

2023 Media Kit

*Effective August 2022



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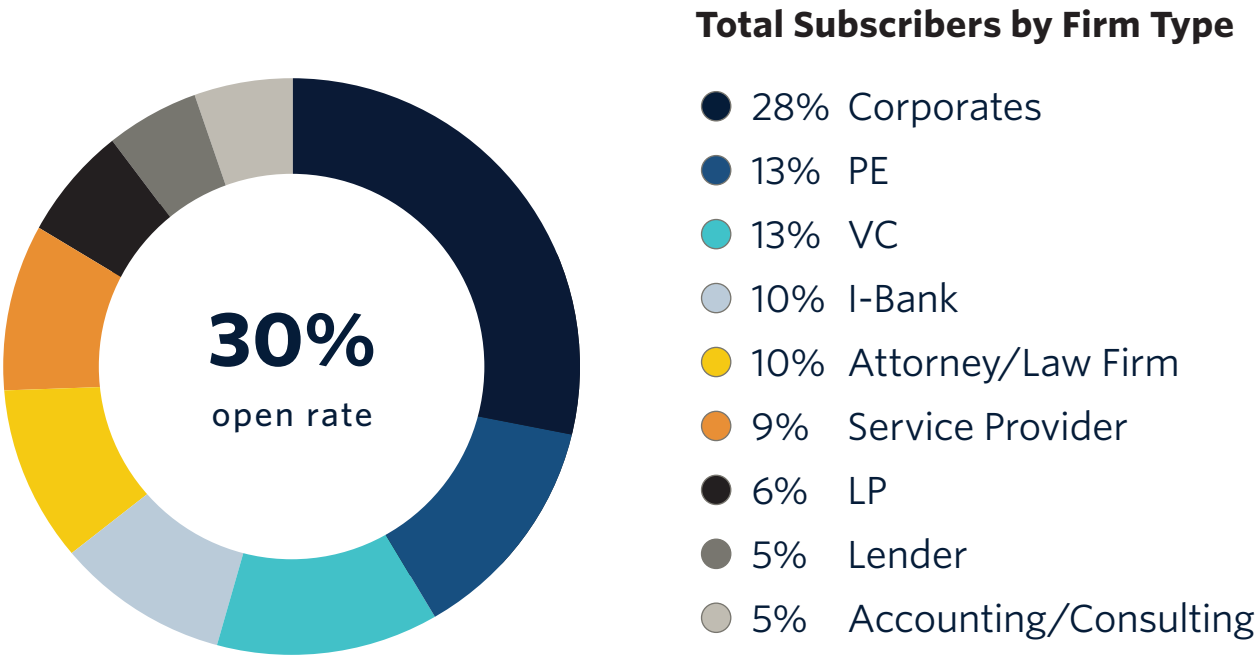
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Statistics on **subscribers** and **open rates**



A MESSAGE FROM SILICON VALLEY BANK

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A MESSAGE FROM ANTARES

Confidence through uncertainty

From geopolitical issues to continued supply-chain struggles, the uncertainty of today's market has left investors challenged to find a relatively safe haven with attractive real risk-adjusted returns. Yet private debt's resilience may once again offer shelter from the storm.



Antares Capital

As Timothy Lyne, CEO of Antares, shares with PitchBook, there are reasons for optimism despite inflation and rising interest rates, including ripe conditions for increased M&A activity.

His thoughts and the full Q&A can be read in the *Q1 2022 US PE Middle Market Report*.

[Read it now](#)

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MESSAGE FROM GRANT THORNTON

top trends in PE software making

ear saw record-ing PE dealmaking in are across the US, but ear is already off to a start. Median deal are at all-time highs, ing even the \$60 million median set in 2021. In a data-driven snapshot, Grant Thornton summarizes the key trends defining this market, drawing on a select variety of PitchBook datasets spanning exits to deal metrics.

[Read it now](#)

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Sponsored Content Columns Options

Premium Sponsored Content Column

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

\$8,500

Sponsored Content Column

 Runs **after** in "The Daily Benchmarks" section

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

\$4,500


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

A MESSAGE FROM ANTARES

Confidence through uncertainty

From geopolitical issues to continued supply-chain struggles, the uncertainty of today's market has left investors challenged to find a relatively safe haven with attractive real risk-adjusted returns. Yet private debt's resilience may once again offer shelter from the storm.







