Table of Contents

**Digital Strategies**

Sponsored Content Columns Page 3-4
The Daily Pitch Newsletters Page 5-6
The Weekend Pitch Newsletter Page 7
The Research Pitch Newsletter Page 8
PitchBook Website News & Analysis Page 9

**Strategic Reports**

PitchBook Industry Reports Page 10-12
Custom Research Reports Page 13
Sponsored Content Columns

PitchBook’s Sponsored Content Column is an opportunity to feature your firm’s thought leadership placement across all four of PitchBook’s Daily Pitch newsletters.

- **Reaches** 1.6M+ subscribers
- Each column runs on a given business day in all 4 editions of The Daily Pitch
- Statistics on subscribers and open rates

**Total Subscribers by Firm Type**
- 28% Corporates
- 13% PE
- 13% VC
- 10% I-Bank
- 10% Attorney/Law Firm
- 9% Service Provider
- 6% LP
- 5% Lender
- 5% Accounting/Consulting

**30% open rate**
Sponsored Content Columns Options

Premium Sponsored Content Column

- Runs as top placement column
- Features up to 125 words of financial thought leadership
- Cost: $8,500

Sponsored Content Column

- Runs after in “The Daily Benchmarks” section
- Features up to 125 words of financial thought leadership
- Cost: $4,500

PitchBook’s Sponsored Content Columns cannot feature direct solicitation, inappropriate language, competitive content, or advertisements of fundraises, securities offerings or financing rounds. PitchBook has the right to refuse any content that does not fit with its standards.
The Daily Pitch Newsletters

PitchBook has four unique newsletters that provide the information you need to stay ahead of the changing world of VC, PE and M&A. Each of the four newsletters offers a unique audience and advertisement opportunities.

**PE, VC and M&A**
SUBSCRIBERS: 1,155,267

- **30% open rate**
- 35% VC
- 12% Service provider
- 12% Attorney/law firm
- 10% I-Bank
- 9% PE
- 8% VC
- 6% Accounting/consulting

**PE**
SUBSCRIBERS: 143,747

- **27% open rate**
- 51% PE
- 11% Lender
- 9% LP
- 8% Corporates
- 8% I-Bank
- 5% Attorney/law firm
- 2% Accounting/consulting

**VC**
SUBSCRIBERS: 253,828

- **38% open rate**
- 35% VC
- 16% Corporates
- 11% I-Bank
- 10% Lender
- 9% I-Bank
- 8% PE
- 8% Attorney/law firm
- 6% Service provider

**Europe**
SUBSCRIBERS: 134,138

- **27% open rate**
- 24% VC
- 20% PE
- 18% Corporates
- 11% LP
- 11% I-Bank
- 7% Lender
- 7% Accounting/consulting
- 3% Service provider
- 2% Attorney/law firm
- 9% I-Bank
The Daily Pitch Newsletters Advertisement
Monthly Pricing Options

1. **Premium Leaderboard**
   - PE, VC and M&A: $22,500
   - VC: $10,000
   - PE: $10,000
   - Europe: $5,000

2. **Premium Horizontal Banner**
   - Represents the second and third horizontal banners in each newsletter
   - PE, VC and M&A: $15,000
   - VC: $6,500
   - PE: $6,000
   - Europe: $4,000

3. **Horizontal Banner**
   - Represents any banners in the fourth horizontal position and lower
   - PE, VC and M&A: $7,500
   - VC: $4,000
   - PE: $3,500
   - Europe: $2,500

4. **Vertical Banner**
   - PE, VC and M&A: $12,500
   - VC: $5,000
   - PE: $4,800
   - Europe: $2,000

Vertical ads are not visible on mobile or Gmail.
The Weekend Pitch Newsletter

PitchBook’s Weekend Pitch Newsletter offers a weekly snapshot of the biggest and best news you might have missed during the week.

- **Reaches**: 1.6M+ subscribers
- **Runs on**: Sunday
- **Distributed across all**: 4 editions of The Daily Pitch

**Total Subscribers by Firm Type**
- 28% Corporates
- 13% PE
- 13% VC
- 10% I-Bank
- 10% Attorney/Law Firm
- 9% Service Provider
- 6% LP
- 5% Lender
- 5% Accounting/Consulting

**Roadblock sponsorship including “Presented by (Client name)”** at the top of the newsletter

**Features** up to 125 words of thought leadership

**Vertical and horizontal banner ads**

**A prominent headline stating the subject “A Message from (Client name)”**

**30% open rate**

**$12,500 per Sunday**

Roadblock  sponsorship including “Presented by (Client name)”

You need to squint hard to see a silver lining in the crypto-

Nasty $2 trillion, or two-thirds of the sector’s value, has
disappeared. Layoffs and hiring freezes are hitting
young companies.

