

2025

Events

Print

Digital

SFNet's 2025 Media Kit

A photograph of four business professionals in a meeting. A man in a suit and tie is seated at a table, looking towards a woman on his right who is leaning over a laptop. Another woman is on the left, and a man is partially visible in the foreground. The background shows a modern office with large windows and structural beams.

80 Years of Putting Capital to Work



**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.

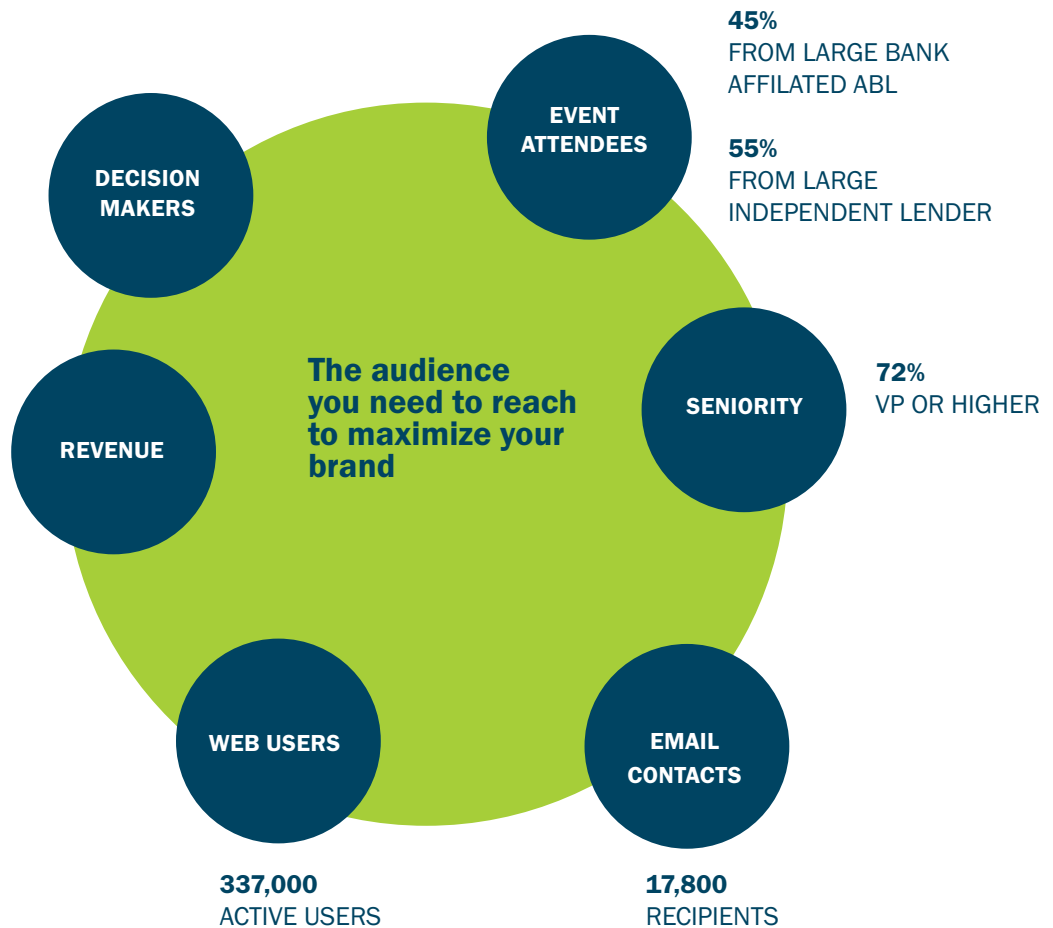
 **We offer access to top industry leaders**