An image or logo with a maximum width of 200 pixels

Features up to 125 words of thought leadership

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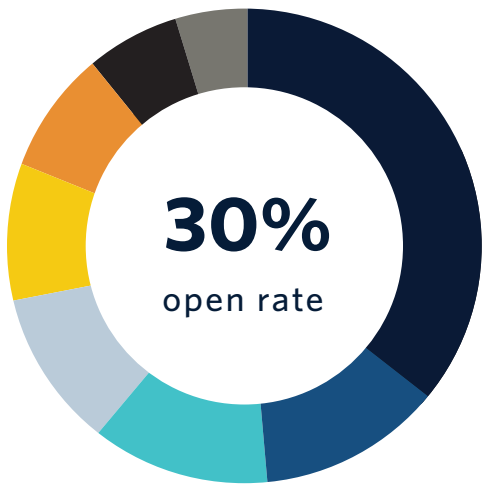
Link to content

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

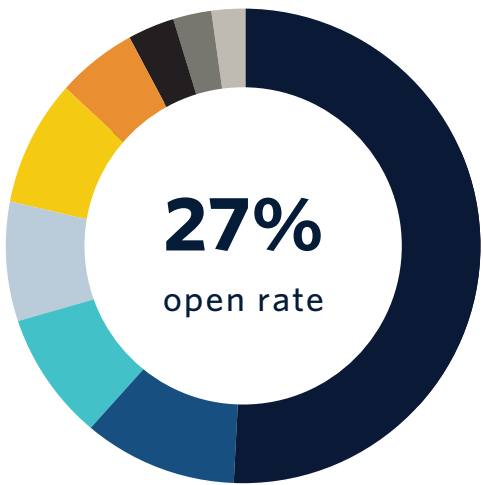
SUBSCRIBERS: 1,155,267



- | | |
|-----------------------|--------------------------|
| 35% VC | 8% VC |
| 12% Service provider | 6% Accounting/consulting |
| 12% Attorney/law firm | 4% LP |
| 10% I-Bank | 3% Lender |
| 9% PE | |

PE

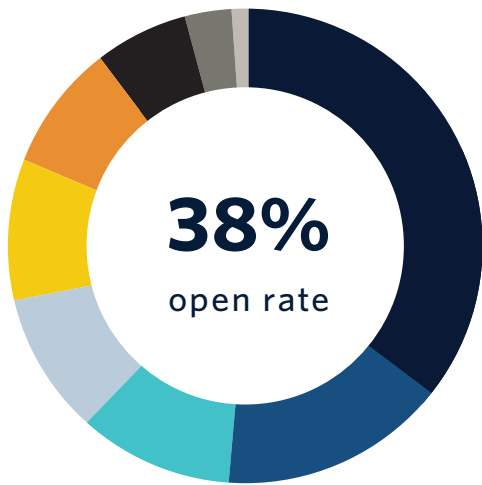
SUBSCRIBERS: 143,747



- | | |
|---------------|--------------------------|
| 51% PE | 5% Attorney/law firm |
| 11% Lender | 2% Accounting/consulting |
| 9% LP | 3% VC |
| 8% Corporates | 3% Service provider |
| 8% I-Bank | |

VC

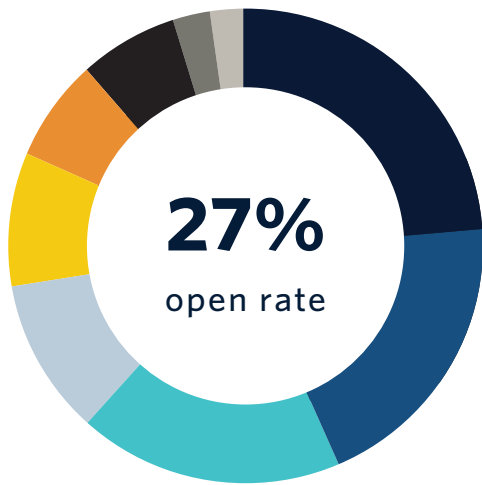
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- | | |
|----------------|--------------------------|
| 35% VC | 8% PE |
| 16% Corporates | 6% Attorney/law firm |
| 11% I-Bank | 3% Service provider |
| 10% Lender | 1% Accounting/consulting |
| 9% I-Bank | |