And a deadly cocktail of too much leverage

Yet where there’s so little liquidity, something could have
taken place.

In James Thorne, and this is the Weekend PI,

Feature 100: Sam Bankman-Fried has
as the man of the moment, using his company’s

Billionaire crypto boss Sam Bankman-Fried has

But Bankman-Fried’s exceptional actions have

debatable: Is he a white knight? A noble
turned too early?

After a record-breaking year for

For expansion stage companies

data on exits including median valuations and sizes

Road to Next
The Research Pitch Newsletter

PitchBook’s Research Pitch Newsletter offers a newsletter dedicated to research content from PitchBook’s Institutional Research Group.

- Reaches 1.6M+ subscribers
- Runs on Saturday
- Distributed across all 4 editions of The Daily Pitch

Total Subscribers by Firm Type
- 28% Corporates
- 13% PE
- 13% VC
- 10% I-Bank
- 10% Attorney/Law Firm
- 9% Service Provider
- 6% LP
- 5% Lender
- 5% Accounting/Consulting

$8,500 per Saturday

NEW OFFERING!

The Research Pitch Newsletter cannot feature report advertisements or securities offerings or financing rounds.

Roadblock sponsorship including “Presented by (Client name)” at the top of the newsletter.

A prominent headline stating the subject “A Message from (Client name)”

An image or logo with a maximum width of 200 pixels

Features up to 125 words of thought leadership

Premium leaderboard and skyscraper banner ads

31% open rate
PitchBook Website News & Analysis

PitchBook’s News & Analysis Website features leading news and articles that focus on topical insights and commentary across the private markets.

- **458,000+** monthly pageviews
- **Targets** in-article engaged reader
- **25%** share of voice (minimum)
- **728x90** Leaderboard advertisement

$4,500 per month
Leading research reports that provide Analyst market updates across multiple asset classes and regions.

- Reaches 1.6M+ subscribers
- 2 pages of Q&A or thought leadership that position your firm as an industry leader
- Company logo on cover and each non-ad page of report
- Full-page ad in report (or on back)
- Always evergreen for downloads on PitchBook’s website and PitchBook platform
- PR & social promotion on PitchBook channels with your brand

Sponsorship of PitchBook’s Industry Reports does not entitle client to distribution rights

pitchbook.com
# Industry Report Calendars Q1, Q2

<table>
<thead>
<tr>
<th>Category</th>
<th>Report Name</th>
<th>Commitment Date</th>
<th>Run Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>PE</td>
<td>2021 Annual US PE Breakdown</td>
<td>12/15/21</td>
<td>01/12/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q4 2021 PitchBook-NVCA Venture Monitor</td>
<td>12/17/21</td>
<td>01/14/22</td>
</tr>
<tr>
<td>PE</td>
<td>2021 Annual European PE Breakdown</td>
<td>12/21/21</td>
<td>01/18/22</td>
</tr>
<tr>
<td>VC</td>
<td>2021 Annual European Venture Report</td>
<td>12/23/21</td>
<td>01/20/22</td>
</tr>
<tr>
<td>M&amp;A</td>
<td>2021 Annual Global M&amp;A Report</td>
<td>12/30/21</td>
<td>01/27/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>2022 Global Fund Performance Report (as of Q2 2021)</td>
<td>01/05/22</td>
<td>02/02/22</td>
</tr>
<tr>
<td>VC</td>
<td>2021 Annual US VC Valuations Report</td>
<td>01/10/22</td>
<td>02/07/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>2021 Annual Global Private Debt Report</td>
<td>01/19/22</td>
<td>02/16/22</td>
</tr>
<tr>
<td>VC</td>
<td>2021 Annual European VC Valuations Report</td>
<td>01/20/22</td>
<td>02/17/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>2021 Annual Private Fund Strategies Report</td>
<td>01/27/22</td>
<td>02/24/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>2022 Nordic Private Capital Breakdown</td>
<td>02/07/22</td>
<td>03/07/22</td>
</tr>
<tr>
<td>ALT</td>
<td>2021 Annual Real Estate Report</td>
<td>02/10/22</td>
<td>03/10/22</td>
</tr>
<tr>
<td>PE</td>
<td>2021 Annual US PE Middle Market Report</td>
<td>02/15/22</td>
<td>03/15/22</td>
</tr>
<tr>
<td>VC</td>
<td>H2 2021 Greater China VC Report</td>
<td>02/21/22</td>
<td>03/21/22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Report Name</th>
<th>Commitment Date</th>
<th>Run Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>PE</td>
<td>Q1 2022 US PE Breakdown</td>
<td>03/15/22</td>
<td>04/12/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q1 2022 PitchBook-NVCA Venture Monitor</td>
<td>03/17/22</td>
<td>04/14/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q1 2022 European Venture Report</td>
<td>03/24/22</td>
<td>04/21/22</td>
</tr>
<tr>
<td>PE</td>
<td>Q1 2022 European PE Breakdown</td>
<td>03/25/22</td>
<td>04/22/22</td>
</tr>
<tr>
<td>M&amp;A</td>
<td>Q1 2022 Global M&amp;A Report</td>
<td>03/30/22</td>
<td>04/27/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>2022 Global Fund Performance Report (as of Q3 2021)</td>
<td>04/07/22</td>
<td>05/05/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q1 2022 US VC Valuations Report</td>
<td>04/14/22</td>
<td>05/12/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>Q1 2022 European VC Valuations Report</td>
<td>04/19/22</td>
<td>05/17/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>Q1 2022 Private Fund Strategies Report</td>
<td>04/28/22</td>
<td>05/26/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>2022 France &amp; Benelux Private Capital Breakdown</td>
<td>05/03/22</td>
<td>05/31/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>Q1 2022 US PE Middle Market Report</td>
<td>05/19/22</td>
<td>06/16/22</td>
</tr>
<tr>
<td>ALT</td>
<td>Q1 2022 Real Assets Report</td>
<td>05/26/22</td>
<td>06/23/22</td>
</tr>
</tbody>
</table>

