**Quarter Page:** 3.875" x 4.5"

Acceptable File Format: PDF Only

DO NOT INCLUDE CROP OR REGISTRATION MARKS.

We only accept PDF files created to PDF/X-1a or High Quality Print (CMYK) settings with all fonts images embedded.

We do not accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met.

Origination, Settings, Color and Resolutions

Document size should be built to specified size with no additional border/white space.

Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are not acceptable.

All color images must be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly.

Embedded image resolution should be at least 300dpi at 100%. We cannot be held responsible for image reproduction is original image is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF. Full page bleed ads should be created to the trim size of the publication PLUS ADDITIONAL ¼" BLEED. For bleed, background should extend at least 1/8" (18pts) on all four sides of ad. DO NOT INCLUDE CROP OR REGISTRATION MARKS.

Color Proofs/Digital Reproduction

To ensure color matching, every color ad should be accompanied by a color proof, sized at 100% and appearing exactly as the advertiser expects. Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. The Monitor is not liable for the final color output if a proof is not supplied.

## ONLINE SERVICES DIRECTORY

**Annual Listing:** \$995

# RATES & SPECS INDEX

## E-NEWS

**Daily:** \$2,630-15,175

**Weekly:** \$3,315-7,960

**Thought Leadership:** Please contact for rates

**Horizontal Banner:** 600px x 160px

**Vertical Banner:** 200px x 400px

**Thought Leadership:** 200px x 200px  
+ link to the video

Banners on the Daily E-News are vertical or horizontal.

Horizontal Banner Size: Maximum size is 600 pixels wide by 160 pixels high. Ads may be submitted in any shape or size within that boundary.

Vertical Banner Size: 200 pixels wide by 400 pixels high.

Banners on the Weekly Wrap Up are horizontal only.

Banner Size: Maximum size is 600 pixels wide by 160 pixels high. Ads may be submitted in any shape or size within that boundary.

All banners have a maximum file size of 30K and should be in JPG or GIF format. Animation is NOT supported. Code-based ad servicing is not supported due to restrictions within most corporate email servers.

Please supply the URL to where your banner should link.

Thought Leadership: an image thumbnail with a play button (jpg/png) that is 200x200 pixels (or anything larger with the same proportions. ex: 2000x2000 pixels) and a link to the video. The video is not directly embedded into the e-news. The video can be any length and with or without sound.

## WEBSITE

**Leaderboard:** \$2,545-7,270

**Skyscraper:** \$2,200-5,785

**Top Box Banner:** \$950-2,410

**Leaderboard:** 728px x 90px

**Skyscraper:** 300px x 600px

**Top Box Banner:** 300px x 250px

Accepted Formats: GIF, JPG and HTML5

Maximum Sizes: 40K for GIF/JPG; 200K for HTML5

URL: Please supply a URL to where your banner should link

Maximum Animation Length: 30 seconds or three complete loops

HTML5 and Third-Party Server Tracking: HTML5 and third-party ad serving/tracking is supported only if complete HTML code is supplied. We support click tracking/cache busting for Doubleclick, Google Ad Sense, Mediaplex and Yahoo!

Publisher Network platforms.

Thought Leadership: video should be maximum size for optimal resolution. The video can be any length and with or without sound.

## EMPLOYMENT

**Online Posting:** \$255-385

**Featured Employer Program:** \$330-995

**Company logo:** Max file size

Will be displayed at 250px x 150px