PitchBook

2023 Media Kit

*Effective February 2023

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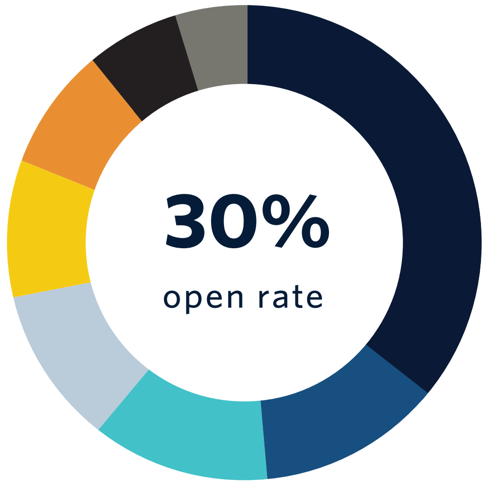
Our trusted clients

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

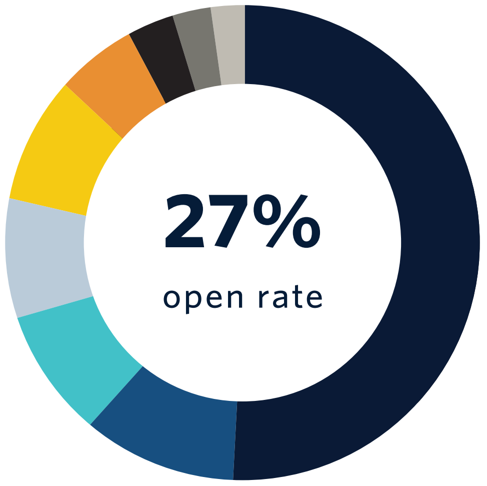
SUBSCRIBERS: 1,155,267



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

PE

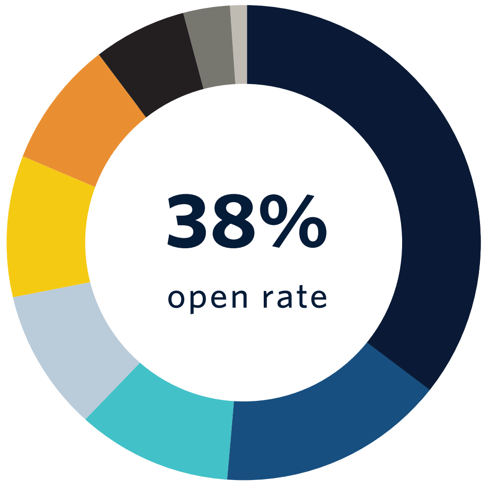
SUBSCRIBERS: 143,747



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

VC

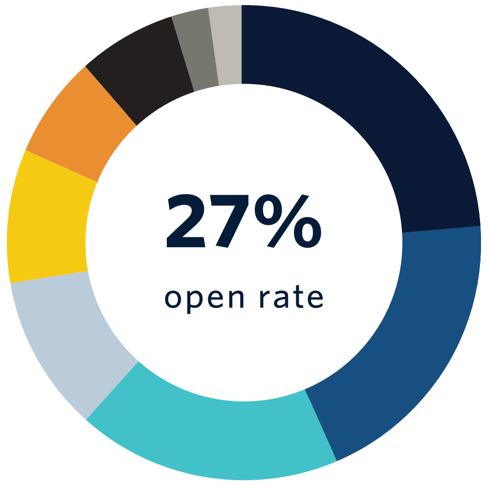
SUBSCRIBERS: 253,828



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

Europe

SUBSCRIBERS: 134,138



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

The Daily Pitch Newsletters Advertisement Monthly Pricing Options

	Ad type	PE, VC and M&A	VC	PE	Europe
1	**Premium Leaderboard**	$22,500	$10,000	$10,000	$5,000
2	**Premium Horizontal Banner** — *Represents the second and third horizontal banners in each newsletter*	$15,000	$6,500	$6,000	$4,000
3	**Horizontal Banner** — *Represents any banners in the fourth horizontal position and lower*	$7,500	$4,000	$3,500	$2,500
4	**Vertical Banner**	$12,500	$5,000	$4,800	$2,000


PitchBook
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The Daily Pitch: VC, PE and M&A

The Daily Pitch is powered by PitchBook's industry-defining research and best-in-class data

In today's Daily Pitch, you'll find:

- 2022 is on track to be the largest fundraising year on record for US VC funds.
- Our list of the 13 most active investors in the growing femtech sector.
- PE dealmakers in Europe remained resilient in H1 2022, with total deal value growing 35% year-over-year, according to our latest European PE Breakdown.