Commitment date represents client’s agreement to a report sponsorship.
## Industry Report Calendars Q3, Q4

<table>
<thead>
<tr>
<th>Category</th>
<th>Report Name</th>
<th>Commitment Date</th>
<th>Run Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>PE</td>
<td>Q2 2022 US PE Breakdown</td>
<td>06/14/22</td>
<td>07/12/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q2 2022 PitchBook-NVCA Venture Monitor</td>
<td>06/16/22</td>
<td>07/14/22</td>
</tr>
<tr>
<td>PE</td>
<td>Q2 2022 European PE Breakdown</td>
<td>06/20/22</td>
<td>07/18/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q2 2022 European Venture Report</td>
<td>06/22/22</td>
<td>07/20/22</td>
</tr>
<tr>
<td>M&amp;A</td>
<td>Q2 2022 Global M&amp;A Report</td>
<td>06/29/22</td>
<td>07/27/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>2022 Global Fund Performance Report (as of Q4 2021)</td>
<td>07/08/22</td>
<td>08/05/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q2 2022 US VC Valuations Report</td>
<td>07/14/22</td>
<td>08/11/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q2 2022 European VC Valuations Report</td>
<td>07/19/22</td>
<td>08/16/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>Q2 2022 Global Private Market Fundraising Report*</td>
<td>07/21/22</td>
<td>08/18/22</td>
</tr>
<tr>
<td>ALT</td>
<td>H1 2022 Real Estate Report</td>
<td>08/03/22</td>
<td>08/31/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>2022 UK/Ireland Private Capital Breakdown</td>
<td>08/09/22</td>
<td>09/06/22</td>
</tr>
<tr>
<td>VC</td>
<td>H1 2022 Greater China VC Report</td>
<td>08/10/22</td>
<td>09/07/22</td>
</tr>
<tr>
<td>PE</td>
<td>Q2 2022 US PE Middle Market Report</td>
<td>08/18/22</td>
<td>09/15/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>2022 Sustainable Investment Report</td>
<td>08/26/22</td>
<td>09/23/22</td>
</tr>
<tr>
<td>PE</td>
<td>Q3 2022 US PE Breakdown</td>
<td>09/14/22</td>
<td>10/12/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q3 2022 PitchBook-NVCA Venture Monitor</td>
<td>09/16/22</td>
<td>10/14/22</td>
</tr>
<tr>
<td>PE</td>
<td>Q3 2022 European PE Breakdown</td>
<td>09/19/22</td>
<td>10/17/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q3 2022 European Venture Report</td>
<td>09/21/22</td>
<td>10/19/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>2022 Global Fund Performance Report (as of Q1 2022)</td>
<td>10/04/22</td>
<td>11/01/22</td>
</tr>
<tr>
<td>VC</td>
<td>2022 All In - Women in VC Report</td>
<td>10/06/22</td>
<td>11/03/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q3 2022 US VC Valuations Report</td>
<td>10/10/22</td>
<td>11/07/22</td>
</tr>
<tr>
<td>VC</td>
<td>Q3 2022 European VC Valuations Report</td>
<td>10/17/22</td>
<td>11/14/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>Q3 2022 Global Private Market Fundraising Report*</td>
<td>10/19/22</td>
<td>11/16/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>2022 DACH Private Capital Breakdown</td>
<td>10/25/22</td>
<td>11/22/22</td>
</tr>
<tr>
<td>ALT</td>
<td>H1 2022 Real Assets Report</td>
<td>11/08/22</td>
<td>12/06/22</td>
</tr>
<tr>
<td>PE &amp; VC</td>
<td>Q3 2022 Healthcare Report</td>
<td>11/15/22</td>
<td>12/13/22</td>
</tr>
<tr>
<td>PE</td>
<td>Q3 2022 US PE Middle Market Report</td>
<td>11/17/22</td>
<td>12/15/22</td>
</tr>
</tbody>
</table>

Commitment date represents client’s agreement to a report sponsorship

*Report previously known as the Private Fund Strategies Report
Board diversity: Is it really improving for women?

