PitchBook

2022 Media Kit

*Effective September 2021*
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The news source trusted by industry thought leaders

[Logos of Madison Capital Funding, Dell, DFIN, SVB, and INTRA LINKS]
The Daily Pitch Newsletter

Ad specs and type (per month advertising rates)

<table>
<thead>
<tr>
<th>Edition and subscriber count</th>
<th>Top readership by firm*</th>
<th>Top readership by title*</th>
<th>Premium leaderboard 460x120</th>
<th>Horizontal banner 460x120</th>
<th>Skyscraper 160x420</th>
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<td>PE, VC and M&amp;A 915,000</td>
<td>Corporate: 26%</td>
<td>C-level: 25%</td>
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<td></td>
<td>I-Bank: 19%</td>
<td>Director/MD/Executive: 22%</td>
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<tr>
<td></td>
<td>VC: 14%</td>
<td>Partner/Principal: 18%</td>
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<tr>
<td></td>
<td>PE: 13%</td>
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<td>C-level: 54%</td>
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<td>VP/SVP/EVP: 18%</td>
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<td>C-level: 24%</td>
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<td>VP/SVP/EVP: 22%</td>
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<td>Debt providers: 10%</td>
<td>Director/MD/Executive: 20%</td>
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<td>I-Bank: 16%</td>
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</tbody>
</table>

*Former client example & spec sheet

Building on their momentum coming out of 2020, the five biggest public PE firms had an impressive Q1. All increased their trailing 12-month fee-related earnings year-over-year, and four upped their performance fee revenue as well—a remarkable feat given the market instability in 2020.

Our latest analyst note synthesizes the earnings reports for Apollo Global Management, Ares Management, Blackstone, The Carlyle Group and KKR, diving into the data and analyzing the broader meaning for private equity. Key takeaways include: A favorable fundraising environment in 2021 is likely to lead to more and bigger mega-funds.

Corporate PE fund performance came in red hot, with several firms reporting 50%+ plus gross annual returns.

All five firms saw a significant runway for growth in the secondaries market, yet they’re taking different approaches to cashing in on its potential.
Sponsored Content Columns

- Reaches 1.3M+ subscribers
- Runs as top placement column in all four editions of The Daily Pitch
- Runs Monday through Friday
- Features up to 125 words of financial thought leadership (direct solicitation not permitted)
- $7,500 per day

By Firm
- 26% Corporate
- 15% PE
- 13% VC
- 13% I-Bank
- 8% Attorney/law firm
- 7% Debt providers
- 7% Other service providers
- 6% Limited partner
- 5% Accounting/consulting

2nd Sponsored Content Column

- Reaches 1.3M+ subscribers
- Column runs after the “The Daily Benchmarks” section
- Runs Monday through Friday
- Features up to 125 words of financial thought leadership (direct solicitation not permitted)
- $4,500 per day

A MESSAGE FROM SS&C INTRALINKS

Investor relations, powered by Zoom: Efficiency born of necessity

Despite many hopeful predictions, pandemic-driven changes to personal work styles may not be going away anytime soon. What this means for investor relations is unexpected efficiencies and benefits that may become permanent standards. Case in point: Zoom.

Intended new report, Zooming Forward: How video is helping IR teams get ahead, produced in association with Private Equity Wire, explores how this video platform, much favored by dealmakers for remote due diligence, is now being embraced by investor relations (IR) teams to transform communications and strengthen bonds with investors. Topics include:
- Intelligent, technology-driven IR communications
- Virtual board meetings
- Virtual fundraising
- Digital communications strategy best practices
- Evolution of the IR role
- Connected (no more “Zoom”
- zoom in for a closer look at the new face of IR

A MESSAGE FROM CITIZENS

Hope is not a strategy: 5 steps for business succession planning

70% of business owners don’t have a succession plan. With corporate valuations exceeding pre-pandemic highs, now is the time to consider your next move—whether that’s selling your business or keeping it in the family.

By implementing a succession plan with a trusted network of advisors, you can ensure the continuation of your vision and values far into the future.

Get access to Citizens’ succession planning insights to learn:
- How to maximize your company’s value
- How to avoid the most common mistakes in valuing your business
- Key considerations when crafting your succession plan

Get started today
The Weekend Pitch Newsletter

- Reaches 1.3M+ 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)
- $7,000 per weekend

By Firm
- 26% Corporate
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- 7% Other service providers
- 6% Limited partner
- 5% Accounting/consulting
PitchBook Website
News & Analysis

- 392,000+ monthly pageviews
- Targets in-article, engaged reader
- 25% share of voice (minimum)
- 728x90 leaderboard ad
- $3,500 per month

‘In Visible Capital’ Podcast Sponsorship

- 2,000+ downloads per episode
- 100,000 downloads to date, seasons 1-4
- Available via Apple Podcasts, Spotify, Google Podcasts and all other podcast platforms
- New episodes every Tuesday
- Client-approved recording or PitchBook-provided production support
- 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 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)
  - Starting at $15,000 per report

Distribution Strategy

- Distributed across all four editions of The Daily Pitch newsletter (1.3M+ subscribers)
- PR and social promotion on PitchBook channels with your brand
- Lives on PitchBook website and in the platform’s product report library indefinitely
Custom Research Report

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

- Custom research reports created in partnership with PitchBook analysts, editors, and graphic designers in client’s brand guidelines to leverage your expert market perspective
- Utilize PitchBook analyst team to create customized datasets and editorial unique to your report
- Pricing based on custom report

Partner Content Column

- Reaches 1.3M+ subscribers
- Column runs after the “The Daily Benchmarks” section
- Runs Monday through Friday
- Features up to 125 words of financial thought leadership (direct solicitation not permitted)
- $2,500 per day