TODAY'S TOP STORIES

VC fundraising is set to surpass 2021 record

(Nuthawut Somsuk/Getty Images)

Despite the market correction, venture capital is on track to register its largest fundraising year on record.

Although limited partners have said they are overwhelmed by an unprecedented number of VC firms returning to market, the fundraising environment is proving stronger than some market participants initially feared.

read more

Share:

Who's in the newsletter today:

Companies: Amplifire, Aptos Labs, Arable, CNN, Chartbeat, Cleerly, Energy Exploration Technologies, Everside Health, Meta, Pickles Auctions, Rodeo, Temco, The New York Times, The Washington Post

Investors: Andreessen Horowitz, Apax Partners, Argosy Private Equity, BAI Capital, Cuadrilla Capital, Endeavor

Vertical ads are not visible on mobile or gmail

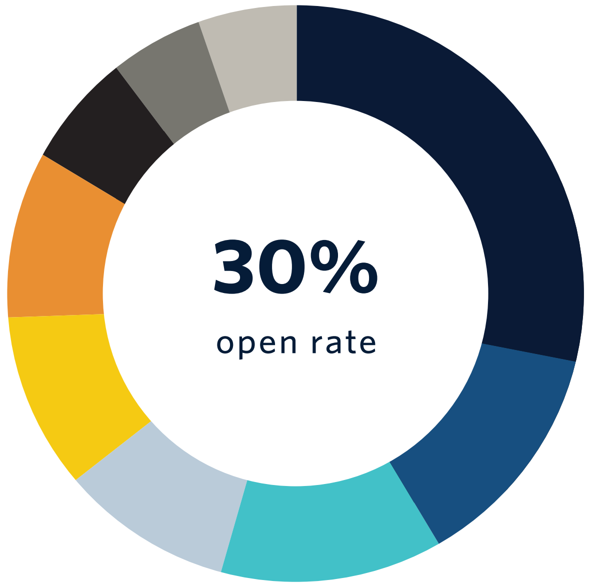
Sponsored Content Columns

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**



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

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

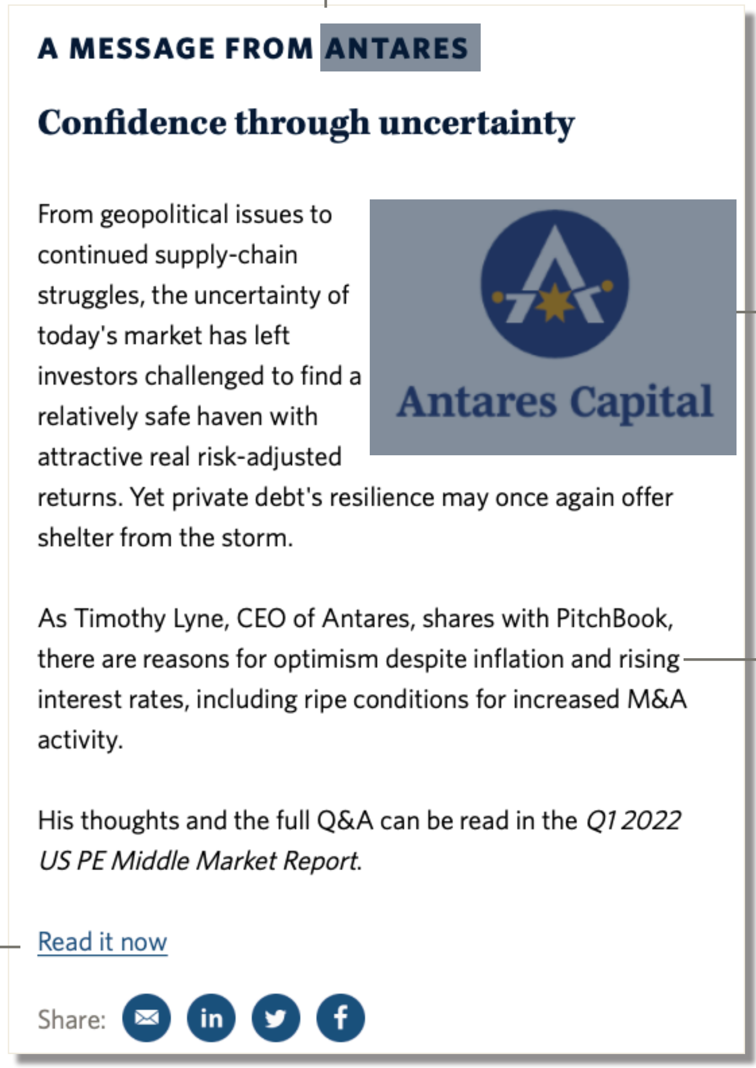
PitchBook’s Sponsored Content Columns cannot feature direct solicitation, inappropriate language or competitive content. PitchBook cannot advertise securities offers such as fundraising or financing rounds. PitchBook reserves the right to decline competitive language against PitchBook, Morningstar, Morningstar affiliates or Sustainalytics (ESG). This includes reports, data or business that could be perceived as competitive.