Our network

Connect to top decision makers, opinion leaders and affluent consumers

62%
INVOLVED IN THEIR ORGANIZATION'S PURCHASING DECISIONS

37%
\$300 MILLION OR MORE IN ANNUAL REVENUE



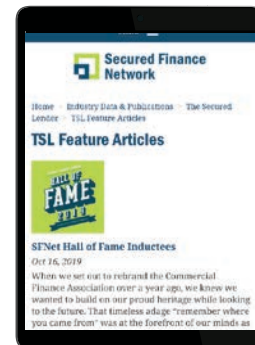
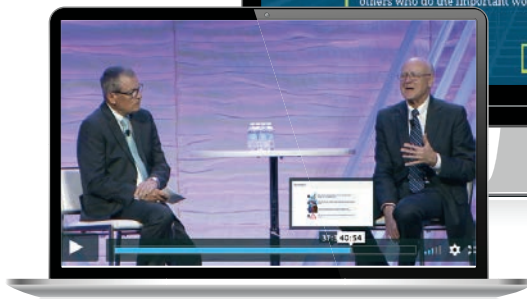
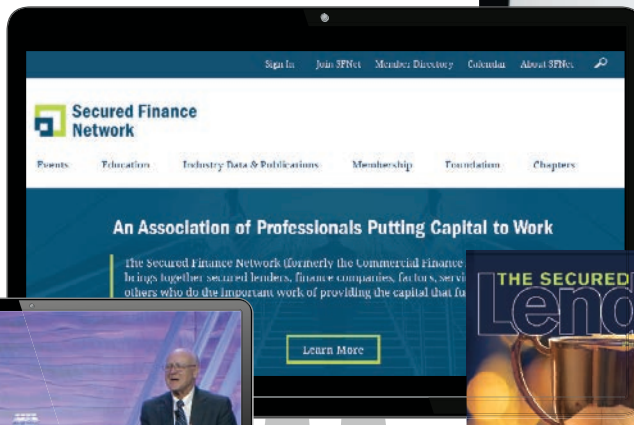
Our offerings

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

- 29,000 monthly unique visitors
- 18,000 sessions per month
- 339,000 events per month

TSL EXPRESS

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

- More than 17,800 recipients

THE SECURED LENDER MAGAZINE

Print Ads | Partnered Editorial

- 8 issues per year
- Circulation 5,800

TSL DIGITAL EDITION

Eblast Sponsorship

- 128,000 unique visitors from over 100 countries
- more than 17,800 recipients

SOCIAL MEDIA

- LinkedIn 8,600 followers

A photograph of a business meeting in a modern office. Three people are seated around a dark wooden conference table. On the left, a man in a grey suit and purple tie is smiling and looking towards the center. In the foreground, a woman with long brown hair, wearing a grey sleeveless top, is seen from the back, writing in a notebook. On the right, a man in a dark suit and light blue tie is looking towards the center. The table is cluttered with various items: a silver laptop, a tablet, a blue folder, a pen, and several documents. One document in the foreground features a colorful circular diagram with five segments. The background shows large windows with a view of a city skyline. A large, semi-transparent blue circle is overlaid on the right side of the image, containing white text.

