

2023 Media Kit



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VISA



DFIN

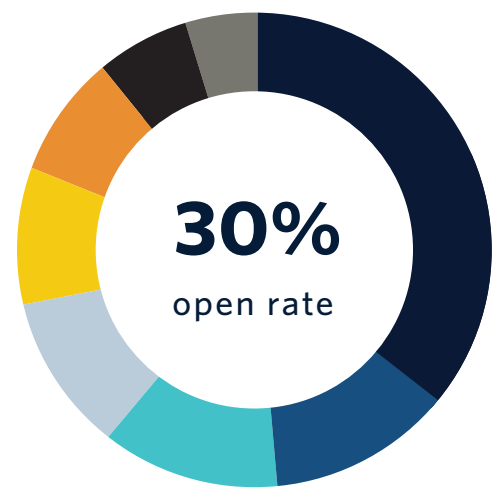


The Daily Pitch Newsletters

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

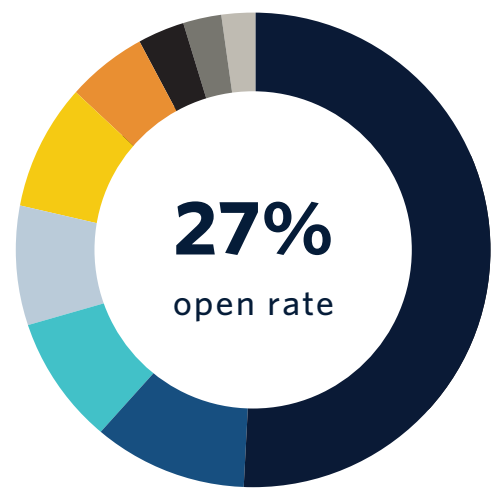
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- 35%** Corporates
- 12%** Service provider
- 12%** Attorney/law firm
- 10%** I-Bank
- 9%** PE
- 8%** VC
- 6%** Accounting/consulting
- 4%** LP
- 3%** Lender

