

2023 Media Kit

*Effective February 2023



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Our trusted clients

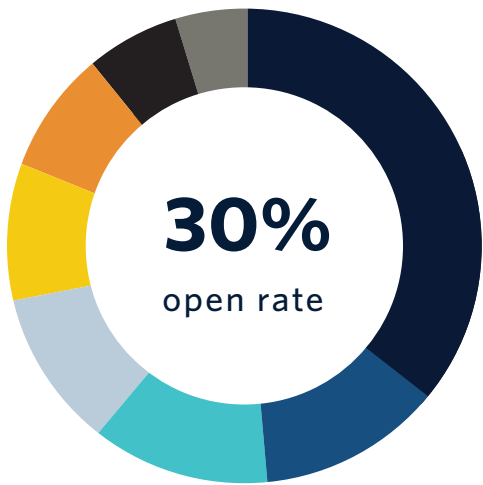


The Daily Pitch Newsletters

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

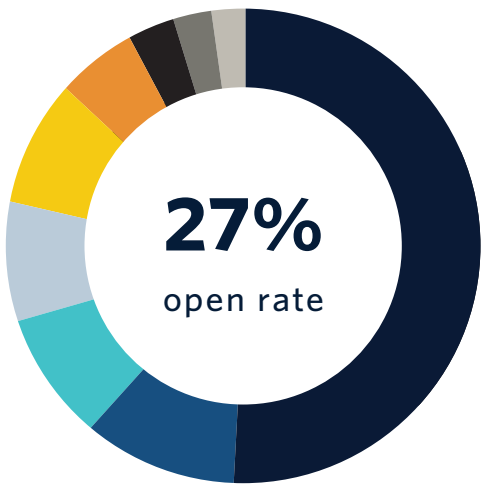
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35%	Corporates	8%	VC
12%	Service provider	6%	Accounting/consulting
12%	Attorney/law firm	4%	LP
10%	I-Bank	3%	Lender
9%	PE		

PE

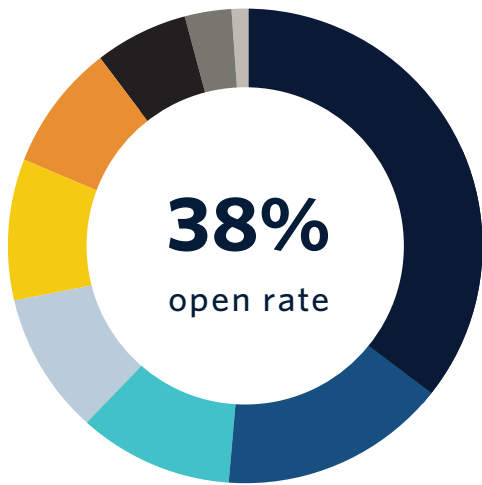
SUBSCRIBERS: 143,747



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

VC

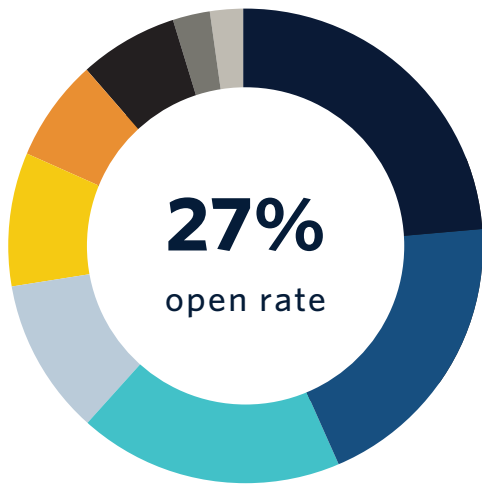
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35%	VC	8%	PE
16%	Corporates	6%	Attorney/law firm
11%	I-Bank	3%	Service provider
10%	Lender	1%	Accounting/consulting
9%	I-Bank		

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

The infographic consists of four circles of decreasing size, each representing a different category of the investment portfolio. The circles are arranged horizontally from left to right. The first circle is dark grey and represents the largest portion of the portfolio. The subsequent circles are lighter shades of grey and represent progressively smaller portions. Each circle contains text indicating the category and the corresponding investment amount in billions of dollars.

