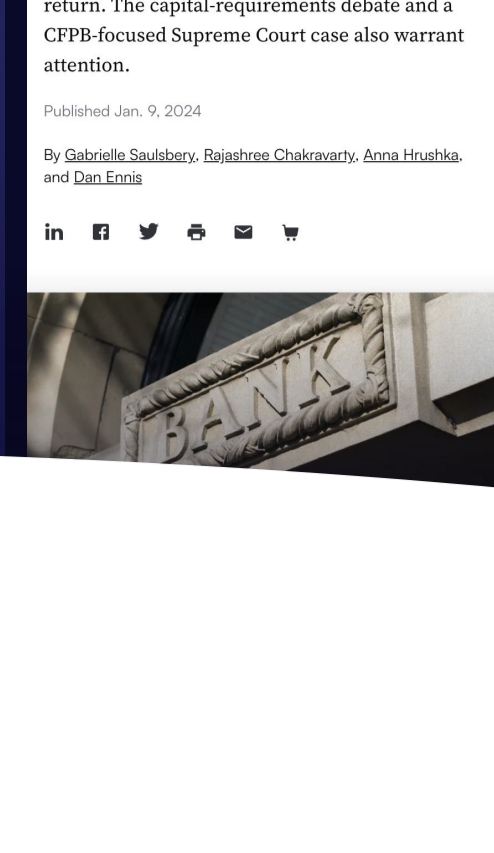


Banking Dive is a news publication designed specifically for banking professionals involved in commercial, retail, and community banks, as well as fintech companies and credit unions. Taking into account industry regulation, as well as legal, technological, economic, social, and geopolitical risk, our journalists cover the issues that impact the business of banking.