At first glance, it appears to be. But a closer look at startup data reveals something else.

Data provided by PitchBook's team of analysts, editors and graphic designers work in collaboration with you to leverage your firm's expert market perspectives and create custom white label research. Utilizing PitchBook custom data and editorial content, this is a great way to showcase your thought leadership and brand strategy.

- Utilize PitchBook's team of analysts to create unique editorial content for your report.
- Utilize PitchBook's analyst team to create customized datasets unique to your report.
- Client has full redistribution rights.

Tough Tech by the numbers

VC activity in Tough Tech is setting all kinds of records in 2021, even after record sums from multiple accelerating factors ranging from breakthrough technical advances, growing adoption and expansion of business applications, and macroeconomic factors such as government policies and changing regulations, multiple Tough Tech segments are seeing more investment than ever before.

- The median late-stage pre-money valuation in Tough Tech hit a new high.
- 2021 is currently on pace to record nearly 5,800 transactions.
- 2021 sees record sum of venture investment across Tough Tech.

Investing in a Cleaner World

Private equity and sustainability

APRIL 2022

Dataprovidedby PitchBook.

Sustainable Investing & Analysis

Sustainable Investing
- "Green" investments, such as those in renewable energy, have increased in appeal in recent years.

Tough Tech by the numbers

VC activity in Tough Tech is setting all kinds of records in 2021, even after record sums from multiple accelerating factors ranging from breakthrough technical advances, growing adoption and expansion of business applications, and macroeconomic factors such as government policies and changing regulations, multiple Tough Tech segments are seeing more investment than ever before.

- The median late-stage pre-money valuation in Tough Tech hit a new high.
- 2021 is currently on pace to record nearly 5,800 transactions.
- 2021 sees record sum of venture investment across Tough Tech.

Investing in a Cleaner World

Private equity and sustainability

APRIL 2022

Dataprovidedby PitchBook.

Sustainable Investing & Analysis

Sustainable Investing
- "Green" investments, such as those in renewable energy, have increased in appeal in recent years.

Tough Tech by the numbers

VC activity in Tough Tech is setting all kinds of records in 2021, even after record sums from multiple accelerating factors ranging from breakthrough technical advances, growing adoption and expansion of business applications, and macroeconomic factors such as government policies and changing regulations, multiple Tough Tech segments are seeing more investment than ever before.

- The median late-stage pre-money valuation in Tough Tech hit a new high.
- 2021 is currently on pace to record nearly 5,800 transactions.
- 2021 sees record sum of venture investment across Tough Tech.

Investing in a Cleaner World

Private equity and sustainability

APRIL 2022

Dataprovidedby PitchBook.

Sustainable Investing & Analysis

Sustainable Investing
- "Green" investments, such as those in renewable energy, have increased in appeal in recent years.

Tough Tech by the numbers

VC activity in Tough Tech is setting all kinds of records in 2021, even after record sums from multiple accelerating factors ranging from breakthrough technical advances, growing adoption and expansion of business applications, and macroeconomic factors such as government policies and changing regulations, multiple Tough Tech segments are seeing more investment than ever before.

- The median late-stage pre-money valuation in Tough Tech hit a new high.
- 2021 is currently on pace to record nearly 5,800 transactions.
- 2021 sees record sum of venture investment across Tough Tech.

Investing in a Cleaner World

Private equity and sustainability

APRIL 2022

Dataprovidedby PitchBook.

Sustainable Investing & Analysis

Sustainable Investing
- "Green" investments, such as those in renewable energy, have increased in appeal in recent years.

Tough Tech by the numbers

VC activity in Tough Tech is setting all kinds of records in 2021, even after record sums from multiple accelerating factors ranging from breakthrough technical advances, growing adoption and expansion of business applications, and macroeconomic factors such as government policies and changing regulations, multiple Tough Tech segments are seeing more investment than ever before.

- The median late-stage pre-money valuation in Tough Tech hit a new high.
- 2021 is currently on pace to record nearly 5,800 transactions.
- 2021 sees record sum of venture investment across Tough Tech.