Category	Investment Amount (\$ billions)
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

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

3 Horizontal Banner

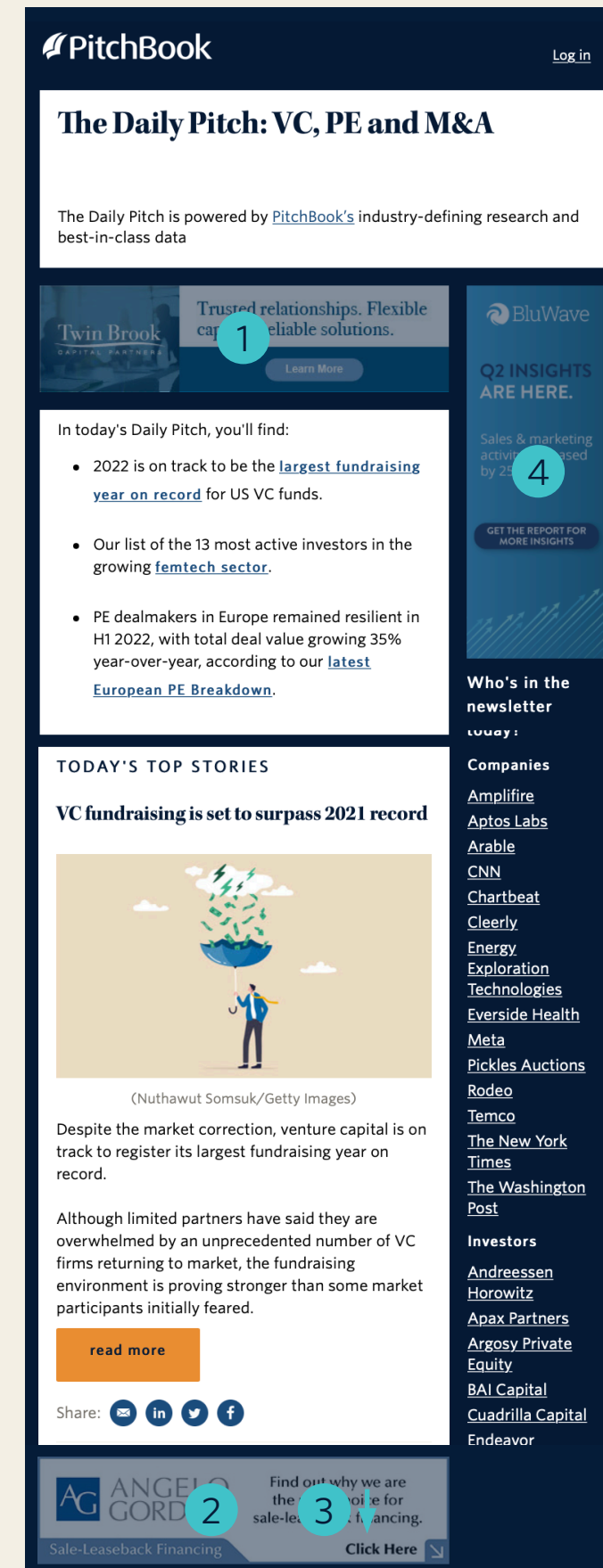
Represents any banners in the fourth horizontal position and lower



Sector/Region	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
not visible on
mobile or gmail