PE

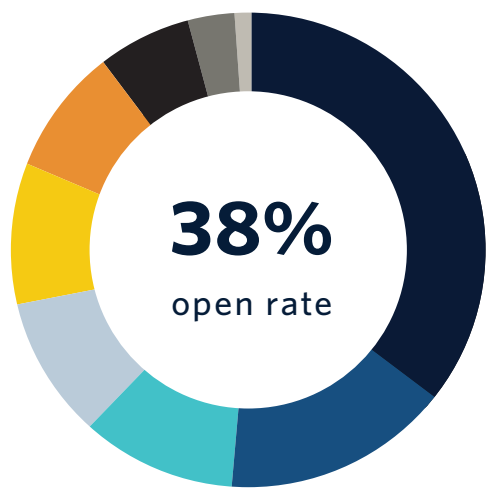
SUBSCRIBERS: 143,747



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

VC

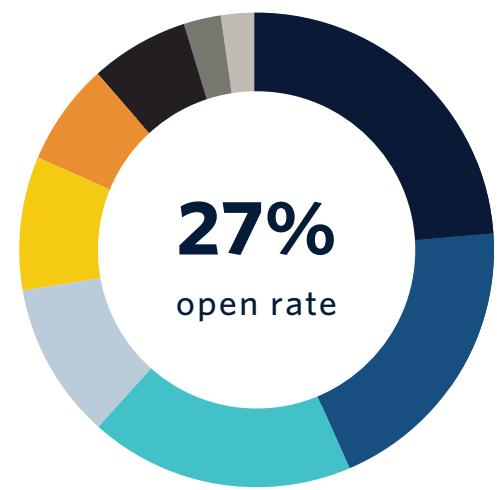
SUBSCRIBERS: 253,828



- 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

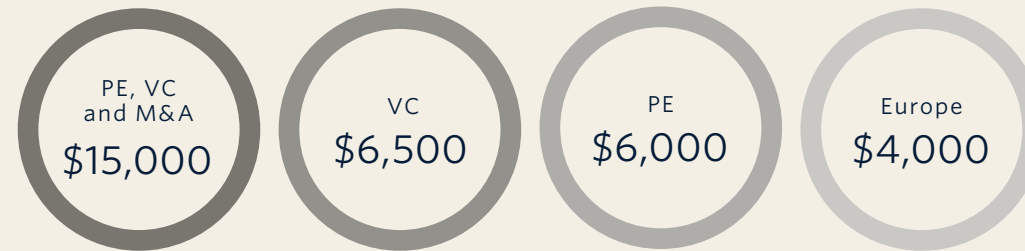
Monthly Pricing Options

1 Premium Leaderboard



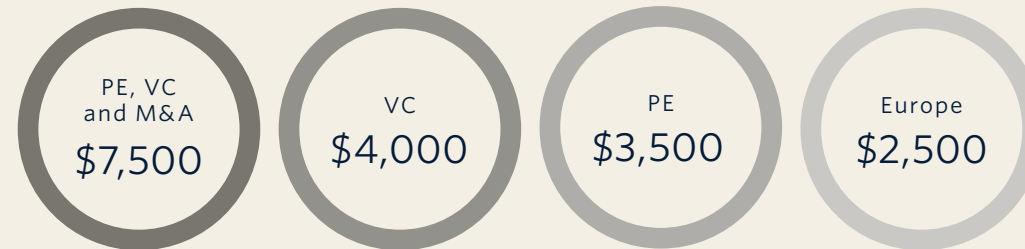
2 Premium Horizontal Banner

Represents the second and third horizontal banners in each newsletter

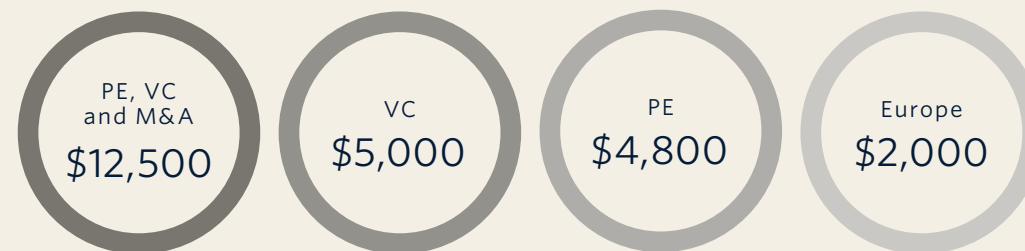


3 Horizontal Banner

Represents any banners in the fourth horizontal position and lower



4 Vertical Banner



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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

Trusted relationships. Flexible capital solutions. **1** Learn More

BluWave
Q2 INSIGHTS ARE HERE.
Sales & marketing activity increased by 25% **4**
GET THE REPORT FOR MORE INSIGHTS

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**.

Who's in the newsletter today:

Companies

- Amplifire
- Aptos Labs
- Arable
- CNN
- Chartbeat
- Clearly
- 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

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](#)

