

PitchBook®

2020 Media Kit



Effective November 1, 2019

Our story

12 years ago, PitchBook started with seven people working in a 200-square-foot, windowless office. With each new dataset and feature, from PitchBook Desktop launched in 2009 to advanced searches in PitchBook Mobile nine years later, we've expanded and improved our capabilities. Now part of Morningstar, PitchBook tracks every aspect of private financial markets, with our primary focus still—as it always will be—our clients. What would make their jobs easier? What data would help them make informed decisions? In short, how can we best collaborate to help our clients achieve their goals, whether in reaching a specific audience, curating data, providing insights, or all three?

We offer you PitchBook media to reach corporate decisionmakers, PE and VC investors, deal makers and their advisors through our unique print and digital platforms. With more to come...

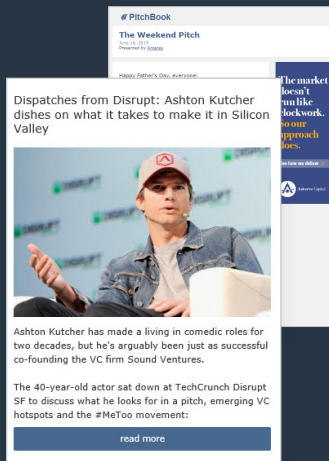
John R. Elliott



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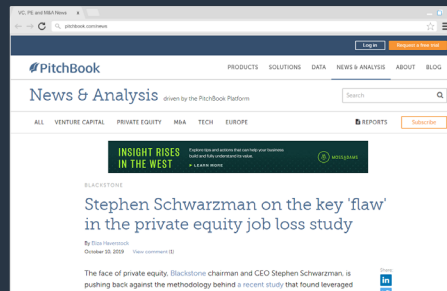
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Five editions. 800,000+ subscribers. The top-performing ad buy in the deal community

Website

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The new and improved News & Analysis website reaches 300,000+ unique monthly readers

Dealmakers Column

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The place to share your industry knowledge, expert insights and thought leadership

Magazine

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Featuring key industry trends, in-depth cover stories, analyst insights and more, PitchBook's magazine is becoming the go-to resource for players in the private markets

Industry Reports

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50+ reports published annually featuring data and analysis on fundraising, dealmaking, exits and more within the PE, VC and M&A markets

Custom Content

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Showcase your thought leadership, drive leads and engage clients with custom content options built for every need and budget

For all media inquiries please reach out to: mediasales@pitchbook.com

The Daily Pitch Newsletter

PitchBook

The Daily Pitch: VC, PE and M&A
October 31, 2019
Like our newsletter? The data comes from the [PitchBook Platform](#) — our data software for VC, PE and M&A

Consistently at the top. 1 Antares Capital

TODAY'S TOP STORIES

European M&A activity slows as dealmakers remain cautious amid uncertainty

European M&A Report
3Q 2019

Despite an uptick in deal value in 3Q, thanks to two mega-acquisitions, European M&A activity on a broader level has continued its downturn. Trends of note from the most recent edition of our **European M&A Report** include:

- A large and diverse set of investors are pursuing fewer deals but with substantial sums
- Germany's M&A environment remains resilient in the face of mounting market uncertainty
- Healthcare companies continue to consolidate across the continent

[read it now](#)

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How the venture landscape is adapting to valuation growth

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In a global venture ecosystem awash with capital, how long can VC valuation growth continue unchecked? The PitchBook 1H 2019 VC Valuations Report, co-sponsored by Moss Adams, reviews venture valuation data in depth to analyze how VCs and companies alike are continuing to adapt to this new era. In addition, the report features a Q&A with Moss Adams' industry experts surveying key trends across the broader venture landscape, including:

- The growth in sell-side due diligence assistance as investors have grown more demanding given the level of valuations
- A delicate balance between capital abundance, investor caution and the number of new investment funds in the market
- The strategic shifts early-stage companies are making in the current environment to achieve growth-stage trajectory

Read the full report

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Deloitte. 4
Everyone wants a quick exit. See how a divestiture operating model can help.

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2

Powerful Partnerships
A KEY TO OUR SUCCESS
MADISON CAPITAL FUNDING

2

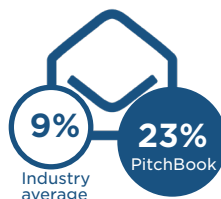
ASSET BASED LENDING IS OUR EXPERTISE
LEARN MORE

3

\$12 Billion
Invested in Private Equity
Churchill

2

Low Rates
Deep Expertise
Pragmatic Savy
That sums up our M&A Practice.
CHECK US OUT
PIERCE ATWOOD



Open rate



CPM
(cost per thousand emails)



Full reporting
Full PDF reporting includes open rates, impressions and clicks



800K+ subscribers

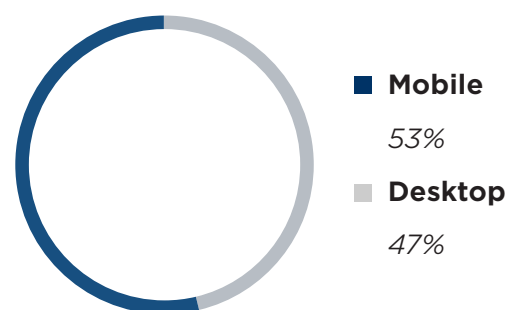


4M emails sent per week



2.3x pass-along rate

Desktop vs. Mobile audience



1- Premium Leaderboard (1 available)