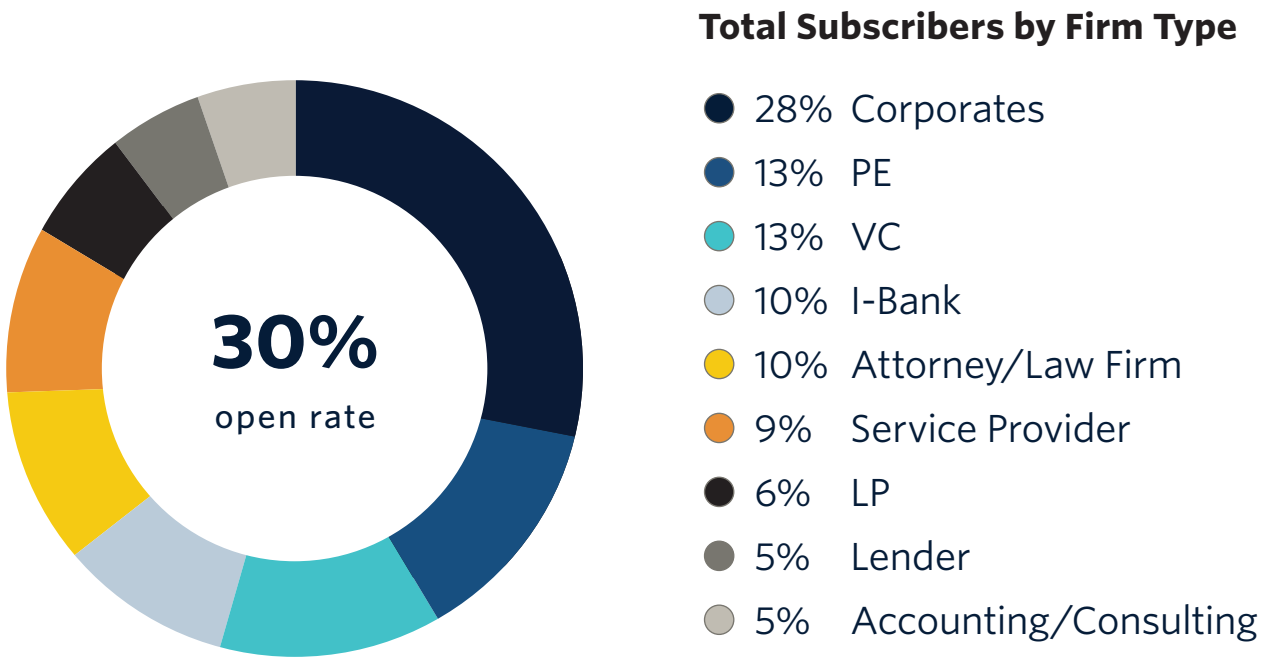
Sponsored Content Columns

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**



Sponsored Content Columns Options

Premium Sponsored Content Column

 Runs as **top** placement column

 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

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.

Link to content

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

[Read it now](#)

Share:    

[View specifications](#)