Europe

SUBSCRIBERS: 134,138



- | | |
|----------------|--------------------------|
| 24% VC | 7% Lender |
| 20% PE | 7% Accounting/consulting |
| 18% Corporates | 3% Service provider |
| 11% LP | 2% Attorney/law firm |
| 9% I-Bank | |

The Daily Pitch Newsletters Advertisement

Monthly Pricing Options

1 Premium Leaderboard

Category	Investment Amount
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

Deal Type	Deal Size
PE, VC and M&A	\$15,000
VC	\$6,500
PE	\$6,000
Europe	\$4,000

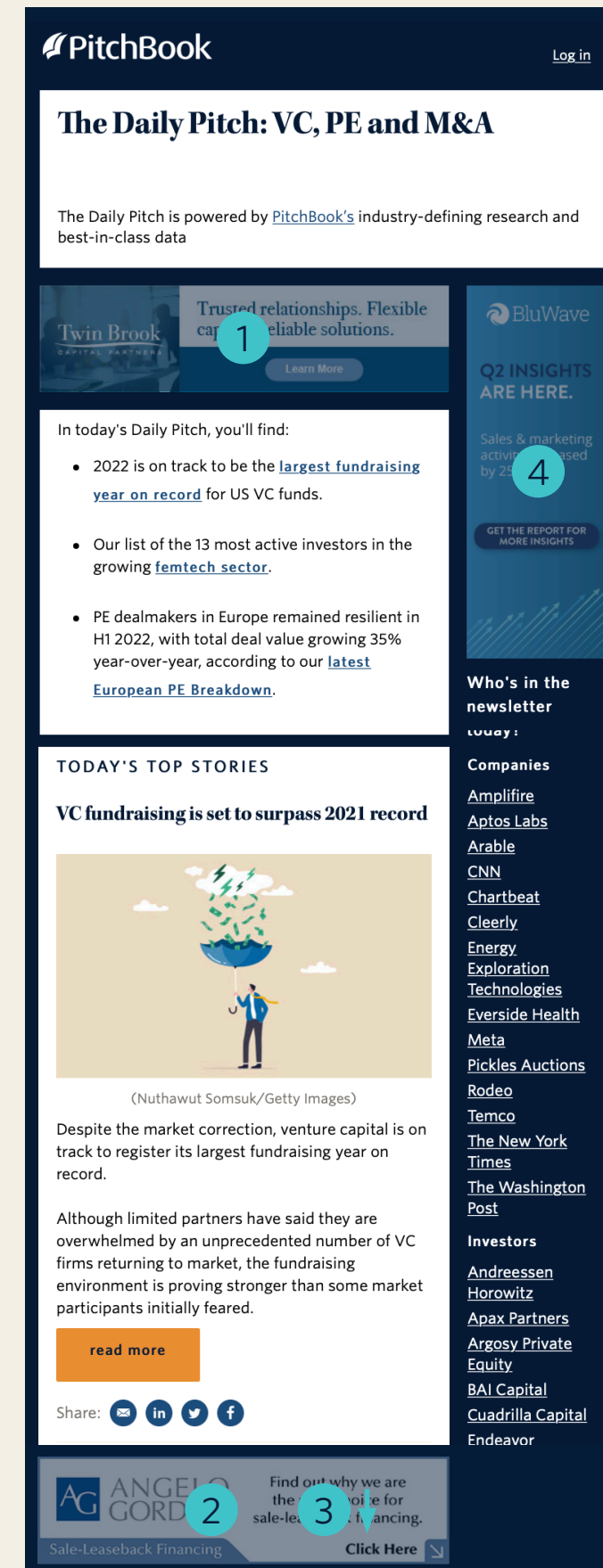
3 Horizontal Banner

Represents any banners in the forth horizontal position and lower

Sector	Investment Amount
PE, VC and M&A	\$7,500
VC	\$4,000
PE	\$3,500
Europe	\$2,500