460px-120px

2- Skyscraper

160 x 420

3- Square Ad

160 x 160

4- Horizontal Banner (7 available)

460 x 120

5- Dealmakers Column

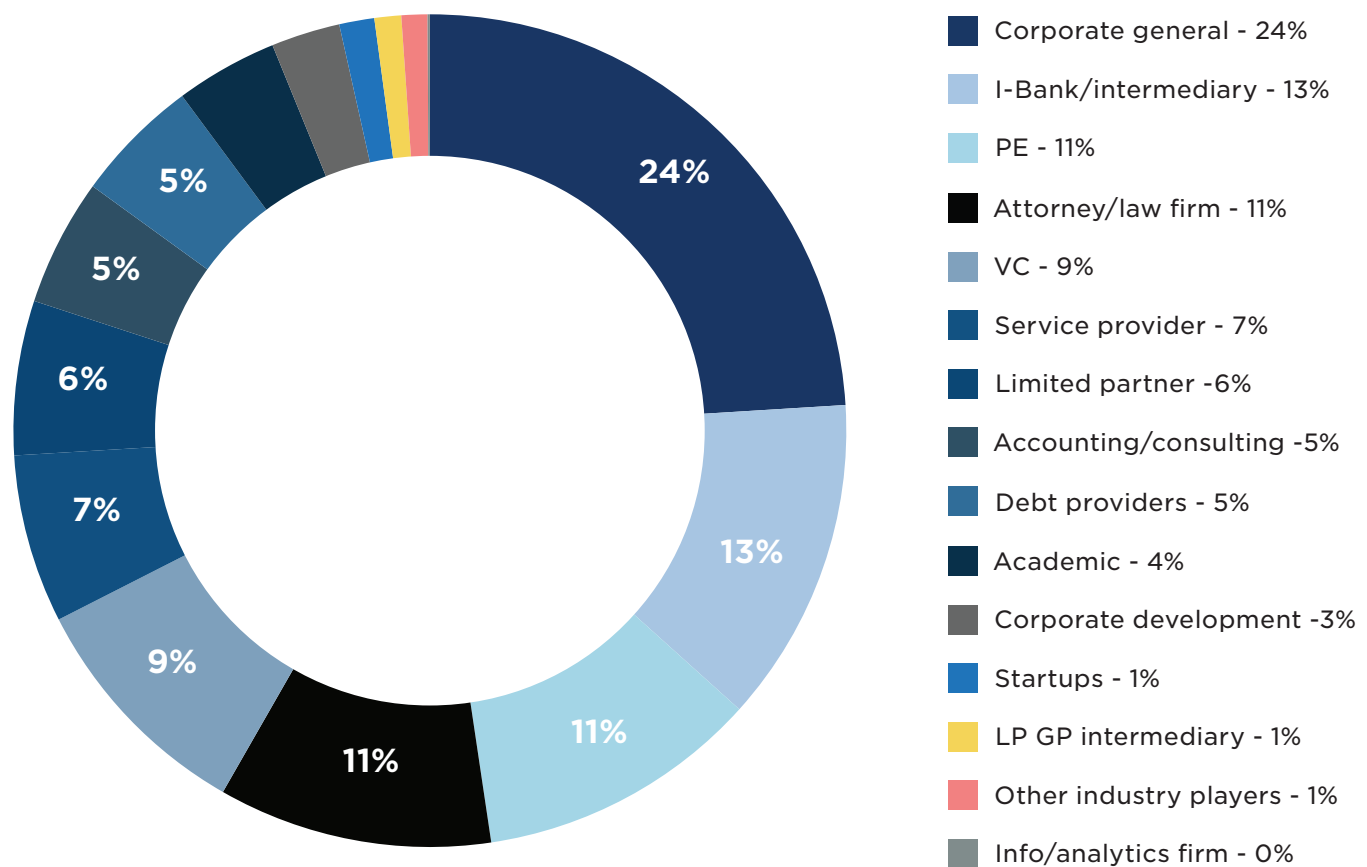
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Newsletter Readership (800K+)

Overall readership by title

MD/Partner : **27.90%** | C-level or President : **28.80%** | VP, SVP/EVP **14.00%** | Manager or Attorney : **10.70%**
Analyst/Associate : **7.50%** | Founder/Owner : **6.90%** | Chairman/Board Member **4.20%**

