

PitchBook®

2021 Media Kit



*Effective January 2021



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*Please reach out to mediasales@pitchbook.com for all media inquiries



The Daily Pitch Newsletter

Newsletter editions and readership by firm type and title

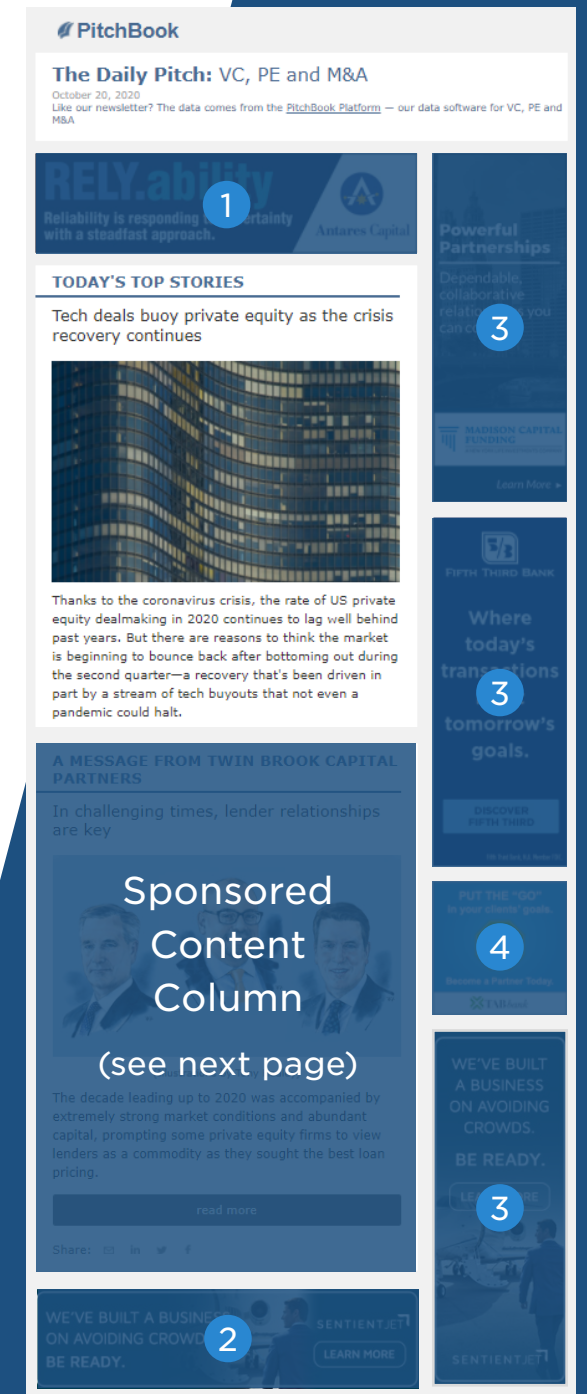
Ad specs and type (per month advertising rates)

Edition and subscriber count	Top readership by firm*	Top readership by title*	1	2	3	4
			Premium leaderboard 460x120	Horizontal banner 460x120	Skyscraper 160x420	Square 160x160
PE, VC and M&A 662,000	Corporate: 22% I-Bank: 15% VC: 9% PE: 8%	C-level: 24% Director/MD/Executive: 20% Partner/Principal: 16%	\$17,800	\$14,400	\$10,000	\$8,750
VC 142,000	VC: 55% Corporate: 35% Service provider: 6%	C-level: 51% VP/SVP/EVP: 17% Founder: 12%	\$7,200	\$6,000	\$4,800	\$3,600
PE 105,000	PE: 52% Corporate: 18% Debt providers: 7% I-Bank: 6%	C-level: 23% VP/SVP/EVP: 20% Director/MD/Executive: 18%	\$7,200	\$6,000	\$4,800	\$3,600
Europe 48,000	Corporate: 19% VC: 16% PE: 13% I-Bank: 13%	C-level: 27% Director/MD/Executive: 22% Partner/Principal: 11%	\$4,320	\$3,600	\$2,880	\$2,160