4 Vertical Banner

Investment Type	Amount
PE, VC and M&A	\$12,500
VC	\$5,000
PE	\$4,800
Europe	\$2,000



Vertical ads are
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The Weekend Pitch Newsletter

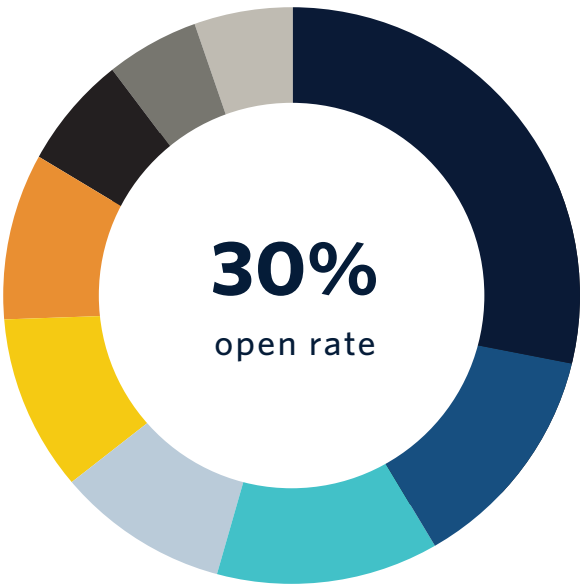
PitchBook’s Weekend Pitch Newsletter offers a weekly snapshot of the biggest and best news you might have missed during the week.

Reaches **1.6M+** subscribers

Runs on **Sunday**

Distributed across all **4** editions of The Daily Pitch

\$12,500
per Sunday



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

The Weekend Pitch

Presented by **Deloitte**

(Tom Williams/Getty Images)

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

Nearly \$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 and too little liquidity continues to punish companies and funds that wrongly assumed the worst could not happen.

Yet where there’s crisis, there’s opportunity.

I’m James Thorne, and this is the Weekend Pitch. Reach me at james.thorne@pitchbook.com or [@jamescthorne](https://twitter.com/jamescthorne).

Billionaire crypto boss Sam Bankman-Fried has become the man of the moment, using his company’s backstop other players with hundreds of millions. Other executives also rightly see ripe opportunities to consolidate power and gain ground on competitors.

But Bankman-Fried’s exceptional actions have sparked debate: Is he a white knight? A robber baron? Something in between?

[read more](#)

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Road to Next

Explore how market unpredictability will impact exits by expansion-stage companies

A MESSAGE FROM DELOITTE

How expansion-stage companies can tackle the current liquidity environment

After a record-breaking year for liquidity, the exit environment for expansion-stage companies has grown markedly more complex. How can companies best prepare for ongoing volatility? The latest edition of Road to Next explores rapidly complexifying exit trends, with highlights including:

- A spotlight on SPACs and their potential for crypto asset businesses
- Data on exits including median valuations and sizes
- Insights into how liquidity trends vary between regions

[Read it now](#)

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Features up to 125 words of thought leadership

NEW OFFERING!

The Research Pitch Newsletter

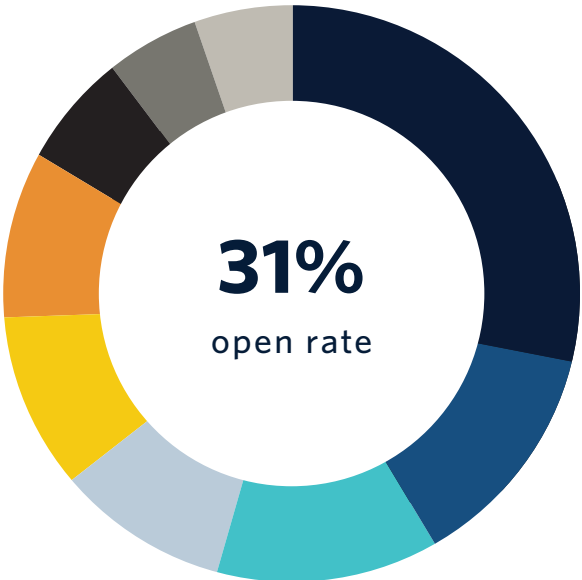
PitchBook’s Research Pitch Newsletter offers a newsletter dedicated to research content from PitchBook’s Institutional Research Group.