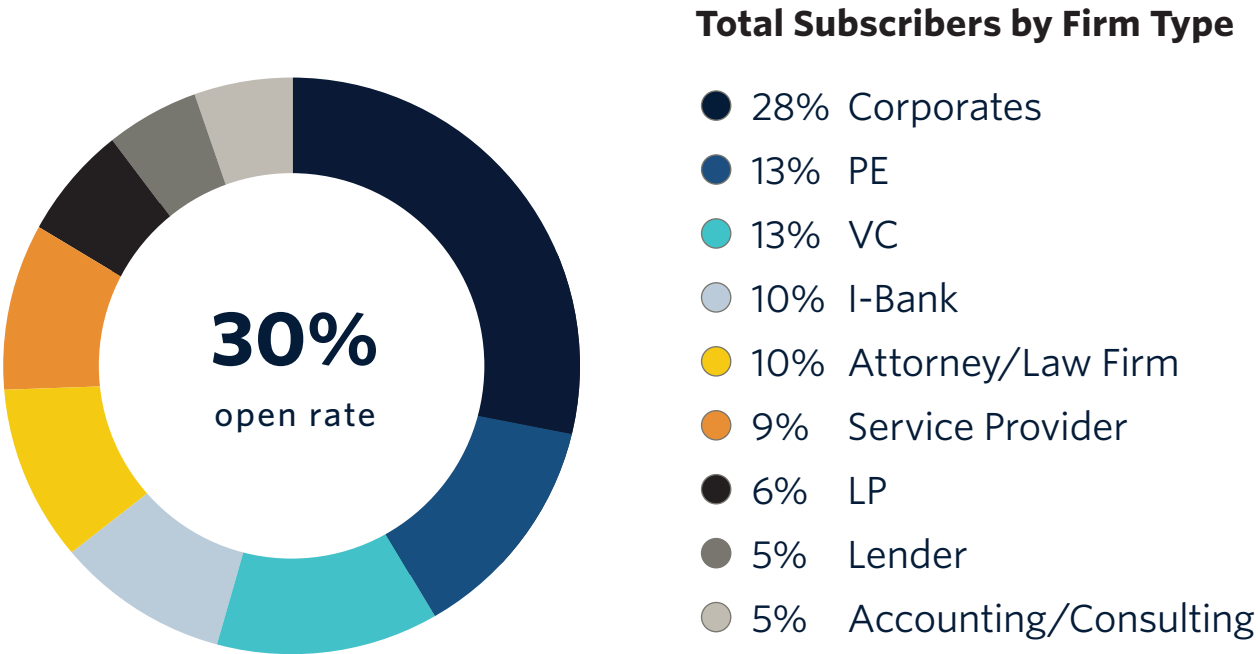
The Weekend Pitch Newsletter

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



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](#)

Share:

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](#)

Share:

Vertical and horizontal banner ads*

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

*Vertical ads are not visible on mobile or gmail

NEW OFFERING!

The Research Pitch Newsletter

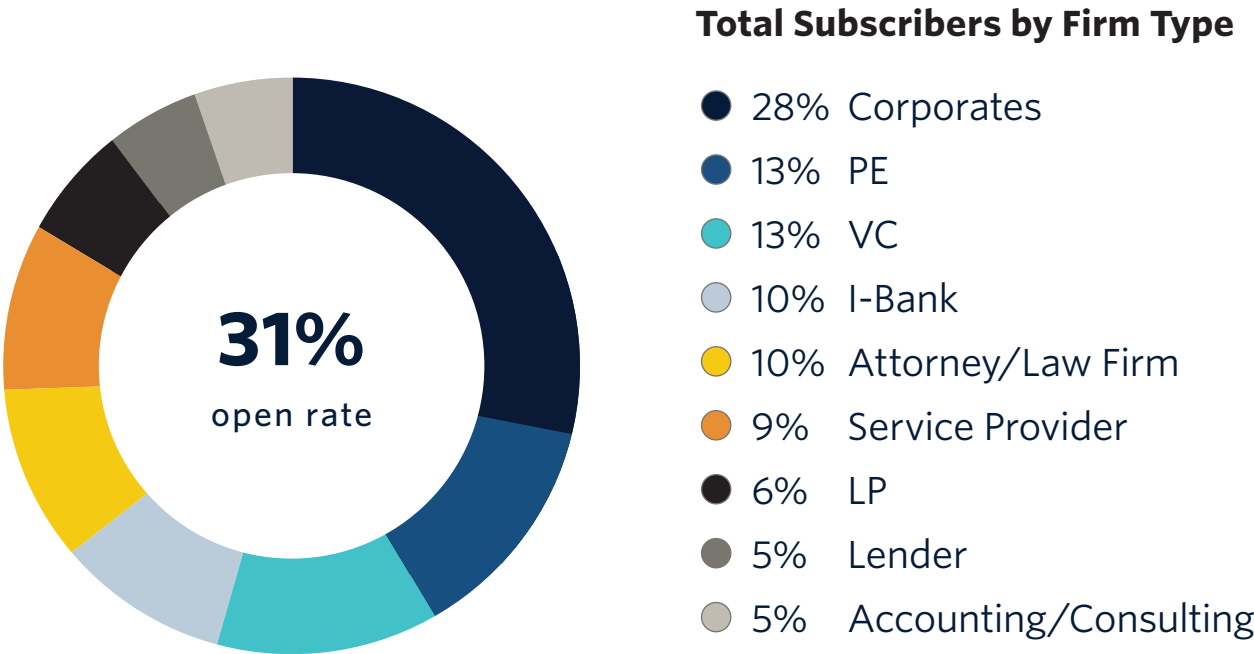
PitchBook’s Research Pitch Newsletter offers a newsletter dedicated to research content from PitchBook’s Institutional Research Group.