The news source trusted by industry thought leaders



*Reach out to mediasales@pitchbook.com for further readership breakdown

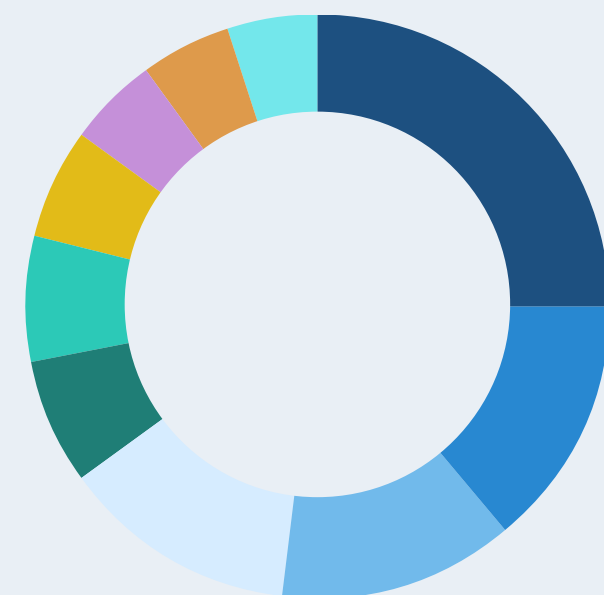
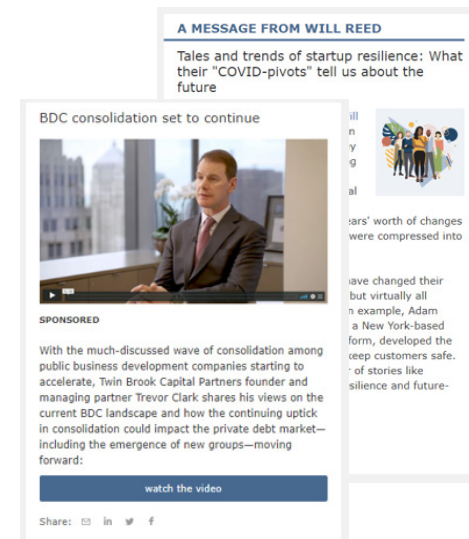




Sponsored Content Column

Disseminate your financial thought leadership across all editions of The Daily Pitch Newsletter

- Reaches 960,000 subscribers
- Runs as top placement column in all four editions of The Daily Pitch
- Runs Monday through Friday
- Features up to 125 words
- \$6,500 per day

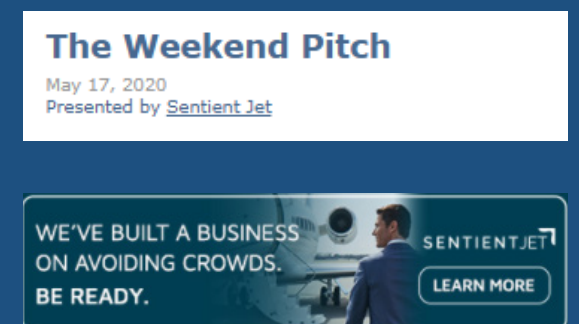
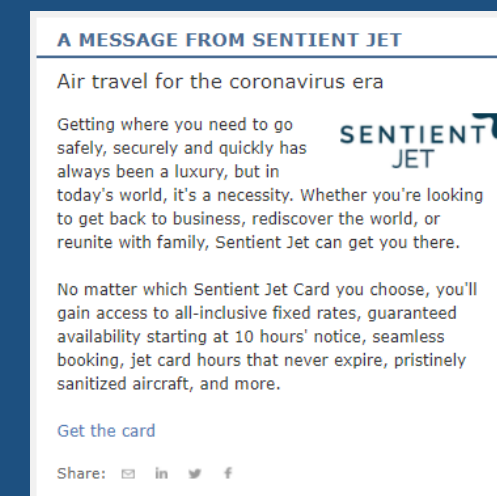
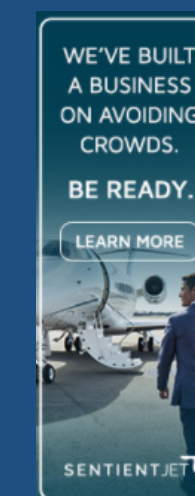