Reaches **1.6M+** subscribers

Runs on **Saturday**

Distributed across all **4** editions of The Daily Pitch

\$8,500
per Saturday



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The Research Pitch

Presented by **DealCloud, by Intapp**

Next-generation deal management software
Built by dealmakers, for dealmakers

This is the last call for our **2022 Sustainable Investment Survey**, which is focused on investors' views surrounding sustainable investing, as well as the subtopics of ESG risk factors and impact investing. You can take the survey [here](#).

In case you missed them, we released our flagship US PE and VC reports last week:

- [US PE Breakdown](#)
- [PitchBook-NVCA Venture Monitor](#)

How ESG frameworks and impact investing fit into real estate

Typical ESG opportunity level for real estate strategies

	ESG Strategy Integration	ESG Risk Management	ESG Reporting & Disclosure	ESG Investment & Divestment	ESG Governance & Oversight	ESG Stakeholder Engagement	ESG Innovation & Research	ESG Policy & Frameworks	ESG Metrics & KPIs
Core	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity
Core-plus	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity
Value-add	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity
Opportunistic	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity
Distressed	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity
Special	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity	Substantial opportunity

With more investors looking to real estate as a potential inflation hedge,

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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

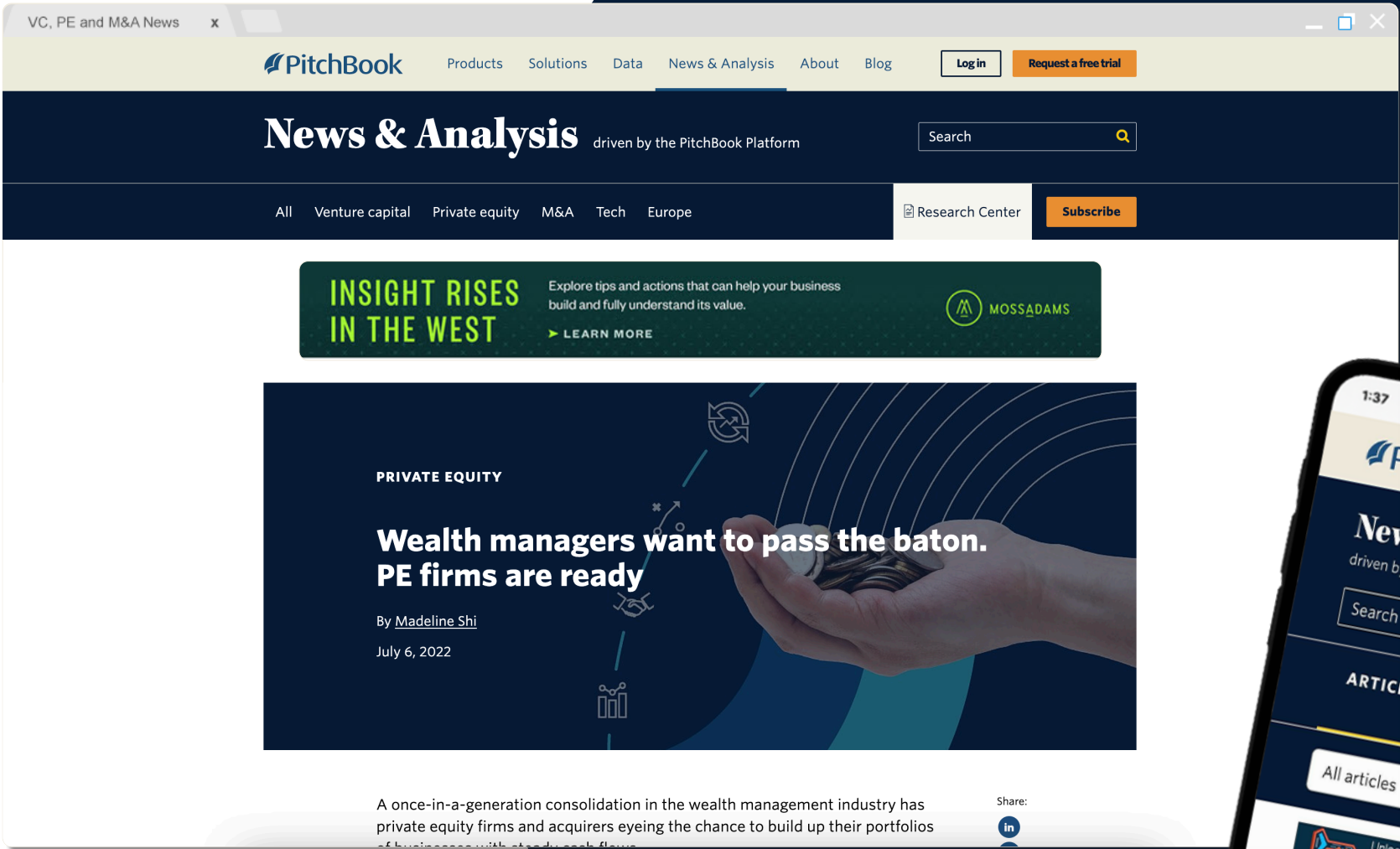
 Targets in-article engaged reader

 25% share of voice (minimum)

 728x90 Leaderboard advertisement


\$4,500

per month




PitchBook Industry Reports


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)



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Industry Report Calendars Q1, Q2

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