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

Link to content



View specifications

The Weekend Pitch Newsletter

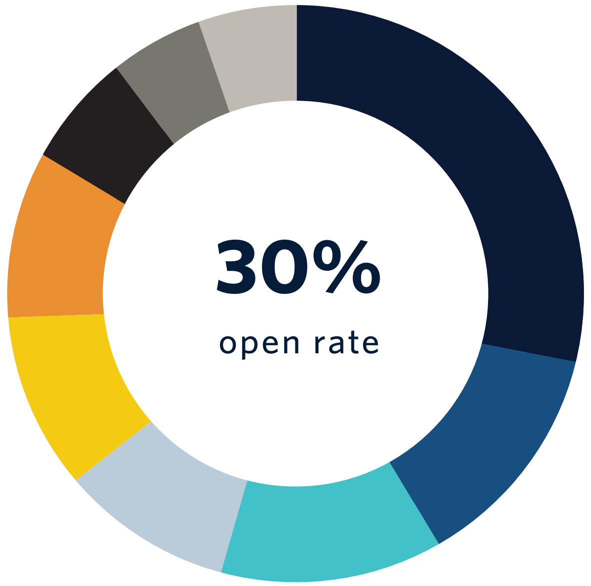
PitchBook's Weekend Pitch Newsletter offers a weekly snapshot of the biggest and best news you might have missed during the week.