By Firm

- 25% Corporate
- 14% PE
- 13% VC
- 13% I-Bank
- 7% Attorney/law firm
- 7% Service provider
- 6% Debt providers
- 5% Academic
- 5% Limited partner
- 5% Accounting/consulting

The Weekend Pitch Newsletter

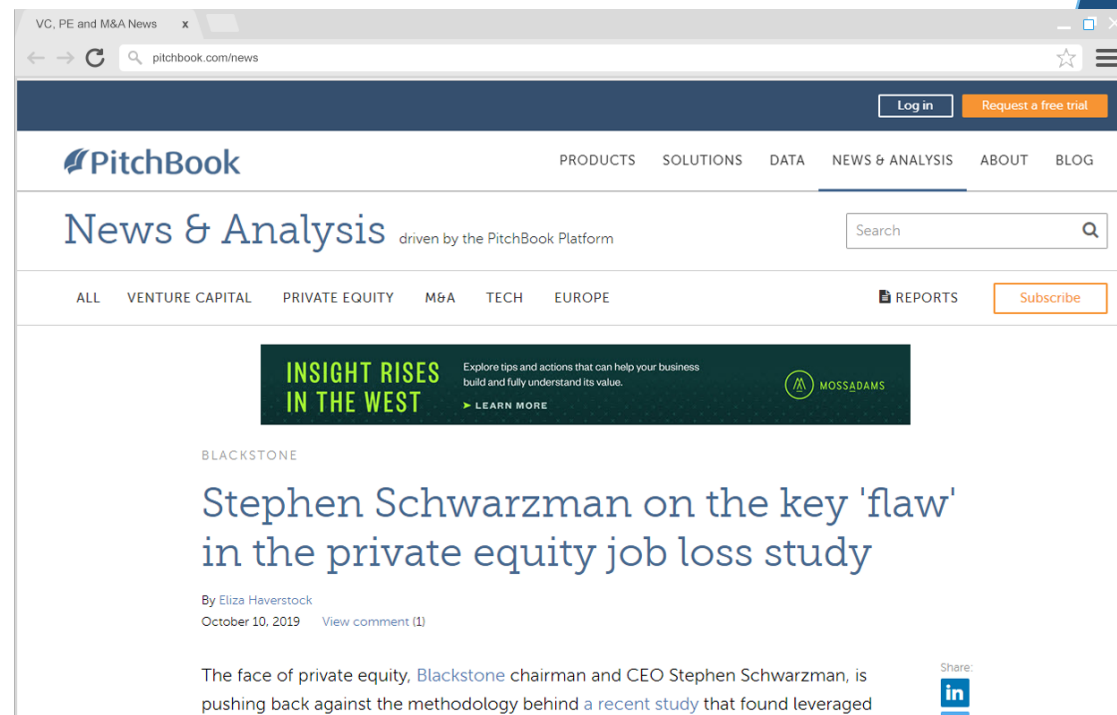
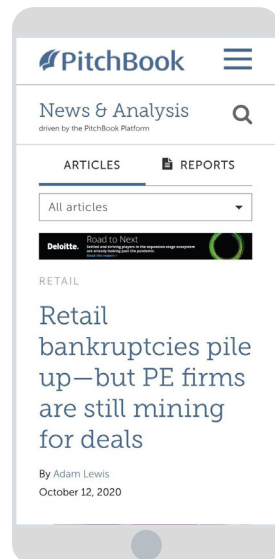
- Reaches 960,000 subscribers
- Distributed across all four editions of The Weekend Pitch
- Runs weekly on Sundays
- Roadblock sponsorship
 - ‘Presented by’ at top of newsletter
 - 160x420 skyscraper ad (desktop)
 - 460x120 horizontal banner ad
 - Promotional message (100-word limit)
- \$6,000 per weekend





PitchBook News & Analysis Website

- 392,000 monthly pageviews
- Category exclusivity
- Targets in-article, engaged reader
- 25% share of voice (minimum)
- 728x90 leaderboard ad
- \$3,100 per month