Reaches **1.6M+** subscribers

Runs on **Saturday**

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

\$8,500
per Saturday



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

The Research Pitch

Presented by **DealCloud, by Intapp**

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

Streamline deal, relationship, and pipeline management within a single source of truth

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

	Climate Change	Energy	Environmental	Management	Human Capital	Product	Resilience	Supply Chain	Technology	Trust
Core	High	High	High	High	High	High	High	High	High	High
Core/Adj	High	High	High	High	High	High	High	High	High	High
Value-add	High	High	High	High	High	High	High	High	High	High
Opportunistic	High	High	High	High	High	High	High	High	High	High
Distressed	High	High	High	High	High	High	High	High	High	High
Special	High	High	High	High	High	High	High	High	High	High

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

Premium leaderboard and skyscraper banner ads*

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

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Features up to 125 words of thought leadership

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

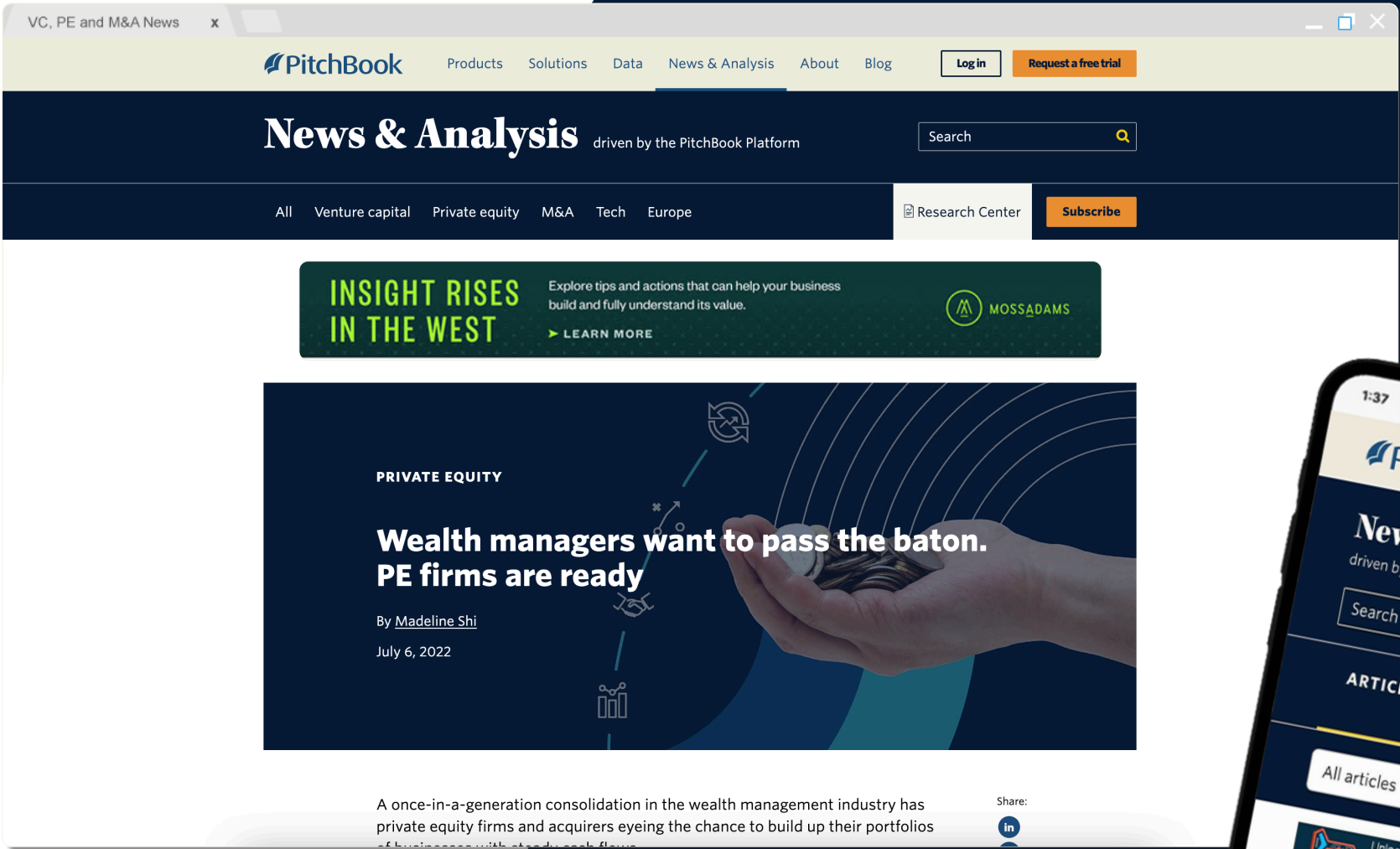
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PitchBook Website News & Analysis

