

PitchBook®

2022 Media Kit

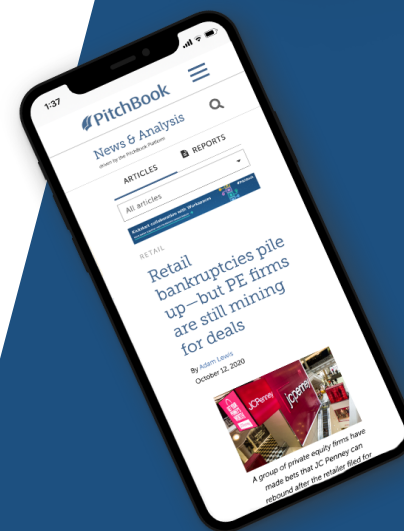


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The news source trusted by industry thought leaders





The Daily Pitch Newsletter

Ad specs and type (per month advertising rates)

Edition and subscriber count	Top readership by firm*	Top readership by title*	1	2	3
			Premium leaderboard 460x120	Horizontal banner 460x120	Skyscraper 160x420
PE, VC and M&A 915,000	Corporate: 26% I-Bank: 19% VC: 14% PE: 13%	C-level: 25% Director/MD/Executive: 22% Partner/Principal: 18%	\$18,200	\$15,000	\$10,000
VC 200,000	VC: 52% Corporate: 35% Service providers: 8%	C-level: 54% VP/SVP/EVP: 18% Founder: 14%	\$7,200	\$6,000	\$4,800
PE 115,000	PE: 42% Corporate: 29% Debt providers: 10% I-Bank: 9%	C-level: 24% VP/SVP/EVP: 22% Director/MD/Executive: 20%	\$8,000	\$6,500	\$4,800
Europe 90,000	Corporate: 30% VC: 17% PE: 16% I-Bank: 16%	C-level: 29% Director/MD/Executive: 25% Partner/Principal: 16%	\$5,000	\$4,000	\$2,880

The Daily Pitch: PE

Like our newsletter? The data comes from the [PitchBook Platform](#) — our data software for VC, PE and M&A

WANT TO GO PUBLIC?
LET'S TALK! **1**

PE-Focused SPAC | EBITDAs \$25M – \$75M
NASDAQ, MACQU | MallardSPAC.com

MALLARD
ACQUISITION CORP

TODAY'S TOP STORIES

A year after the pandemic low point, public PE firms are thriving



(Cultura Exclusive/Henglein and Steets/Getty Images)

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 return figures.

All five firms see a significant runway for growth in the secondaries market, yet they're taking different approaches to cashing in on its potential.

[read it now](#)

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HOME AGAIN.

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3

SENTIENTJET

3

CHURCHILL
From heaven

Churchill.
Going Above
and Beyond.

[Find Out More](#)

*Former client example & spec sheet




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

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. Some adaptations have provided unexpected efficiencies and benefits that may become permanent standards. Case in point: Zoom.



Intralinks' 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 GP-led communications
Online annual general meetings
Virtual fundraising
Digital communication strategy best practices
Evolution of the IR role
Download [this report](#) now, and zoom in for a closer look at the new face of IR.

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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 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.



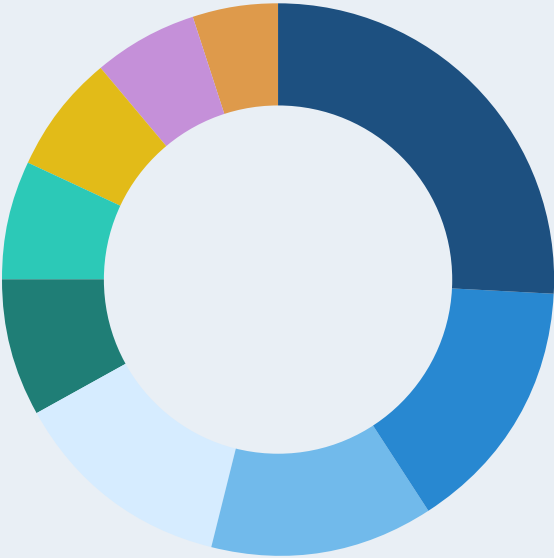
By implementing a succession plan with a trusted network of advisers, you can ensure the continuation of your vision and values far into the future.