Reaches **1.6M+** subscribers

Runs on **Sunday**

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

$12,500
per Sunday



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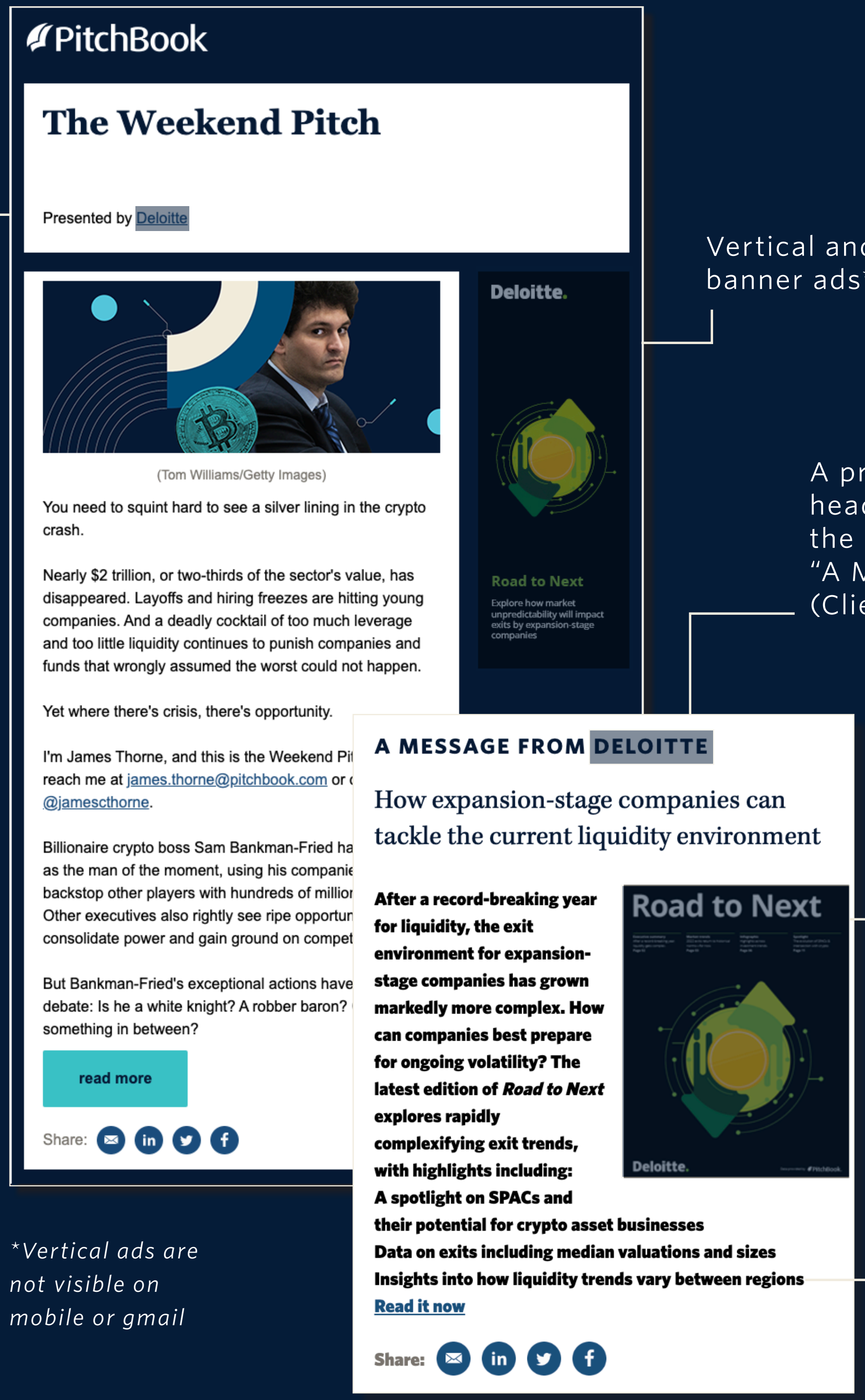
Roadblock sponsorship including "Presented by (Client name)" at the top of the newsletter



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.