Readership by type

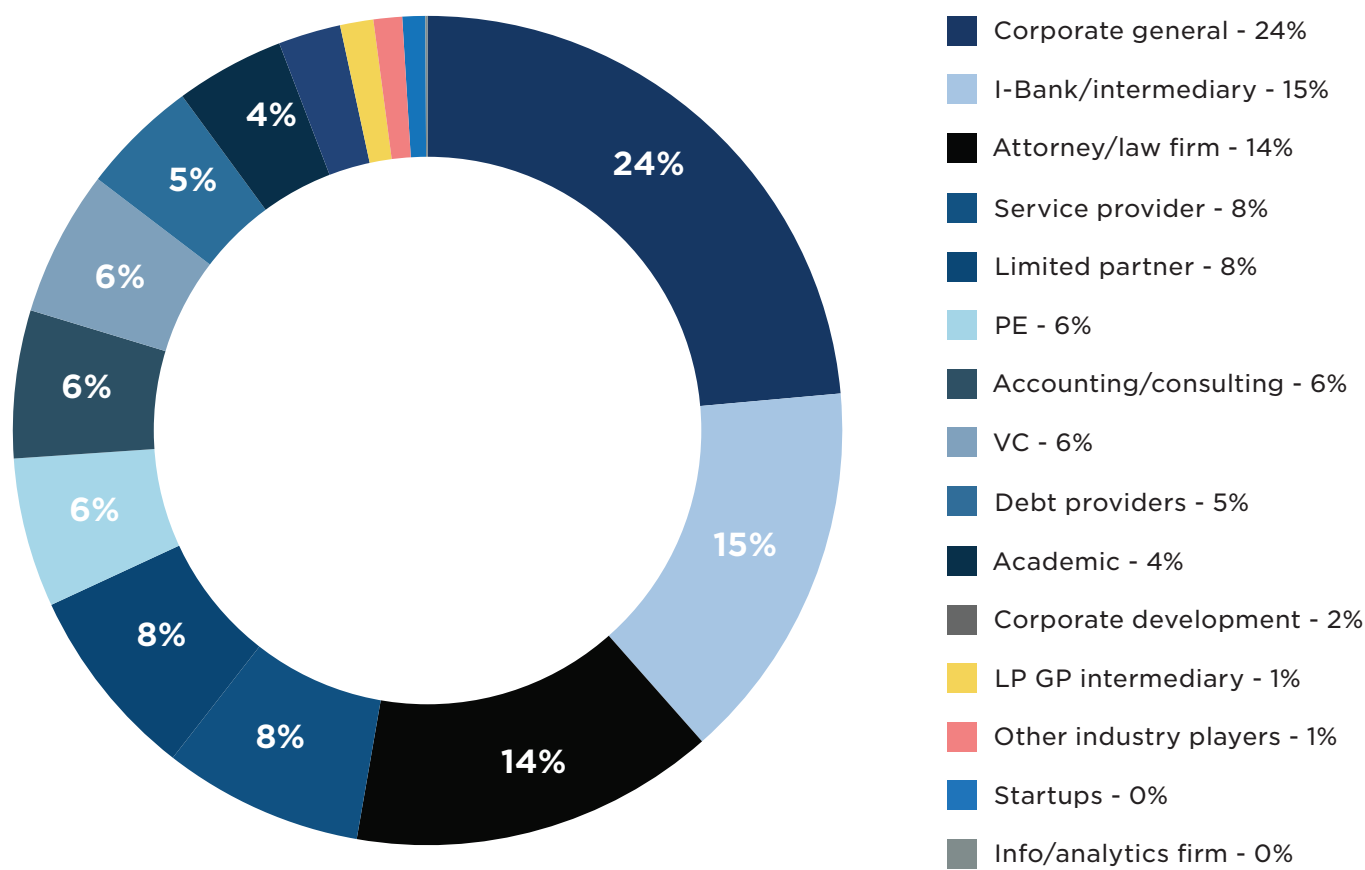


Newsletter Readership (545K subscribers)

PE, VC, M&A edition readership by title

C-level or President: **24%** | Director/MD/Executive: **20%** | Partner/Principal: **16%** | VP/SVP/EVP: **13%**
Associate/Analyst: **8%** | Founder: **6%** | Manager: **5%** | Chairman/Board Member: **4%** | Attorney: **2%** | Advisor: **2%**