Gain access to Citizens' succession planning insights to learn:
Ways 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](#)

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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

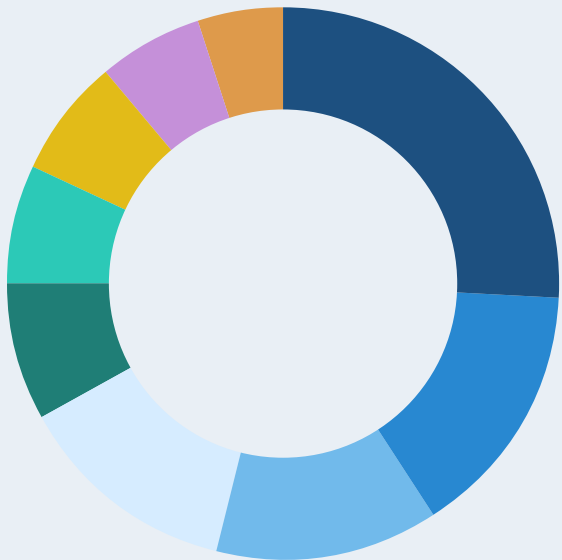




The Weekend Pitch Newsletter

- 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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The Weekend Pitch

April 18, 2021
Presented by [RBC Capital Markets](#)



What's driving growth in fintech and payments?

Valuations across the entirety of the tech sector are up. Financial technology has benefited disproportionately because COVID has proved to be the ultimate use case of several financial technology applications. Fintech provides stable, recurring growth and minimal downside.



Capital Markets

As the quality of special purpose acquisition company (SPAC) sponsors has increased, so has the ability of SPACs to price growth potential in tech and fintech sectors.

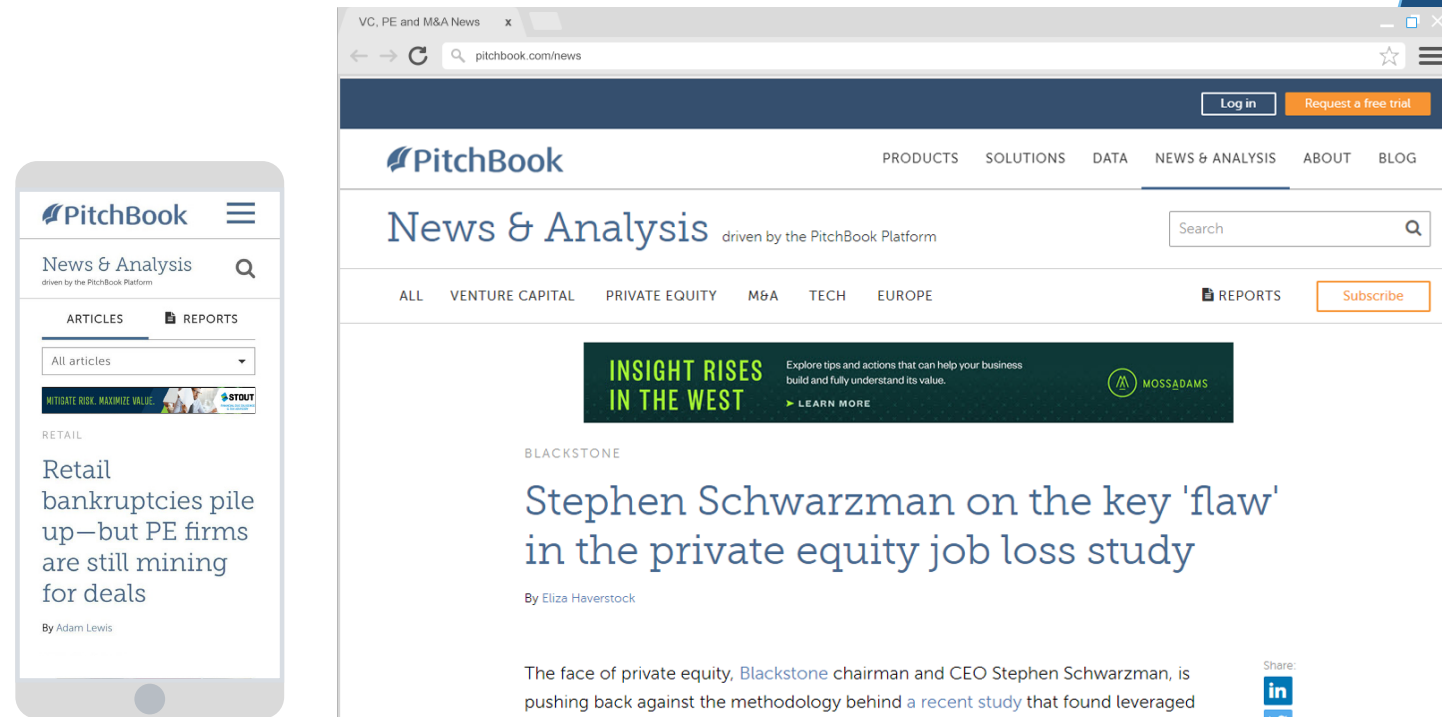
[Get the latest insights](#) on what's propelling the growth of SPACs in the tech sector and future prospects for the use of SPAC vehicles.