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

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Industry Report Calendars Q3, Q4

Category	Report Name	Commitment Date	Run Date
PE	Q2 2022 US PE Breakdown	06/14/22	07/12/22
VC	Q2 2022 PitchBook-NVCA Venture Monitor	06/16/22	07/14/22
PE	Q2 2022 European PE Breakdown	06/20/22	07/18/22
VC	Q2 2022 European Venture Report	06/22/22	07/20/22
M&A	Q2 2022 Global M&A Report	06/29/22	07/27/22
PE & VC	2022 Global Fund Performance Report (as of Q4 2021)	07/08/22	08/05/22
VC	Q2 2022 US VC Valuations Report	07/14/22	08/11/22
VC	Q2 2022 European VC Valuations Report	07/19/22	08/16/22
PE & VC	Q2 2022 Global Private Market Fundraising Report*	07/21/22	08/18/22
ALT	H1 2022 Real Estate Report	08/03/22	08/31/22
PE & VC	2022 UK/Ireland Private Capital Breakdown	08/09/22	09/06/22
VC	H1 2022 Greater China VC Report	08/10/22	09/07/22
PE	Q2 2022 US PE Middle Market Report	08/18/22	09/15/22
PE & VC	2022 Sustainable Investment Report	08/26/22	09/23/22

Category	Report Name	Commitment Date	Run Date
PE	Q3 2022 US PE Breakdown	09/14/22	10/12/22
VC	Q3 2022 PitchBook-NVCA Venture Monitor	09/16/22	10/14/22
PE	Q3 2022 European PE Breakdown	09/19/22	10/17/22
VC	Q3 2022 European Venture Report	09/21/22	10/19/22
M&A	Q3 2022 Global M&A Report	09/27/22	10/25/22
PE & VC	2022 Global Fund Performance Report (as of Q1 2022)	10/04/22	11/01/22
VC	2022 All In - Women in VC Report	10/06/22	11/03/22
VC	Q3 2022 US VC Valuations Report	10/10/22	11/07/22
VC	Q3 2022 European VC Valuations Report	10/17/22	11/14/22
PE & VC	Q3 2022 Global Private Market Fundraising Report*	10/19/22	11/16/22
PE & VC	2022 DACH Private Capital Breakdown	10/25/22	11/22/22
ALT	H1 2022 Real Assets Report	11/08/22	12/06/22
PE & VC	Q3 2022 Healthcare Report	11/15/22	12/13/22
PE	Q3 2022 US PE Middle Market Report	11/17/22	12/15/22

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**Report previously known as the Private Fund Strategies Report*

Custom Research Report

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