‘In Visible Capital’ Podcast Sponsorship

- 38,400 downloads in season 1
- Available via Apple Podcasts, Spotify, Google Podcasts and other podcast outlets
- New episodes every Tuesday
- Client-approved recording or PitchBook to record
- Sponsor’s name will be mentioned in episode description
- Available slots
 - Pre-roll 30-second slot: \$2,500
 - Mid-roll 15-second slot: \$2,000
 - Post-roll 30-second slot: \$1,500





PitchBook Industry Reports

Build your brand by partnering with PitchBook on our industry-leading reports

- PitchBook industry report sponsorship
 - Two pages of Q&A 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)
 - \$15,000 per report
- Private Market PlayBook sponsorship
 - Full page ad: \$7,500
 - Spread: \$10,000
 - Back cover: \$10,000
- See PitchBook Editorial Reports Calendar on [page 7](#).

Distribution strategy

- Distributed across all four editions of The Daily Pitch newsletter (960,000 subscribers)
- PR and social promotion on PitchBook channels with your brand
- Lives on PitchBook website and in the platform's product report library indefinitely
- Potential webinar participation*

*Webinar participation dependent upon industry report—reach out to mediasales@pitchbook.com to learn more

Reliability and experience when it matters most

Twin Brook Capital Partners is a direct lending finance company focused on providing tailored, cash-flow based financing solutions to private equity-owned companies with EBITDA between \$3 million and \$50 million, with an emphasis on those with \$25 million of EBITDA and below. With its dedicated team and flexible product suite, Twin Brook has closed over 500 transactions with 80+ different middle market private equity firms since being founded in 2014.