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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

on. elevate the experience.

We build C-level and board leadership teams in the private equity sector.

Recognized for our executive search work in

Forbes Inc. 5000 THE BUSINESS JOURNALS Hunt Scanlon

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PitchBook

Sponsored by

2020 Annual

US PE Middle Market Report

PitchBook

Q&A: Corporate Resolutions, Inc.

With deal flow at record highs, investors continue to seek unique opportunities to deploy capital. According to PitchBook, more than one third of all PE and VC deals closed in 2020 took place in the fourth quarter. Whether sticking with traditional structures or joining the special purpose acquisition company (SPAC) excitement, we know that the success of any investment relies on the quality of the management team. It takes only one bad actor to destroy earnest intentions and bruise a company's reputation.

20 years ago, conducting a background investigation before committing capital was tantamount to subterfuge. The subtext was that the investor was wary of the company, suspect of its management team, or just paranoid. Fast forward to today: Hiring a background check company has become as rote as engaging legal teams—albeit far less expensive.

Now, a target company's management teams expect to be checked out. Investors who follow strict protocols on requiring all teams to be vetted have stellar reputations: They take their deals seriously, believe in their investments, and suffer no fools. Also, most LPs demand this level of scrutiny.

Not all background checks are created equal. A comprehensive background investigation is a qualitative endeavor requiring multiple ingredients to formulate a thorough review on which investors can rely. CRI offers experience, intelligence, access, and resourcefulness. Without each of these components, the information can be erroneous, misleading, or give a false sense of security.

As any scrupulous investor knows, the use of intelligent intelligence is boundless. The question is never why it should be commissioned but rather how it is exercised. In a competitive deal environment, it is even more important to have a trusted due diligence partner who can quickly assess opportunities and highlight key risks before writing a check.

To evaluate service providers in this space, experience and expertise, along with a balance of technology and human analysis, are priorities. When it all comes together, our clients' capital and reputation are preserved.

Joelle Scott
Chief Operating Officer
Corporate Resolutions, Inc.

With 20+ years of experience helping alternative investors mitigate risk, Joelle Scott oversees all aspects of research operations and client management at CRI. She is co-author of *Drilling for Disclosure: Tactics for Protecting Your Firm's Assets from Swindlers, Scammers, and Imposters*. She earned her BA from Colgate University and her MS in Journalism from Columbia University, where she also served as television executive Richard Wald's assistant for ten years.

How has the internet and social media affected your industry? Why can't I just Google the person?

To quote Kurt Vonnegut, "In this world, you get what you pay for," and Google is free. While the internet grants us access to thousands more sources, people are often eager to flaunt their accomplishments through social media, blogs, and biographies, among other outlets—while often disguising their true selves. This breadth of information is a great starting point for us, but it neither hastens nor replaces the research landscape upon which we rely.

Further, for CRI, performing a Google search is more than just typing a name into a search bar. We apply customized search strings, reverse imaging, and other creative research tools to find the real information.

For every bit of quality information online or through open sources comes an equal amount of bad: illegitimate sites, false social media profiles, and countless conspiracy theories that use the same names as well-respected businesspeople. Going to the primary source is critical. From the courthouse to the archive room, the original source determines the information's validity. After we identify these principle sources, we analyze the data to ensure our clients get an accurate picture rather than a pixelated one. Without these methods, we would've been unable to uncover the VP who tried to mask his predilection for inappropriate selfies or unveil the truth about the CEO who was accused of having connections to ethically questionable groups.

13 PITCHBOOK 2020 ANNUAL US PE MIDDLE MARKET REPORT



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
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PARTNER PERSPECTIVES

Is the SPAC surge sustainable?

Between 2019 and 2020, there was a 536% increase in the amount of capital raised by special purpose acquisition companies. In 2021 thus far, there has been little to no slowdown in the pace of capital pouring into SPACs, with over \$50 billion raised. Inescapably, this surge of interest in SPAC vehicles is profound. But is it sustainable?



Mintz's latest whitepaper investigates the drivers of this surge, as well as its implications for capital markets and private companies on the whole. In addition, it considers the key risks and opportunities inherent within SPACs due to their features, as well as their possible evolution.

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