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)



Always **evergreen** for downloads on PitchBook's website and PitchBook platform



PR & social promotion on PitchBook channels with your brand

Starting at

\$15,000

per report

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Industry Report Calendars Q1, Q2

Category	Report Name	Commitment Date	Run Date
VC	Q4 2022 PitchBook-NVCA Venture Monitor	12/01/22	01/12/23
PE	2022 Annual US PE Breakdown	12/02/22	01/13/23
PE	2022 Annual European PE Breakdown	12/06/22	01/17/23
VC	2022 Annual European Venture Report	12/08/22	01/19/23
M&A	2022 Annual Global M&A Report	12/15/22	01/26/23
PE & VC	2023 Global Fund Performance Report (as of Q2 2022)	12/21/22	02/01/23
VC	2022 Annual US VC Valuations Report	12/29/22	02/09/23
VC	2022 Annual European VC Valuations Report	01/05/23	02/16/23
PE & VC	2022 Annual Global Private Market Fundraising Report	01/12/23	02/23/23
PE	Q4 2022 Public PE Roundup	01/17/23	02/28/23
PE & VC	2023 Nordic Private Capital Breakdown	01/24/23	03/07/23
PE & VC	2022 Annual Global Private Debt Report	01/26/23	03/09/23
PE	2022 Annual US PE Middle Market Report	02/01/23	03/15/23
VC	H2 2022 Greater China VC Report	02/07/23	03/21/23
ALT	2022 Annual Real Estate Report	02/09/23	03/23/23

Category	Report Name	Commitment Date	Run Date
PE	Q1 2023 US PE Breakdown	03/01/23	04/12/23
VC	Q1 2023 PitchBook-NVCA Venture Monitor	03/02/23	04/13/23
VC	Q1 2023 European Venture Report	03/07/23	04/18/23
PE	Q1 2023 European PE Breakdown	03/09/23	04/20/23
M&A	Q1 2023 Global M&A Report	03/16/23	04/27/23
PE & VC	2023 Global Fund Performance Report (as of Q3 2022)	03/23/23	05/04/23
VC	Q1 2023 US VC Valuations Report	03/30/23	05/11/23
VC	Q1 2023 European VC Valuations Report	04/04/23	05/16/23
PE & VC	Q1 2023 Global Private Market Fundraising Report	04/13/23	05/25/23
PE & VC	2023 France & Benelux Private Capital Breakdown	04/19/23	05/31/23
PE	Q1 2023 Public PE Roundup	04/25/23	06/06/23
ALT	Q1 2023 Real Assets Report	05/04/23	06/15/23
PE & VC	Q1 2023 US PE Middle Market Report	05/05/23	06/16/23