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Sale-Leaseback Financing

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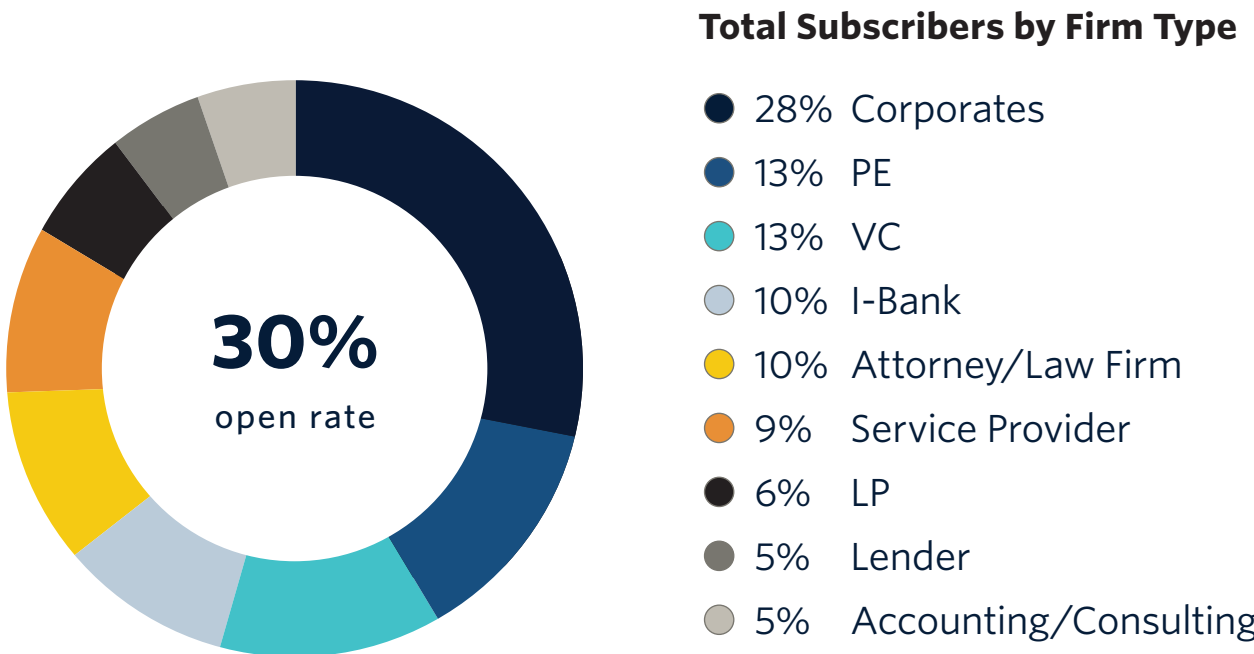
Sponsored Content Columns

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**



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.

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



Year saw record-breaking PE dealmaking in the US, but the year is already off to a strong start. Median deal size is at all-time highs, 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