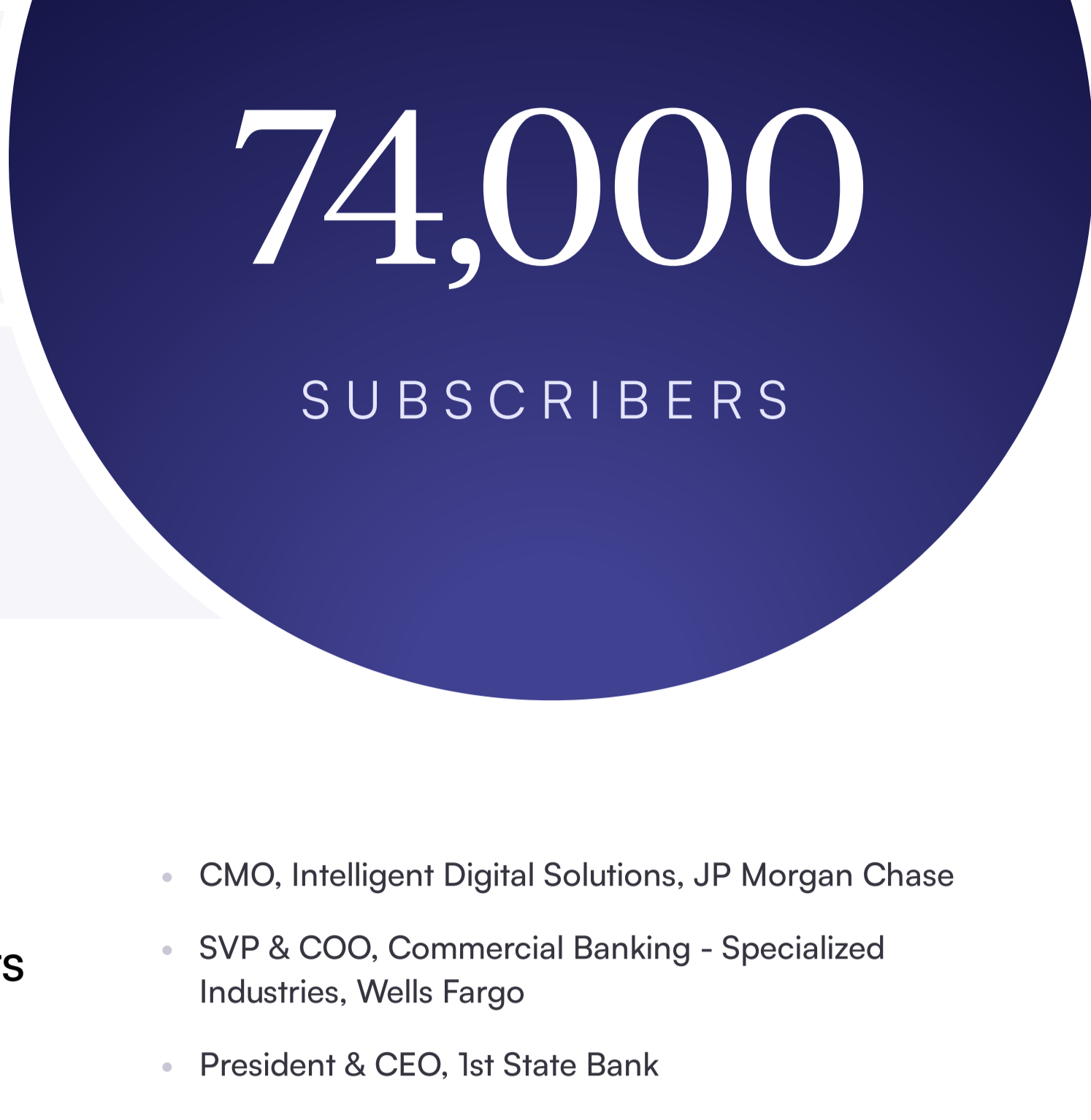


01 Audience

104K
 unique monthly visitors

90%
 of subscribers are manager-level or above

100%
 of America's Best Banks read Banking Dive



You'll find Banking Dive's news and insights in the inbox of notable subscribers, like:

- CMO, Intelligent Digital Solutions, JP Morgan Chase
- SVP & COO, Commercial Banking - Specialized Industries, Wells Fargo
- President & CEO, 1st State Bank
- SVP / XD, Digital Channel Executive, Bank of America
- CEO, Congressional Bank
- Chief Digital Officer, First Financial Bank
- Chief Lending Officer & EVP, Cecil Bank
- EVP & CFO, Hanover Community Bank
- COO, Southern Bank
- Senior Exec VP, CFO, COO, California Bank of Commerce

Advertise in **BANKING DIVE**

Drive qualified leads for your sales team.

Download media kit



02 Top-performing content

Whether it's the AI boom and ever-expanding BaaS opportunities, or the proposed regulatory changes and continued branch consolidation and layoffs, it's safe to say that 2024 is a year of disruption for banking. Let's dive into what banking leaders have been most focused on so far.

Top 5 topics

- Commercial
- Regulations & policy
- Retail
- Risk
- Technology

Top 10 Banking Dive stories

Truist to close 72 locations by March	Bank of America, Wells Fargo announce bonuses to rank and file
Bank of America's latest office attendance tool: the 'letter of education'	5 banking trends to watch in 2024
Troubled Blue Ridge Bank enters consent order with OCC	Citi faces rebukes, new orders from regulators: report
Comerica lays off 250, closes 26 branches	U.S. Bank, KeyBank, Huntington tagged in \$81M round of SEC penalties
Could the factors that took down SVB combine for a rerun in 2024?	Citi to cut 20K jobs in 'medium term'

Keywords resonating right now

- bank layoffs
- bank hiring freeze
- mergers & acquisitions
- AI in banking
- digital integration
- bank inflation
- SEC banking regulation
- BaaS (banking-as-a-service)

03 Trend analysis

Lasting repercussions from a shaky 2023

- Regional banks are facing the impact of last year's bank failures (paying more for deposits, reduced credit ratings, etc.)
- Layoffs in an effort to streamline management structure and decrease costs
- Branch network consolidation/closures as consumer preference largely swings toward digital banking

Evolution & new horizons

- AI boom expected to increase the amount of fine-tuned LLMs designed for the banking industry
- Optimism about the future of fintech partnerships as banking-as-a-service (BaaS) picks up steam despite regulatory enforcement action
- Enhanced focus on customer service strategies (e-commerce, new segments, novel tools, etc.)