Readership by type

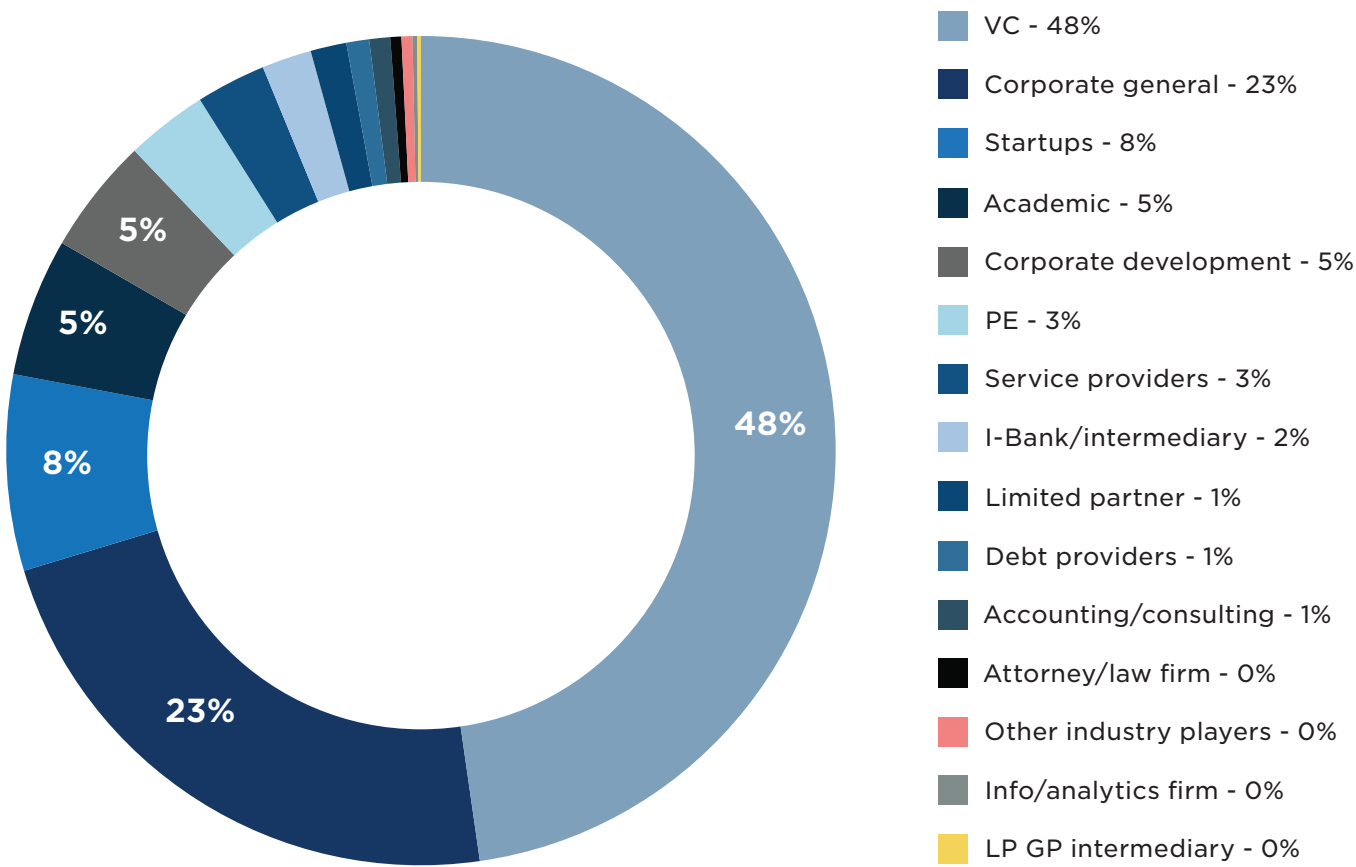


Newsletter Readership (128K subscribers)

VC edition readership by title

C-level or President: 51% | VP/SVP/EVP: 17% | Founder: 12% | Director/MD/Executive: 6% | Partner/Principal: 4%
Chairman/Board Member: 4% | Associate/Analyst: 2% | Manager: 2% | Attorney: 2% | Advisor: 1%

Readership by type

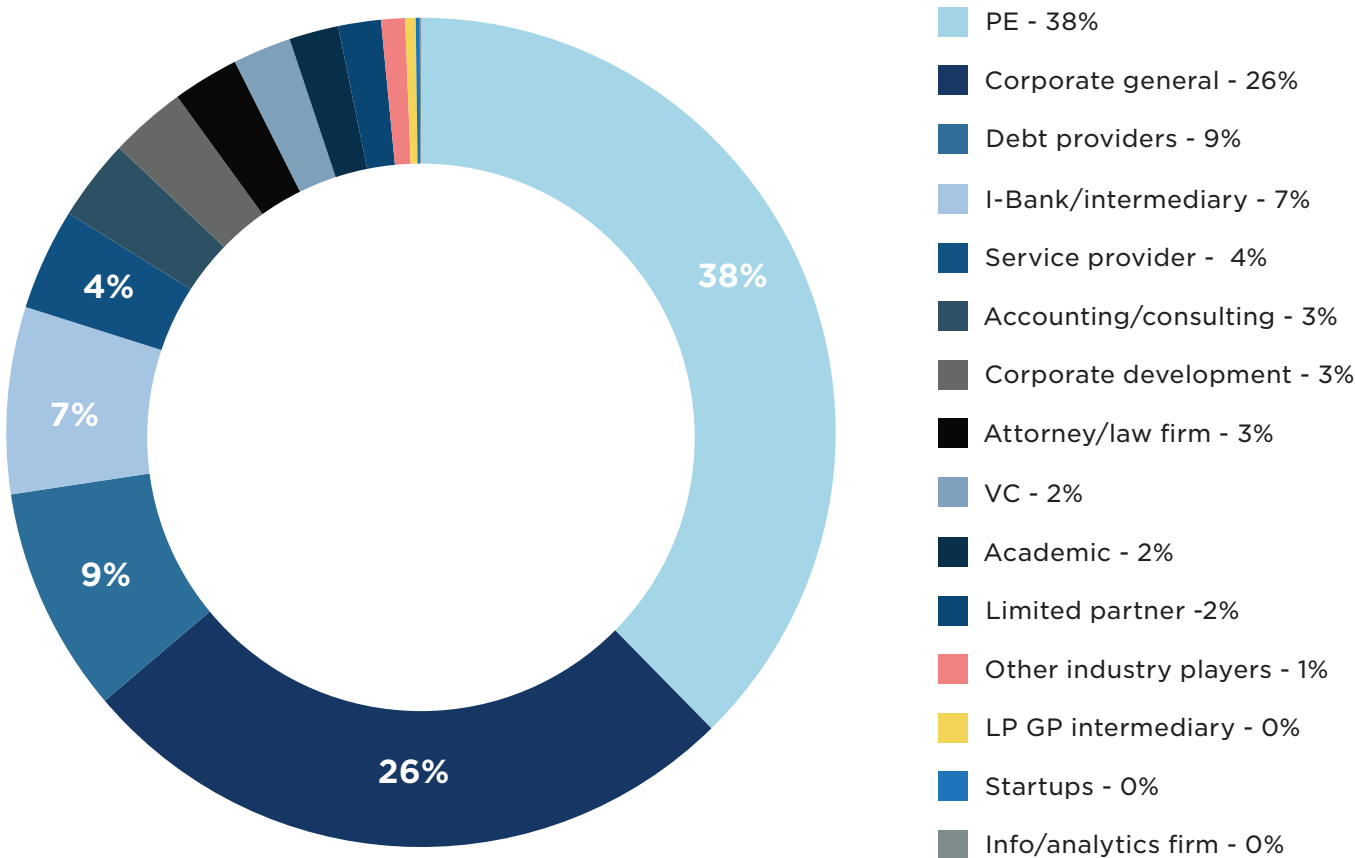


Newsletter Readership (100K subscribers)