 Runs as **top** placement column

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

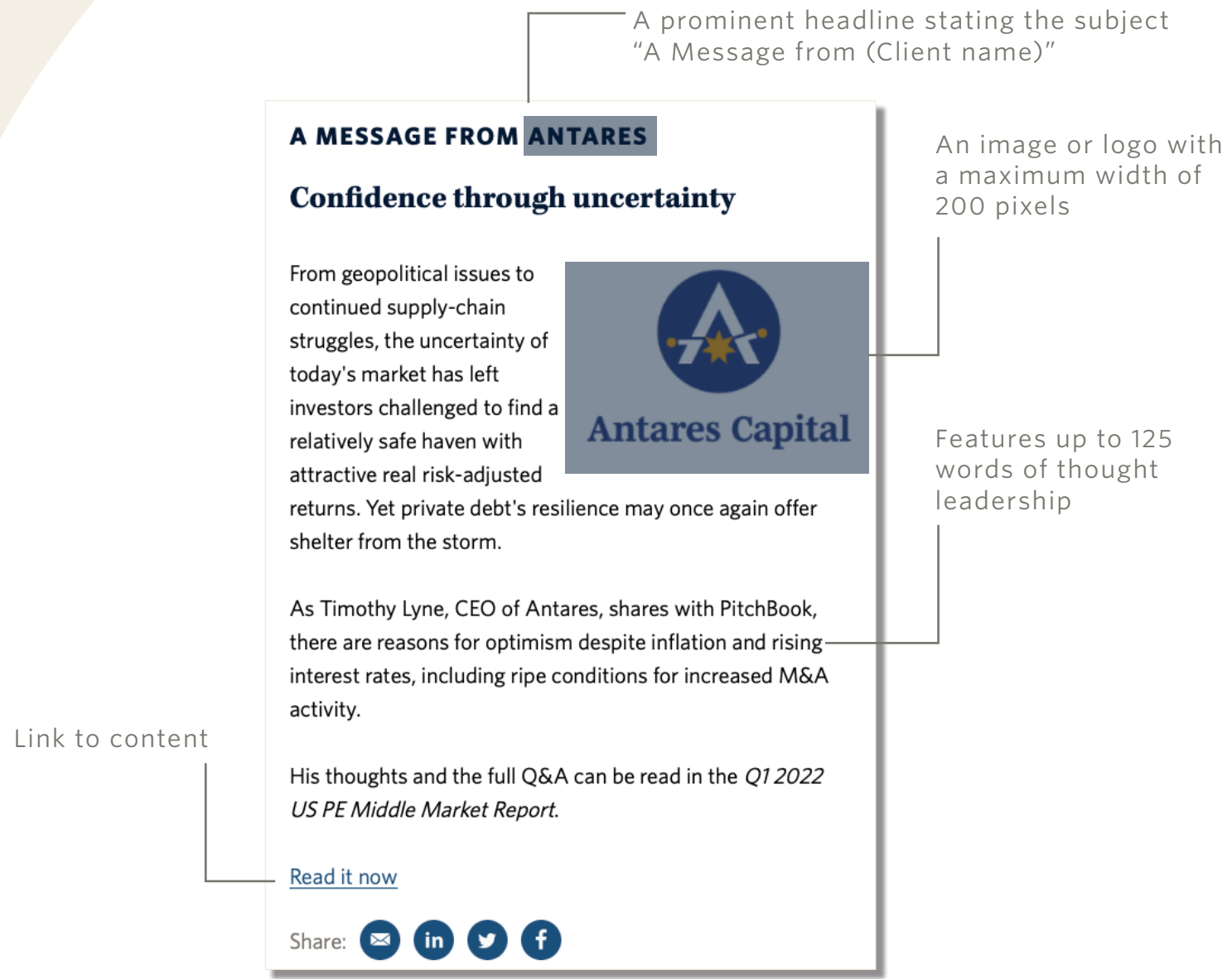
Sponsored Content Column

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

\$4,500

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

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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](#)

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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