**Maximize
brand
engagement**

**SFNet
Events**



**Secured Finance
Network**

Sponsorships & exhibits

2025 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 2025 SFNet events



Supply Chain Conference December 3, 2024, New York, NY

SFNet Asset-Based Capital Conference February 11-12, 2025, Las Vegas, NV

Emerging Leaders Summit April 30-May 1, 2025, Boston, MA

Independent Finance Roundtable April 8-10, 2025, Kansas City, MO

International Lending Conference May 12-14, 2025, London UK

Women in Secured Finance Conference June 11-12, 2025, New York, NY

40 Under 40 Awards June 12, 2025, New York, NY

81st Annual Convention November 12-14, 2025, Los Angeles, CA

SFNet Event Sponsorship Pricing

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

Or contact James Kravitz, Chief Business Development Director

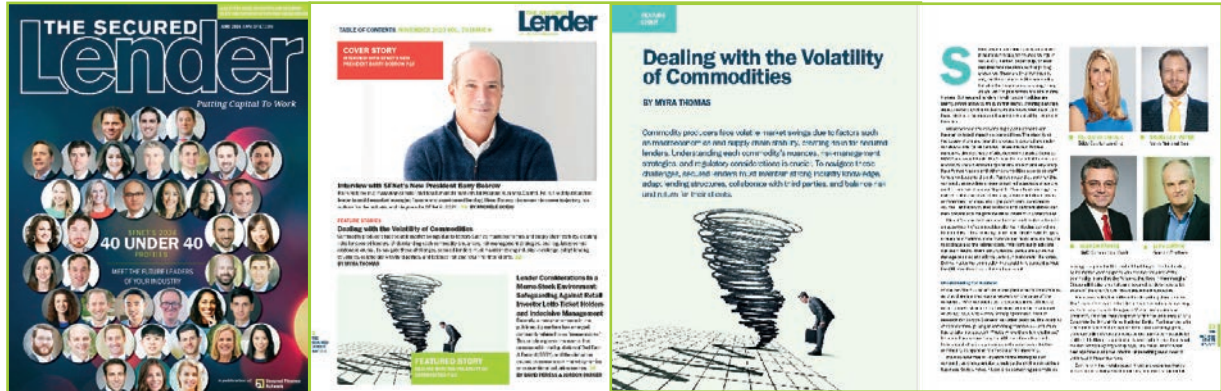
T: (917) 881-1247 ■ jkravitz@sfnet.com

The Secured Lender



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

A Content Marketing Institute (CMI) survey reported that **71% of B2B decision-makers spend more time with industry-specific publications** compared to general business or mainstream media.

This indicates a deeper engagement with content that is directly related to their industry and business needs.

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%**

2025 editorial calendar

Jan/Feb:

Capital Markets/Growth and Innovation in 2025

Topics include a capital markets roundtable and advice from industry experts on growth and innovation in secured finance going into the new year.

Bonus Distribution:

SFNet Asset-Based Capital Conference

Mail Date: 02/5/25

Editorial Due: 12/2/24

Ad Reservations: 12/2/24

Ad Material: 01/4/25

March:

Women in Secured Finance

In addition to profiles of women making their mark in the industry, this issue will feature interviews with female leaders in various stages of their careers.

Bonus Distribution:

Women in Secured Finance Conference

Profile Submission Date (Open to SFNet

Members Only): December 19, 2024

Mail Date: 3/10/25

Editorial Due: 1/19/25

Ad Reservations: 1/19/25

Ad Material: 2/3/25

April/May:

Risk Mitigation

Workouts, fraud, artificial intelligence, staffing concerns...we will help you tackle these pressing concerns and mitigate the risk they pose.

Mail Date: 5/5/25

Editorial Due: 3/19/25

Ad Reservations: 3/19/25

Ad Material: 4/3/25

June:

SFNet 40 Under 40 Awards

This issue honors the recipients of SFNet's 2025 40 Under 40 Awards and highlights professional development topics.

Bonus Distribution:

SFNet's 2025 40 Under 40 Awards

Mail Date: 6/9/25

Editorial Due: 4/4/25

Ad Reservations: 4/25/25

Ad Material: 5/1/25

July/August (DIGITAL ONLY):

TSL Data and Deals Issue

This annual data issue provides the data you need to run and grow your business, including SFNet's quarterly ABL and factoring surveys as well as our Market Pulse. This issue also features prominent member deals and industry primers.

Bonus distribution: Various conferences attended by prospective borrowers.

Deal Profiles Due: 6/12/25

Published Date: 8/7/25

Editorial Due: 6/16/25

Ad Reservation: 6/16/25

Ad Material: 7/16/25

September:

Legal Issue

In its first-of-its-kind Legal Issue, *TSL* will feature profiles of SFNet member law firms as well as the most-pressing legal developments affecting the industry.

Mail Date: 9/4/25

Editorial Due: 7/2/25

Ad Reservations: 7/25/25

Ad Material: 8/4/25

October (DIGITAL ONLY):

Emerging Industries

This issue will be dedicated to guiding readers through the evolving landscape of emerging industries, including in-depth analyses of which issues are "hot" and in the need of capital. This issue will equip you with the knowledge to make informed business decision.