Commitment date represents client's agreement to a report sponsorship

Industry Report Calendars Q3, Q4

Category	Report Name	Commitment Date	Run Date
PE & VC	2023 Sustainable Investment Report	05/25/23	07/06/23
PE	Q2 2023 US PE Breakdown	05/31/23	07/12/23
VC	Q2 2023 PitchBook-NVCA Venture Monitor	06/01/23	07/13/23
PE	Q2 2023 European PE Breakdown	06/06/23	07/18/23
VC	Q2 2023 European Venture Report	06/08/23	07/20/23
M&A	Q2 2023 Global M&A Report	06/15/23	07/27/23
PE & VC	2023 Global Fund Performance Report (as of Q4 2022)	06/22/23	08/03/23
VC	Q2 2023 US VC Valuations Report	06/29/23	08/10/23
VC	Q2 2023 European VC Valuations Report	07/04/23	08/15/23
PE & VC	Q2 2023 Global Private Market Fundraising Report	07/11/23	08/22/23
PE & VC	H1 2023 Global Private Debt Report	07/18/23	08/29/23
PE & VC	2023 UK/Ireland Private Capital Breakdown	07/26/23	09/06/23
VC	H1 2023 Greater China VC Report	07/27/23	09/07/23
PE	Q2 2023 US PE Middle Market Report	08/04/23	09/15/23
PE	Q2 2023 Public PE Roundup	08/12/23	09/23/23
ALT	H1 2023 Real Estate Report	08/17/23	09/28/23

Category	Report Name	Commitment Date	Run Date
PE	Q3 2023 US PE Breakdown	08/30/23	10/11/23
VC	Q3 2023 PitchBook-NVCA Venture Monitor	08/31/23	10/12/23
PE	Q3 2023 European PE Breakdown	09/05/23	10/17/23
VC	Q3 2023 European Venture Report	09/07/23	10/19/23
M&A	Q3 2023 Global M&A Report	09/14/23	10/26/23
PE & VC	2023 Global Fund Performance Report (as of Q1 2023)	09/20/23	11/01/23
VC	Q3 2023 US VC Valuations Report	09/28/23	11/09/23
VC	Q3 2023 European VC Valuations Report	10/11/23	11/22/23
PE	Q3 2023 Public PE Roundup	10/17/23	11/28/23
PE & VC	Q3 2023 Global Private Market Fundraising Report	10/19/23	11/30/23
PE & VC	2023 DACH Private Capital Breakdown	10/26/23	12/07/23
ALT	H1 2023 Real Assets Report	11/01/23	12/13/23
PE	Q3 2023 US PE Middle Market Report	11/03/23	12/15/23

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Custom Research Report

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Utilize PitchBook analyst team to create

editorial

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Utilize PitchBook analyst team to create