Learn more at www.twinep.com

Twin Brook
CAPITAL PARTNERS





PitchBook Editorial Reports Calendar

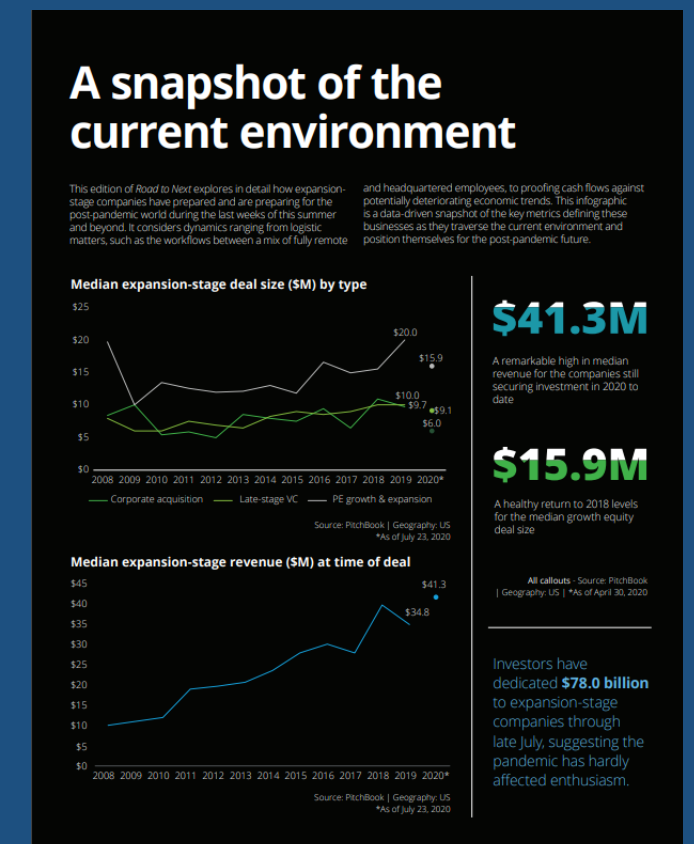
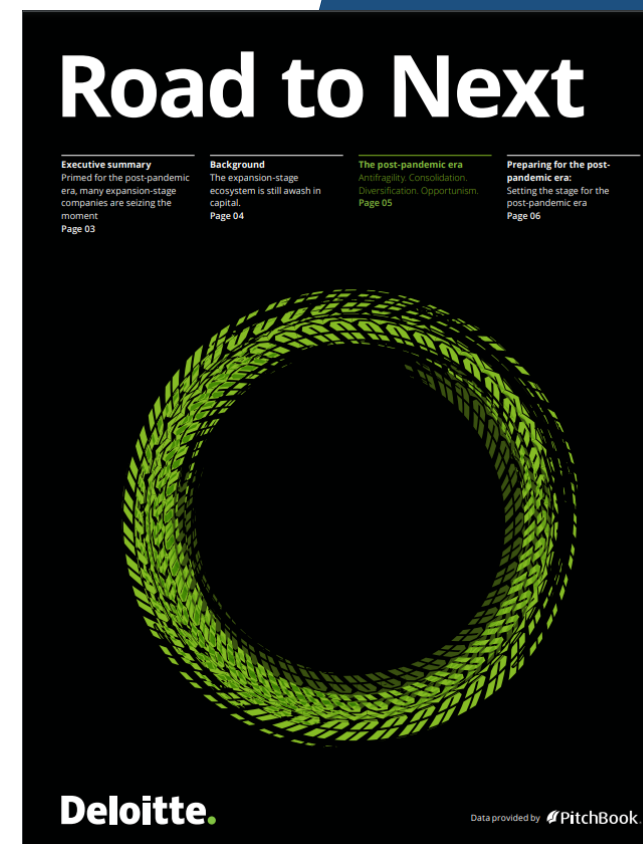
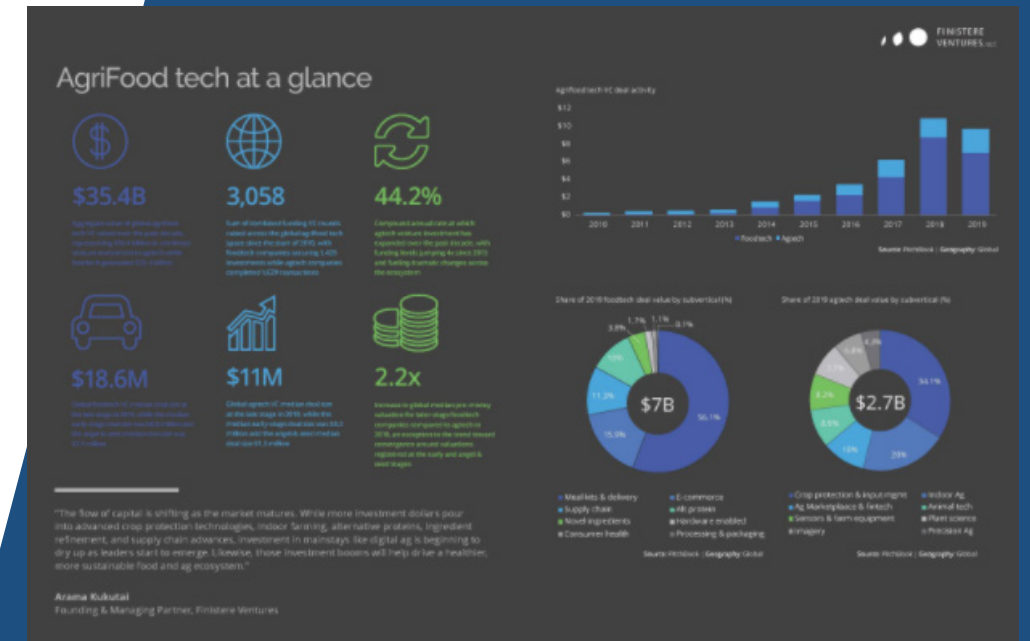
Q1 2021 Reports	Publish Date*	Q2 2021 Reports	Publish Date*	Q3 2021 Reports	Publish Date*	Q4 2021 Reports	Publish Date*
2020 Annual US PE Breakdown	01/12/21	Q1 2021 US PE Breakdown	04/12/21	Q2 2021 US PE Breakdown	07/12/21	Q3 2021 US PE Breakdown	10/12/21
2020 Annual PitchBook-NVCA Venture Monitor	01/14/21	Q1 2021 PitchBook-NVCA Venture Monitor	04/14/21	Q2 2021 PitchBook-NVCA Venture Monitor	07/14/21	Q3 2021 PitchBook-NVCA Venture Monitor	10/14/21
2020 Annual European PE Breakdown	01/19/21	Q1 2021 European PE Breakdown	04/20/21	Q2 2021 European PE Breakdown	07/20/21	Q3 2021 European PE Breakdown	10/19/21
2020 Annual North American M&A Report	01/21/21	Q1 2021 North American M&A Report	04/22/21	Q2 2021 North American M&A Report	07/22/21	Q3 2021 North American M&A Report	10/21/21
2020 Annual European Venture Report	01/26/21	Q1 2021 European Venture Report	04/27/21	Q2 2021 European Venture Report	07/27/21	Q3 2021 European Venture Report	10/26/21
H2 2020 Global Private Debt Report	01/28/21	Q1 2021 European M&A Report	05/06/21	H1 2021 Global Private Debt Report	07/29/21	Q3 2021 European M&A Report	11/04/21
2020 Annual European M&A Report	02/04/21	Q1 2021 Global League Tables	05/11/21	Q2 2021 European M&A Report	08/05/21	Q3 2021 Private Fund Strategies Report	11/09/21
2020 Annual Global League Tables	02/09/21	2021 UK/Ireland Private Capital Breakdown	05/18/21	Q2 2021 Global League Tables	08/10/21	Q3 2021 Global League Tables	11/11/21
2021 Nordic Private Capital Breakdown	02/23/21	Q1 2021 Private Fund Strategies Report	05/20/21	Q2 2021 Private Fund Strategies Report	08/26/21	2021 DACH Private Capital Breakdown	11/16/21
2020 Annual Private Fund Strategies Report	02/25/21	Q1 2021 US VC Valuations Report	05/25/21	Q2 2021 US VC Valuations Report	08/31/21	Q3 2021 US VC Valuations Report	11/18/21