PE edition readership by title

C-level or President: **23%** | VP/SVP/EVP: **20%** | Director/MD/Executive: **18%** | Associate/Analyst: **12%**
Partner/Principal: **11%** | Chairman/Board Member: **6%** | Founder: **5%** | Manager: **3%** | Advisor: **1%** | Attorney: **1%**

Readership by type

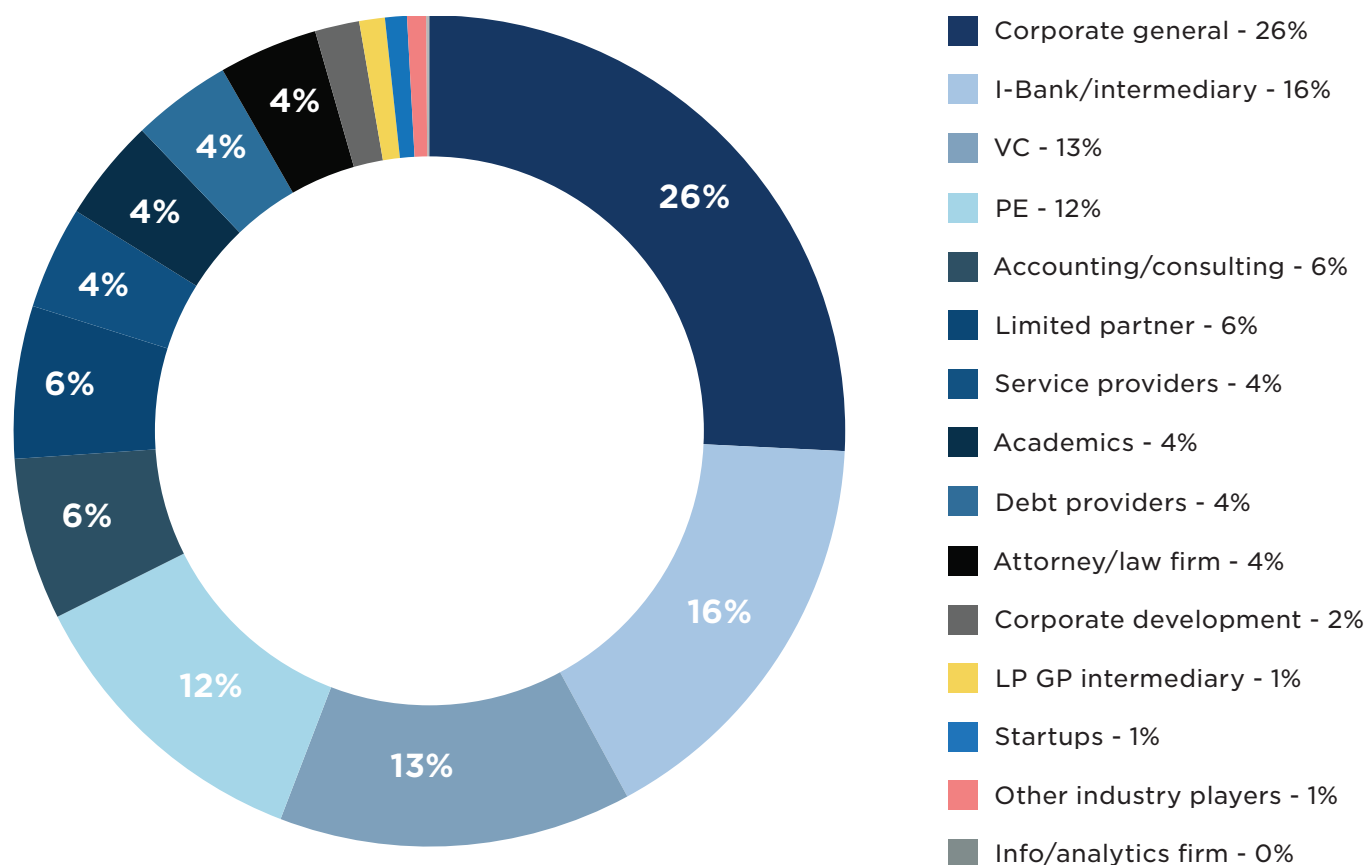


Newsletter Readership (36K subscribers)

Europe edition readership by title

C-level or President: **27%** | Director/MD/Executive: **22%** | Partner/Principal: **11%** | Associate/Analyst: **8%**
Founder: **8%** | Chairman/Board Member: **7%** | Manager: **7%** | VP/SVP/EVP: **7%** | Advisor: **2%** | Attorney: **1%**