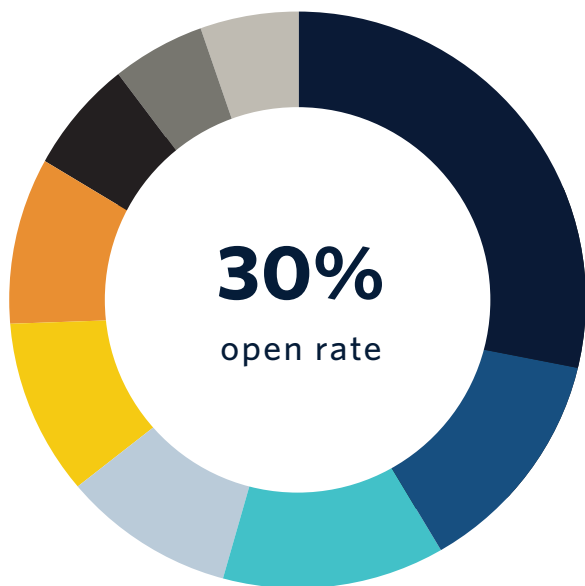
Runs on **Sunday**

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

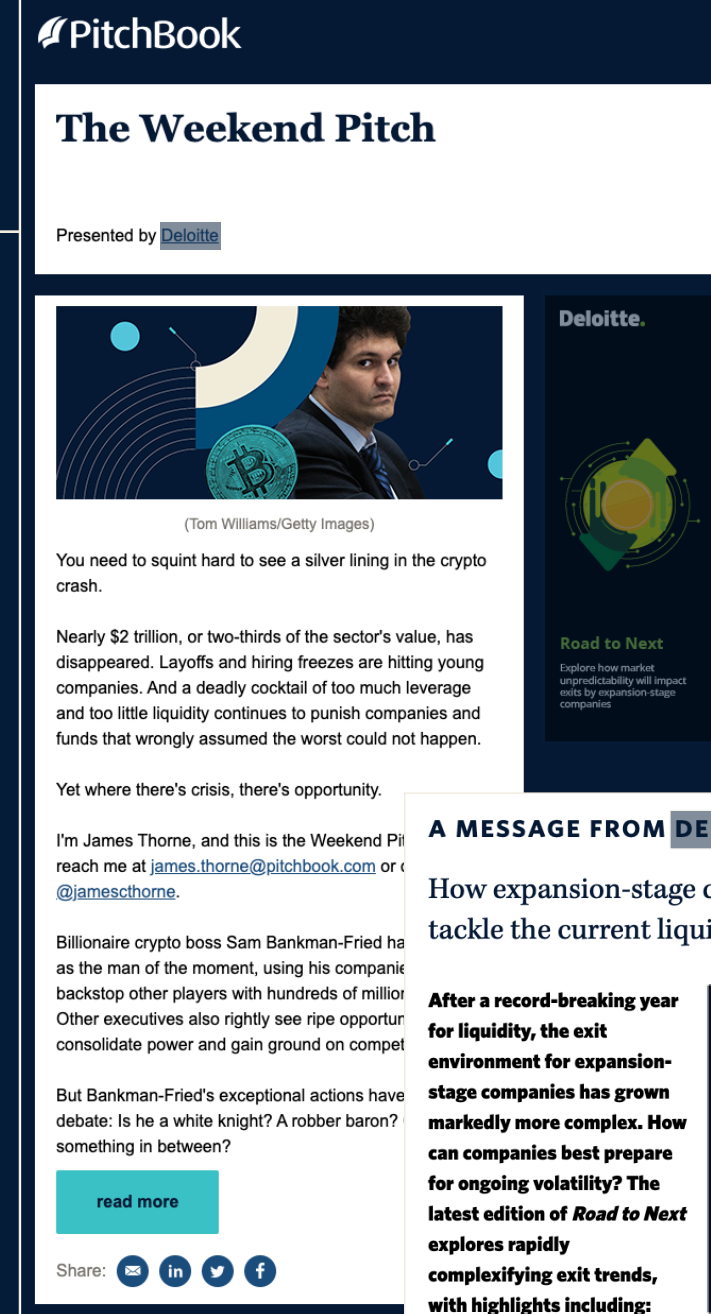
\$12,500
per Sunday

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



Vertical and horizontal 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

*Vertical ads are not visible on mobile or gmail

NEW OFFERING!

The Research Pitch Newsletter

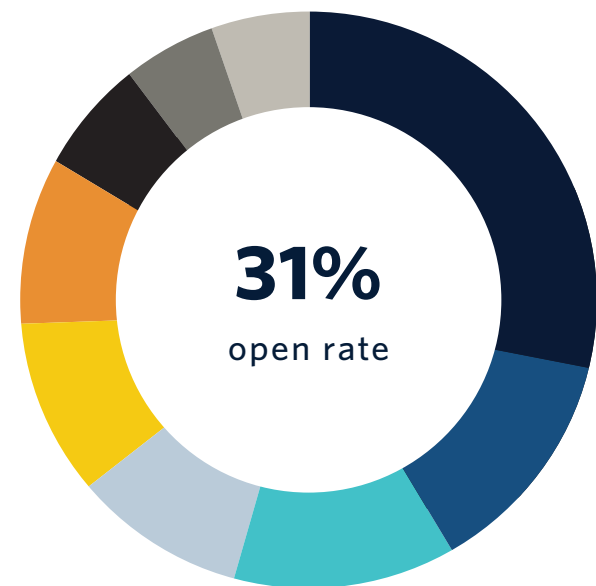
PitchBook's Research Pitch Newsletter offers a newsletter dedicated to research content from PitchBook's Institutional Research Group.