H2 2020 US VC Valuations Report	03/02/21	Q3 2020 PitchBook Benchmarks	05/27/21	Q4 2020 PitchBook Benchmarks	09/02/21	Q3 2021 European VC Valuations Report	11/23/21
Q2 2020 PitchBook Benchmarks	03/04/21	Q1 2021 European VC Valuations Report	06/02/21	Q2 2021 European VC Valuations Report	09/07/21	Q1 2021 PitchBook Benchmarks	11/30/21
H2 2020 European VC Valuations Report	03/09/21	Q3 2020 Global Fund Performance Report	06/10/21	2021 Global Fund Performance Report (as of Q4 2020)	09/09/21	Q1 2021 Global Fund Performance Report	12/02/21
Q2 2020 Global Fund Performance Report	03/11/21	Q1 2021 US PE Lending League Tables	06/15/21	Q2 2021 US PE Lending League Tables	09/14/21	Q3 2021 US PE Lending League Tables	12/09/21
2020 Annual US PE Lending League Tables*	03/16/21	Q1 2021 US PE Middle Market Report	06/17/21	Q3 2021 Private Market PlayBook	09/15/21	2021 Annual Global PE Deal Multiples	12/14/21
Q1 2021 Private Market PlayBook	03/17/21			Q2 2021 US PE Middle Market Report	09/16/21	Q3 2021 US PE Middle Market Report	12/16/21
2020 Annual US PE Middle Market Report	03/18/21			Sustainable Investment Report	09/21/21		
H2 2020 Real Assets Report	03/25/21			H1 2021 Real Assets Report	09/23/21		
				2021 France & Benelux Private Capital Breakdown	09/28/21		

*All dates are preliminary and are subject to change



Client-branded reports created in collaboration with PitchBook analysts and data

- Custom-built white label reports created and laid out in collaboration with PitchBook editors, copywriters and graphic designers
- Utilize PitchBook analyst team to create customized datasets and editorial unique to your report
- \$15,000 starting price*
- Optional add-ons:
 - Custom market map: \$6,250 per page
 - Custom infographic: \$5,000 per page
 - Partner content column in PitchBook newsletters: \$2,500



*All white label report pricing is based upon report length, datasets and customization.
Reach to out mediasales@pitchbook.com to learn more.