Readership by type



Newsletter Ad Rates

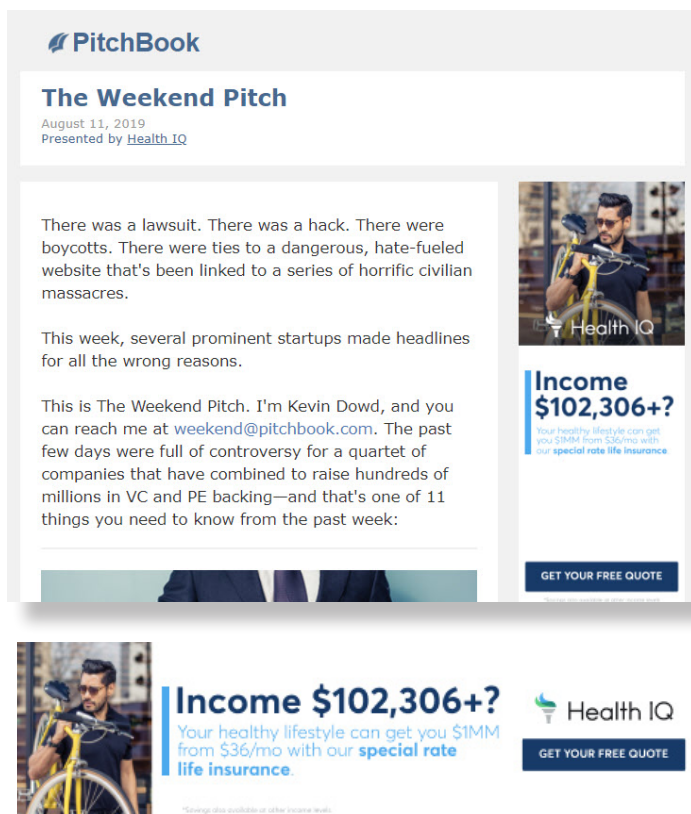
Ad Specs & Type	1 week	1 month	1 quarter	1 year
PE, VC and M&A edition				
460x120 = Premium leaderboard	\$4,250	\$17,000	\$51,000	\$204,000
160x420 = Skyscraper	\$3,200	\$12,800	\$38,400	\$153,600
460x120 = Horizontal banner	\$3,450	\$13,800	\$41,400	\$165,600
160x160 = Square ad	\$2,800	\$11,200	\$33,600	\$134,400
VC edition				
460x120 = Premium leaderboard	\$2,400	\$9,600	\$28,800	\$115,200
160x420 = Skyscraper	\$1,600	\$6,400	\$19,200	\$76,800
460x 120 = Horizontal banner	\$2,000	\$8,000	\$24,000	\$96,000
160x160 = Square ad	\$1,200	\$4,800	\$14,400	\$57,600
PE edition				
460x120 = Premium leaderboard	\$1,800	\$7,200	\$21,600	\$86,400
160x420 = Skyscraper	\$1,200	\$4,800	\$14,400	\$57,600
460x120 = Horizontal banner	\$1,500	\$6,000	\$18,000	\$72,000
160x160 = Square ad	\$900	\$3,600	\$10,800	\$43,200
European edition				
460x120 = Premium leaderboard	\$1,800	\$7,200	\$21,600	\$86,400
160x420 = Skyscraper	\$1,200	\$4,800	\$14,400	\$57,600
460x120 = Horizontal banner	\$1,500	\$6,000	\$18,000	\$72,000
160x160 = Square ad	\$900	\$3,600	\$10,800	\$43,200

**All newsletter editions above run daily Monday through Friday*

***Vertical advertisements only visible on desktop*

The Weekend Pitch Newsletter & Ad Rates

- Road-block sponsorship
- Runs weekly on Sundays



- 800,000 subscribers
- 157,300 avg unique opens

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Get \$3 million term life insurance from \$93/mo

If you run, bike, swim or live a generally active lifestyle, you could qualify for special rates on life insurance through Health IQ and save up to 41% per year.