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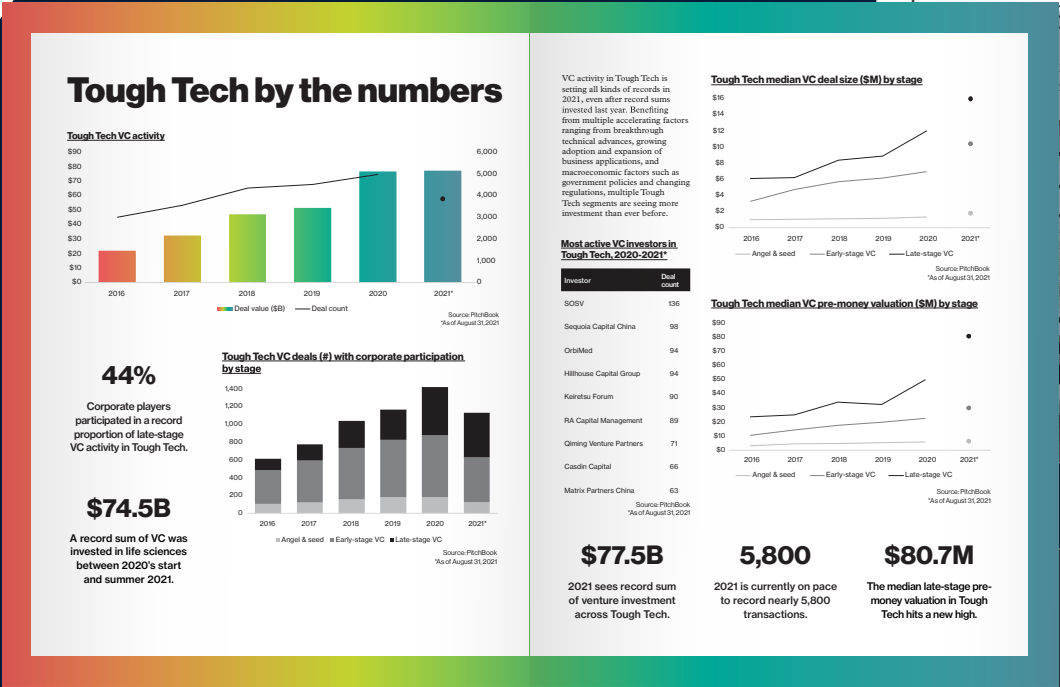
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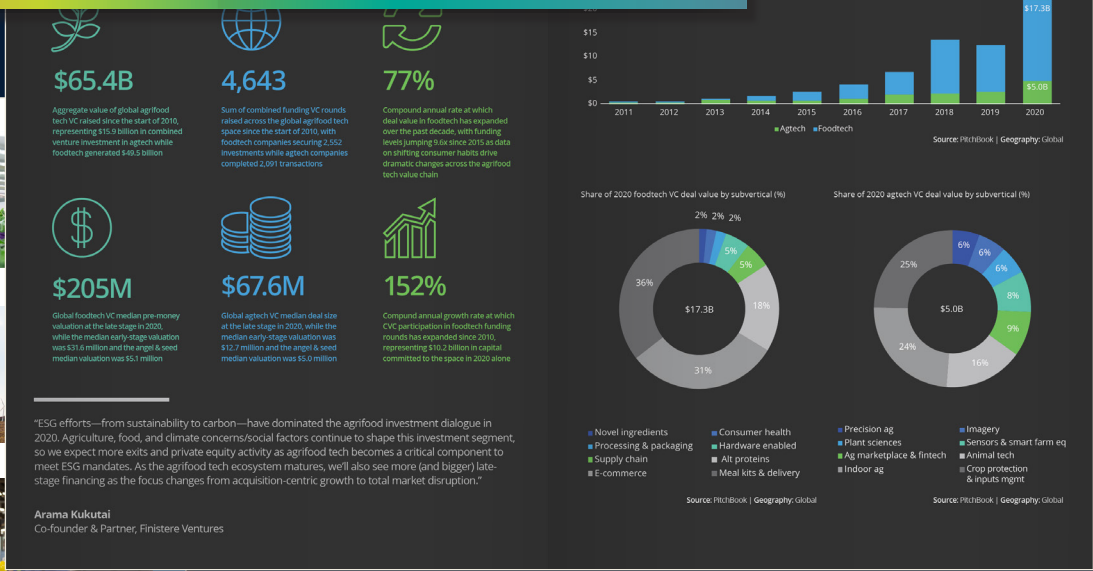


Investing in a Cleaner World

Private equity and sustainability

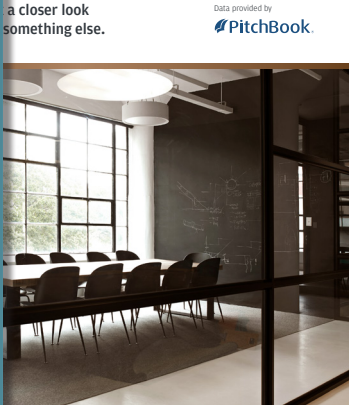
APRIL 2022

AMERICAN INVESTMENT COUNCIL Data provided by PitchBook.



J.P.Morgan

Board diversity: Is it really improving or not?



Data provided by PitchBook.