Published Date: 10/5/25

Editorial Due: 8/19/25

Ad Reservations: 8/19/25

Ad Material: 9/3/25

November:

Annual Convention Issue

Celebrating SFNet's 81st Annual Convention in Los Angeles. 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 2026. This issue also highlights the winners of SFNet's IMPACT and Hall of Fame Awards.

Bonus Distribution:

SFNet's 81th Annual Convention

Mail Date: 11/7/25

Editorial Due: 9/5/25

Ad Reservations: 9/20/25

Ad Material: 10/2/25

SFNet rates & specs: print

2025 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

Chief Business Development Director

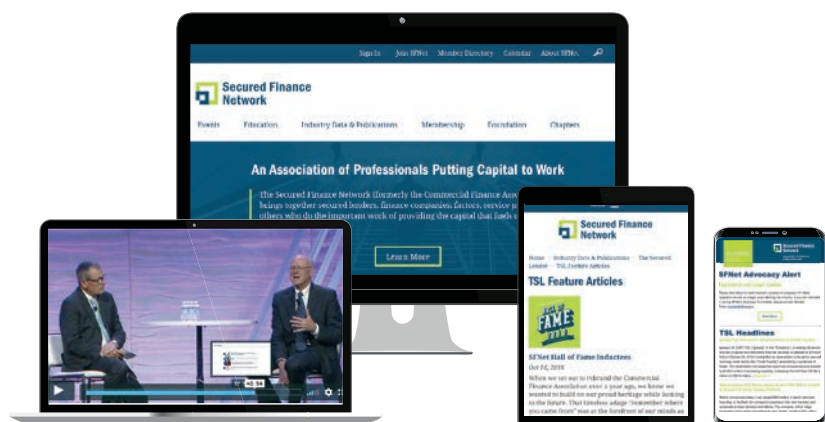
(917) 881-1247 ■ jkravitz@SFNet.com

SFNet

digital properties



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 128,000 unique visitors from over 100 countries...and with a growing audience. Notification emails are sent to over 17,800 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 17,800 subscribers, delivering breaking industry news, deals and personnel announcements. It receives substantial opens and click-thru rates and offers three separate ad placement opportunities.

SFNet's Secured Finance Deal Table

SFNet launched its interactive, sortable Deal Chart in 2023. 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.

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

328k **989k** **69.7%** **51.2%**

Active users

Page views

Return visitors

Visitors in the 24-44 age group

TSL Express readership

17+k **3+k** **72*%** **68*%**

Contact list

Daily opens

Read Express at least once a week

Cite Express as highly valuable

TSL Digital Issue

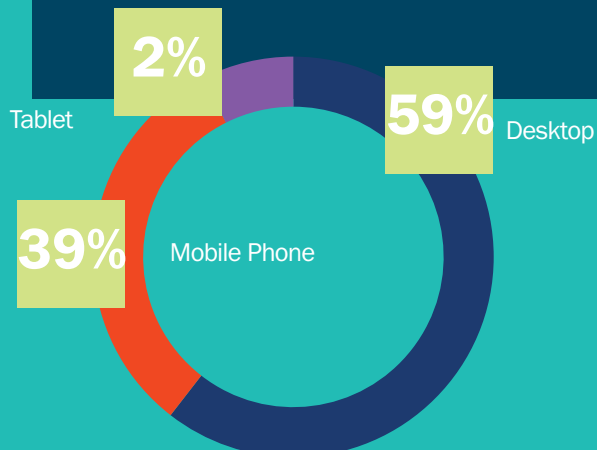
99k Total replica page views

12 Minutes total reading duration

31% Returning reader percentage

128k Visitors from 100 countries

Device breakdown



SFNet rates & specs: digital

2025 Digital Rate Card + Specifications

Digital product	Ad name	Ad size	GIF or JPEG	Price
TSL Digital Notification	Leaderboard	650px X 150px	500 kb	\$1,450
TSL Express	Leaderboard	650px X 150px	500 kb	Leaderboard/Headline
	Headline Leaderboard	650px X 150px	500 kb	5 editions: \$3,370 15 editions: \$8,500
	Middle/Lower Box	650px 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.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

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, Chief 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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