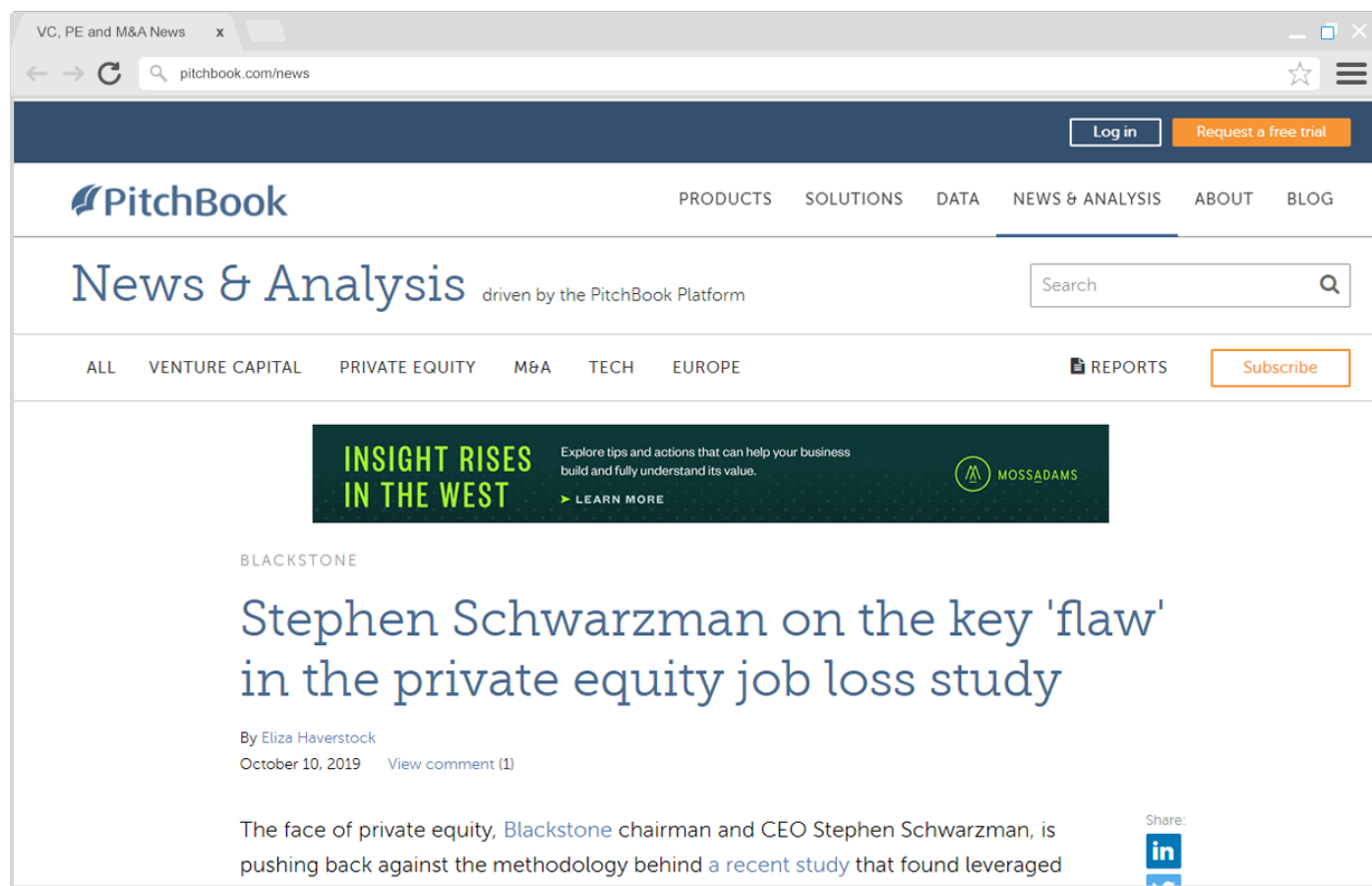
Explore coverage options with Health IQ

Share:

	1 weekend	2 weekends	3 weekends
'Presented by' message at top of newsletter			
160x420 skyscraper ad (desktop)	\$6,000	\$11,000	\$15,000
460x120 horizontal banner ad			
Promotional message (100-word limit)			

Website Advertising & Ad Rates

- 510,000 monthly pageviews
- 298,000 avg. unique monthly readers
- Category exclusivity
- 25% share of voice



	1 month	1 quarter	1 year
728x90 leaderboard ad	\$3,100	\$9,300	\$37,000

*Website advertising runs on all article pages

Dealmakers Column

- Financial thought leadership column (200-word limit)
- Top placement in newsletter
- Upgradable to full-page ad in magazine*

Considering an IPO? Start preparing now

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An IPO is a transformational event requiring many parts of the organization to work together. There will be multiple workstreams: drafting the registration statement, preparing and auditing financial information, legal and tax structuring, developing the equity story, selecting underwriters, providing input into valuation, identifying key investors and preparing for the roadshow.

The better prepared your company is, the more efficient and less costly the process can be. If you are thinking about taking your company public in the next one to two years, then it's time to get started. The process should begin with a readiness assessment, followed by a project plan to prepare for the challenges of being public, not just going public.

Outside advisors can be a vital asset during the entire IPO process. PwC's IPO services approach brings together an integrated set of solutions to help companies as they prepare for the public markets.

[Click here](#) to learn more, or contact David Ethridge, US IPO Services Leader, PwC, at david.a.ethridge@pwc.com.

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M&A cycle persist?



ent multibillion-dollar on of RedHat and SAP's .

oncern around the well as the IPO prospects corns. However, the ed transaction activity

e has not crystallized hikes by the Federal ly impact PE firms' increasing proportion of

-backed companies First, it will yield cond, it could provide posting overall volume as her.

ng technologies, namely gs, the associated , and the necessity of address increasingly ontinue to encourage

M&A on the part of established incumbents.

[Click here](#) for more Wells Fargo thought leadership on evolving trends in technology, dealmaking and more. Disclosures.

This column was synthesized from an interview with Christopher A. Poggi.

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	1	2	4
Dealmakers Column	\$6,500	\$12,000	\$22,000

*Available for upgrade to a full-page ad in PlayBook +\$4,000

Private Market PlayBook Magazine

- **20,000** global print distribution
- **800,000+** digital distribution via newsletters & website
- Option to send up to 100 copies to your specific target list
- **3,800** avg. digital downloads



	Price
Back cover ad	\$10,000
Spread advertisement	\$10,000
In-magazine advertisement	\$7,500

PitchBook Industry Reports

- Opportunity to brand with PitchBook
- 3,500 avg. downloads
- 2.3x pass along rate
- Distribution in PitchBook's 800,000+ subscriber newsletter
- PR and social promotion on the PitchBook channels with your brand



	Price
Company logo on cover + each non-ad page of report	\$5,000
Full-page ad in report (or on back)	\$5,000
200-250 word description of your company on either the table of contents or the back page	\$2,500
2 pages of Q&A that position your firm as an industry thought leader + 100-word promotional post	\$7,500