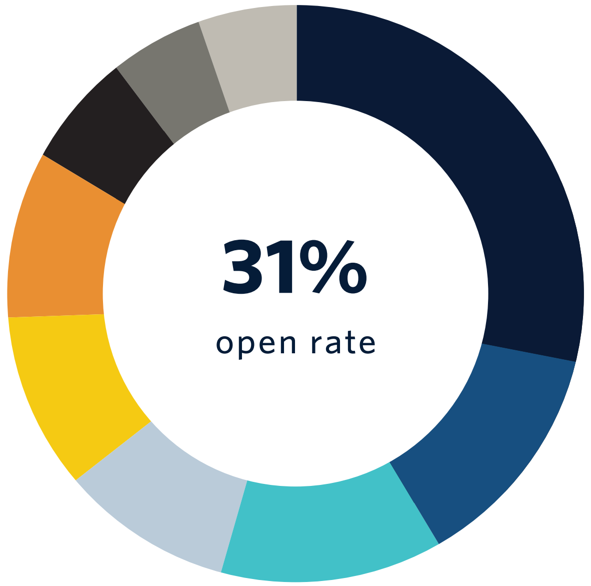
Reaches **1.6M+** subscribers

Runs on **Saturday**

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

$8,500
per Saturday

Total Subscribers by Firm Type



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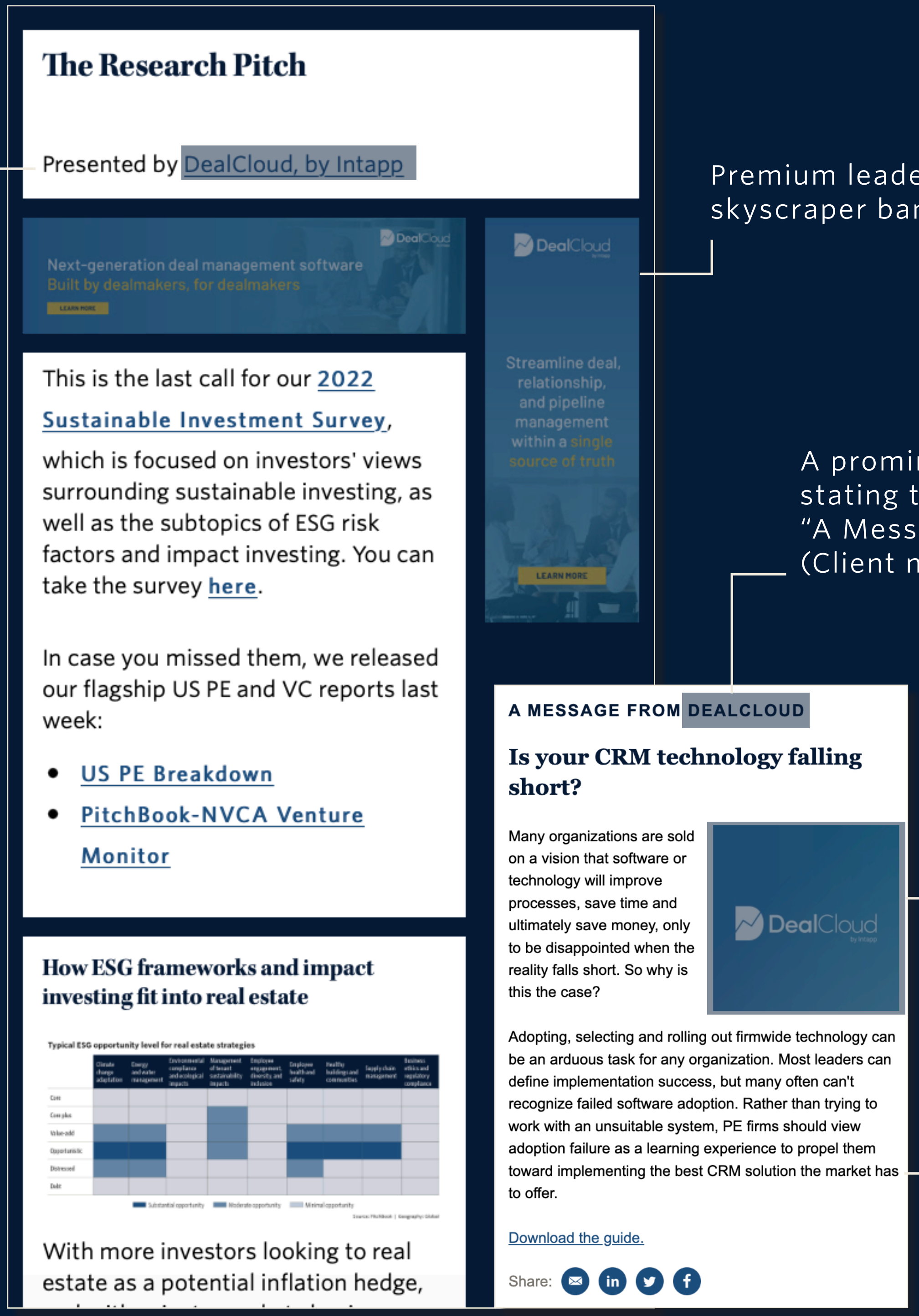
Roadblock sponsorship including "Presented by (Client name)" at the top of the newsletter



Premium leaderboard and skyscraper 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

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

**Vertical ads are not visible on mobile or gmail*

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.