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

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

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The Research Pitch

Presented by DealCloud, by Intapp

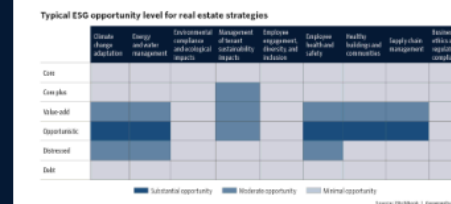
Next-generation deal management software
Built by dealmakers, for dealmakers

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



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

Premium leaderboard and skyscraper banner ads*

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An image or logo with a maximum width of 200 pixels

Features up to 125 words of thought leadership

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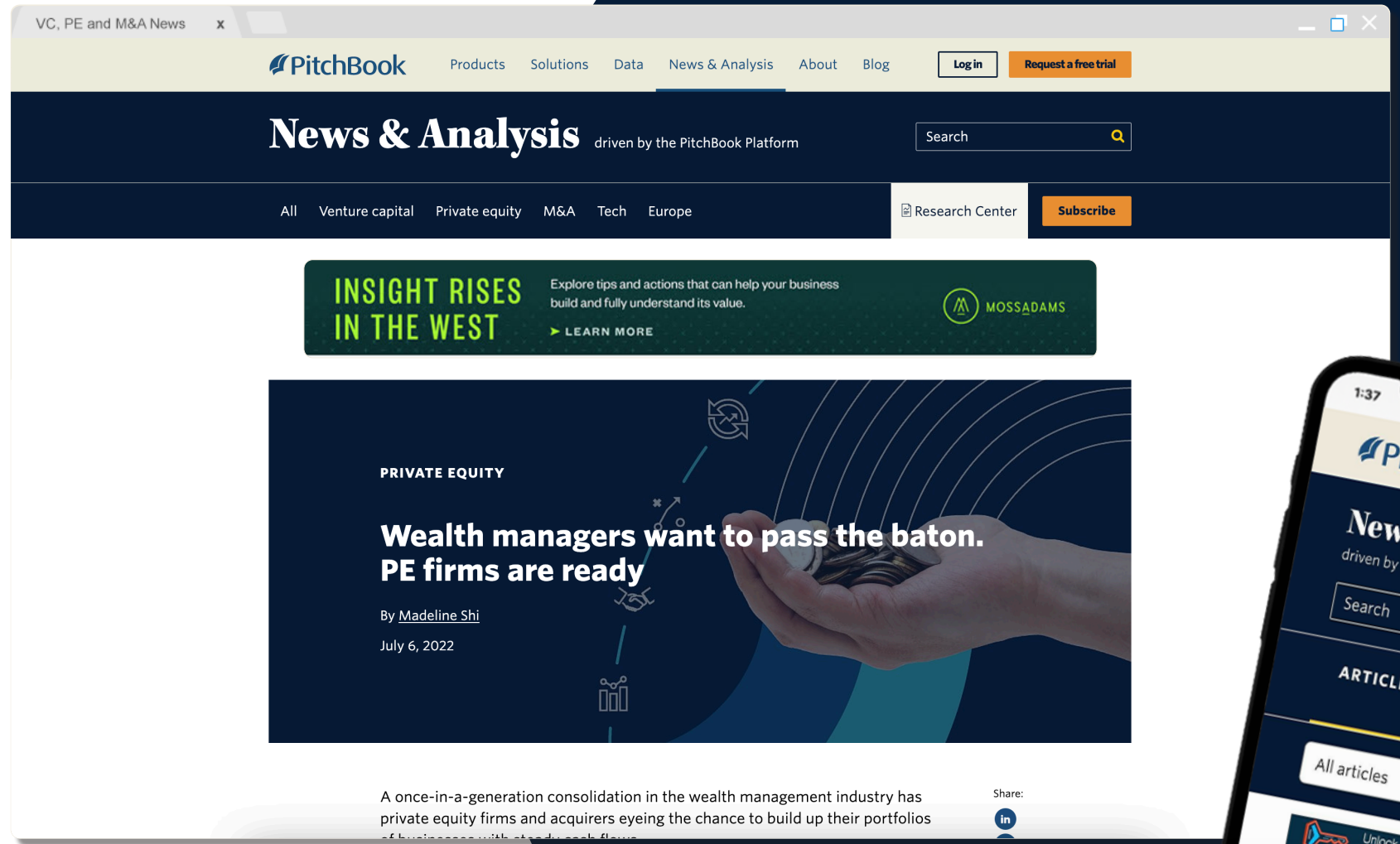
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PitchBook Website News & Analysis

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.