PitchBook Industry Reports Calendar

	PUBLISH DATE	CLOSE DATE	REPORT NAME		PUBLISH DATE	CLOSE DATE	REPORT NAME
PE	1/10/20	12/13/19	2019 Annual US PE Breakdown	ALT	3/26/20	2/27/20	2H 2019 Real Assets Report
VC	1/14/20	12/12/19	4Q 2019 PitchBook-NVCA Venture Monitor	VC	4/8/20	3/18/20	1Q 2020 PitchBook-NVCA Venture Monitor
PE	1/16/20	12/19/19	2019 Annual European PE Breakdown	PE	4/9/20	3/19/20	1Q 2020 US PE Breakdown
M&A	1/23/20	12/23/19	2019 Annual North American M&A Report	VC	4/16/20	3/26/20	1Q 2020 European Venture Report
VC	1/30/20	12/30/19	2019 Annual European Venture Report	M&A	4/23/20	3/31/20	1Q 2020 North American M&A Report
PE & VC	2/6/20	1/9/20	2H Global Private Debt Report	PE	4/30/20	4/2/20	1Q 2020 European PE Breakdown
M&A	2/13/20	1/16/20	2019 Annual European M&A Report	M&A	5/14/20	4/16/20	1Q 2020 European M&A Report
PE & VC	2/14/20	1/17/20	2019 Annual Global League Tables	PE & VC	5/15/20	4/20/20	1Q 2020 Global League Tables
PE & VC	2/20/20	1/23/20	2019 Annual Private Fund Strategies Report	PE & VC	5/21/20	4/24/20	1Q 2020 Private Fund Strategies Report
VC	2/25/20	1/30/20	2H 2019 North American VC Valuations Report	VC	5/26/20	4/9/20	1Q 2020 North American VC Valuations Report
VC	2/27/20	1/13/20	2H 2019 European VC Valuations Report	VC	5/28/20	4/14/20	1Q 2020 European VC Valuations Report
PE	3/11/20	2/12/20	2019 Annual US PE Lending League Tables	PE	6/10/20	5/20/20	1Q 2020 US PE Lending League Tables
PE & VC	3/12/20	2/13/20	2Q 2019 Global Fund Performance Report	PE & VC	6/11/20	5/15/20	1Q 2019 Global Fund Performance Report
PE	3/19/20	2/20/20	2019 Annual US PE Middle Market Report	PE	6/18/20	5/22/20	1Q 2020 US PE Middle Market Report

PitchBook Industry Reports Calendar

	PUBLISH DATE	CLOSE DATE	REPORT NAME		PUBLISH DATE	CLOSE DATE	REPORT NAME
VC	7/9/20	6/12/20	2Q 2020 PitchBook-NVCA Venture Monitor	VC	10/8/20	9/11/20	3Q 2020 PitchBook-NVCA Venture Monitor
PE	7/10/20	6/15/20	2Q 2020 US PE Breakdown	PE	10/9/20	9/11/20	3Q 2020 US PE Breakdown
VC	7/16/20	6/19/20	2Q 2020 European Venture Report	VC	10/15/20	9/17/20	3Q 2020 European Venture Report
M&A	7/23/20	6/25/20	2Q 2020 North American M&A Report	M&A	10/22/20	9/23/20	3Q 2020 North American M&A Report
PE	7/30/20	7/3/20	2Q 2020 European PE Breakdown	PE	10/29/20	9/25/20	3Q 2020 European PE Breakdown
PE & VC	8/6/20	7/30/20	1H 2020 Global Private Debt Report	M&A	11/12/20	10/12/20	3Q 2020 European M&A Report
M&A	8/13/20	7/15/20	2Q 2020 European M&A Report	PE & VC	11/13/20	10/13/20	3Q 2020 Global League Tables
PE & VC	8/14/20	7/16/20	2Q 2020 Global League Tables	PE & VC	11/19/20	10/16/20	3Q 2020 Private Fund Strategies Report
PE & VC	8/20/20	7/23/20	2Q 2020 Private Fund Strategies Report	VC	11/24/20	10/8/20	3Q 2020 North American VC Valuations Report
VC	8/25/20	7/9/20	2Q 2020 North American VC Valuations Report	VC	12/1/20	10/9/20	3Q 2020 European VC Valuations Report
VC	8/27/20	7/13/20	2Q 2020 European VC Valuations Report	PE & VC	12/8/20	11/5/20	2020 US Institutional Investors Survey
ALT	9/1/20	8/3/20	1H 2020 Real Assets Report	PE	12/9/20	11/18/20	3Q 2020 US PE Lending League...
PE	9/9/20	8/19/20	2Q 2020 US PE Lending League Tables	PE & VC	12/10/20	11/12/20	3Q 2020 Global Fund Performance Report
PE & VC	9/10/20	8/12/20	4Q 2019 Global Fund Performance Report	PE	12/17/20	11/16/20	3Q 2020 US PE Middle Market Report
PE	9/17/20	8/21/20	2Q 2020 US PE Middle Market Report	PE	12/18/20	11/18/20	2020 Annual Global PE Deal Multiples

**All dates are preliminary, and are subject to change*

Custom Content

White Papers

- Custom designed white label report
- Style and branding of client
- Full distribution rights and copyrights
- Option to run as a 100-word promotional post in an applicable PitchBook newsletter
- Up to 12 pages: \$15,000
- Upgrade to 12-20 pages: \$25,000



Industry Briefs

- Industry or vertical-focused report

Includes:

- 2-4 pages of charts and callouts
- 2 pages of client Q&A or Spotlight
- Option to run as a 100-word promotional post in an applicable PitchBook newsletter
- \$10,000



Ecosystems

- Geography focused

Includes:

- 4-6 pages of charts and callouts
- 2 pages of client Q&A or Spotlight
- Option to run as a 100-word promotional post in an applicable PitchBook newsletter
- \$10,000



Add-ons

Price

Additional 2 pages

\$2,500

Market Map

\$12,500