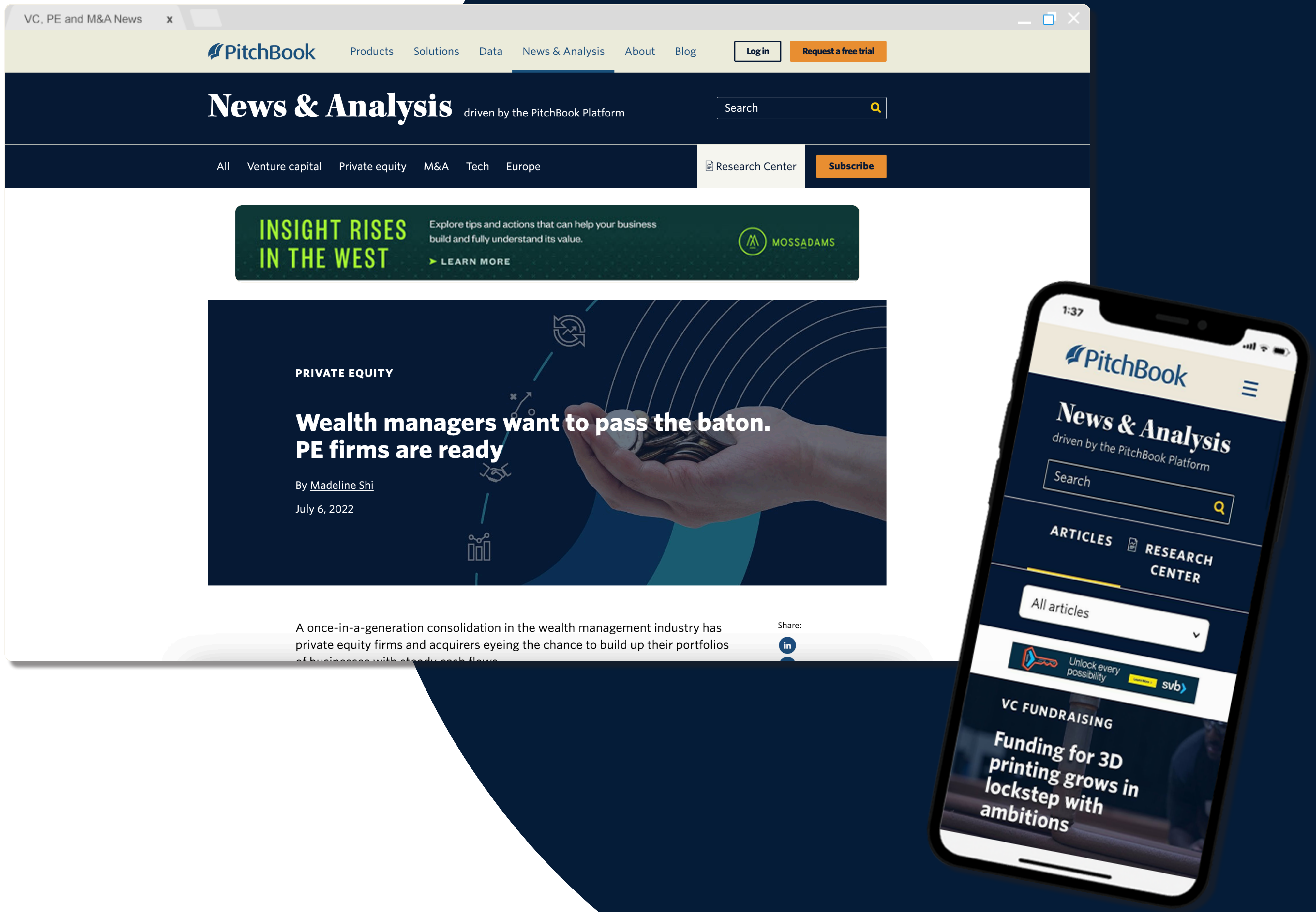
458,000+ monthly pageviews

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

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

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

Commitment date represents client's agreement to a report sponsorship

Custom Research Report

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.

Pricing based on scope and length

Utilize PitchBook analyst team to create **editorial** unique to your report

Utilize PitchBook analyst team to create **customized** datasets unique to your report.

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