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 Company **logo** on cover and each non-ad page of report

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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

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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

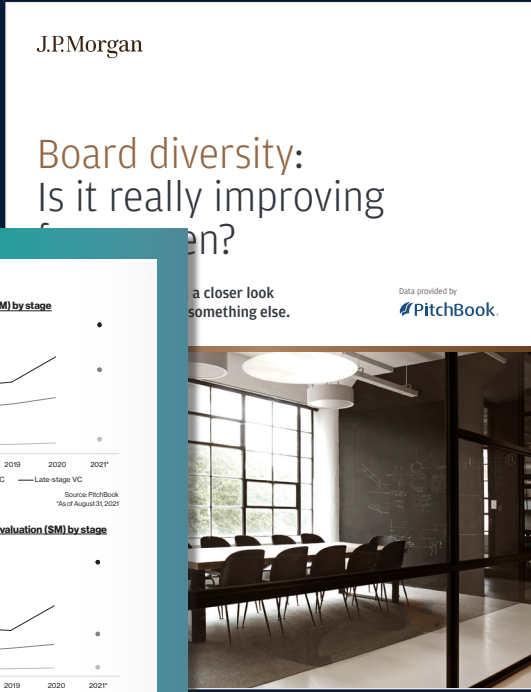
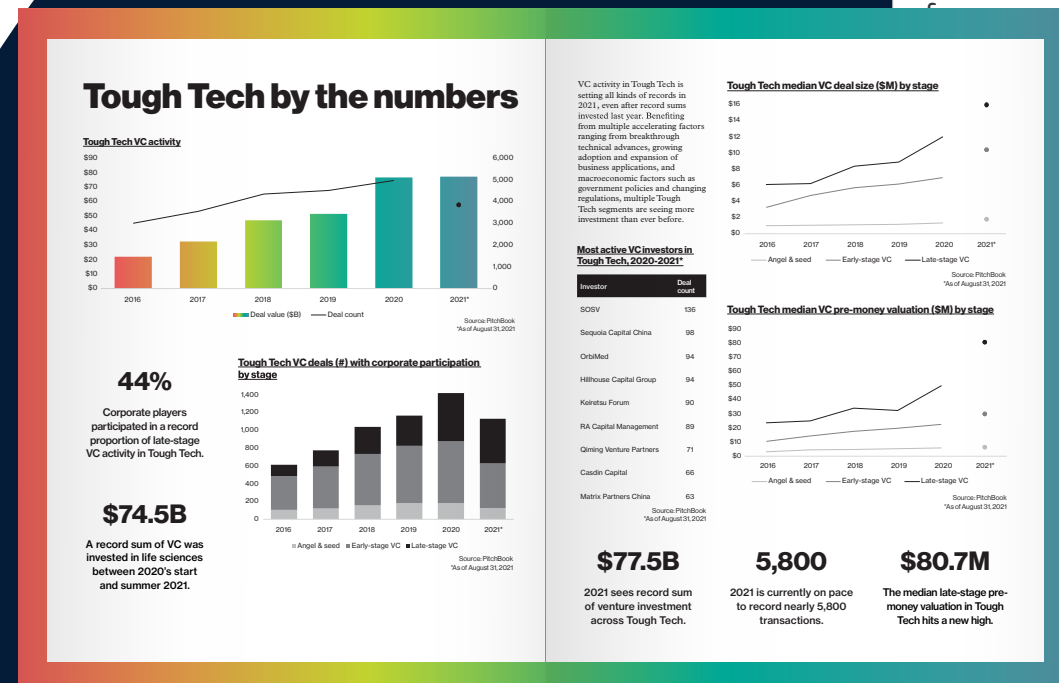
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