A complex regulatory landscape

- Dealing with pushback against proposed increases in capital requirements
- Facing regulatory patterns as Supreme Court makes its final decision on CFPB's funding
- "Watch-and-wait" atmosphere as industry braces for how the U.S. presidential election will impact rollout of regulations in the banking space

Our readers spent nearly 2x as long on these stories than the average story:

- HTLF sheds its Montana footprint
- Jamie Dimon sells roughly \$150M in JPMorgan shares

Incoming regulatory disruptions

After the bank failures of 2023, the industry is facing new proposed regulations.

studioID tip

While the regulations are still underway and have not yet been implemented, now is the time to break down what the regulations are, what they mean for banks (if passed), and how bank leaders can get ahead of them. Guide leaders with actionable takeaways and advice that can be easily implemented if the regulations pass.

Growing AI adoption

As banks seek to become more nimble in their day-to-day operations, they're turning to AI.

studioID tip

Share best practices and success stories for implementing AI into different lines of business, including sales, service, IT, marketing, and beyond, as banks and financial institutions continue to adopt the technology to improve every facet of operations.

Cost-cutting measures

Last year's bank failures continue to impact banks' bottom lines this year, and many have turned to layoffs and branch closures to help cut costs.

studioID tip

Banks and their leaders continue to grapple with the effects of cost-cutting measures. By sharing specific use cases and best practices around areas such as technology, operations, communications, and products, marketers can help banks do more with less while streamlining their business.

04 Marketing insights

Earn this audience's favor by reflecting the content preferences of over 74,000 Banking Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

Show successes & failures of peers

Banking leaders thrive by keeping a close eye on both legacy institutions and disruptive newcomers.

studioID tip

Keep leaders both inspired and safe from regulatory landmines by helping them learn from their industry peers. Whether it's a new batch of layoffs, exciting M&As, SEC penalties, tech adoption, or what's working for company cultures, banking leaders want to know what leaders from other banks are getting right, and what they're getting wrong in order to optimize their own practices.

Share AI stories

With increased regulatory scrutiny surrounding the technology, as well as the deep internal oversight needed, many banks and financial institutions are apprehensive about fully integrating AI into their business.

studioID tip

Help leaders better understand AI and its capabilities by sharing success stories of banks who've successfully integrated it, including a breakdown of costs, what worked well, what didn't, and what they wish they knew before starting the process.

Fortify customer relationships

As more and more banks close and consolidate their branches, find new ways to help them put the customer relationship first.

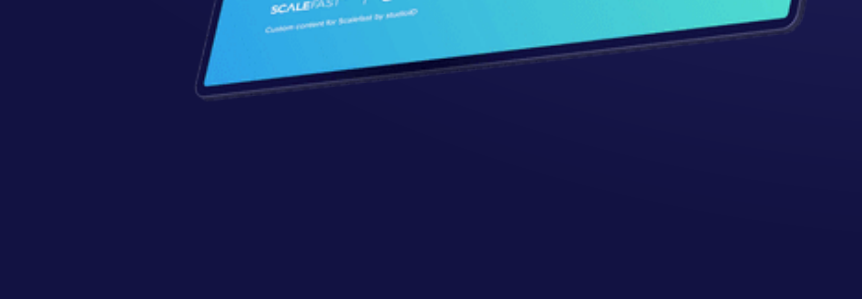
studioID tip

Offer case studies of other banks and strengthened their customer base despite the shift to digital, and include their best practices and lessons learned for doing so. Share different methods for forging customer relationships, including new tools, segments, and hyper-personalization.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.



- Contact us
- Facebook
- Twitter
- LinkedIn
- Instagram