

PitchBook®

2020 Media Kit

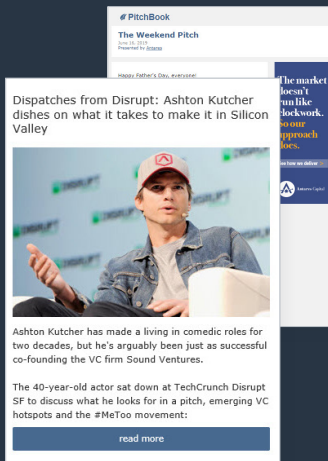


Effective April 1, 2020

Table of Contents

Newsletters

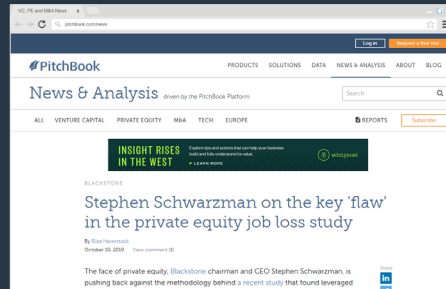
Pages 3-10



Five editions. 910,000+ subscribers. The top-performing ad buy in the deal community

Website

Page 11



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

Sponsored Content Column

Page 12



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

Magazine

Page 13



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

Pages 14-16



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

Custom Content

Page 17



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

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

1 Consistently at the top. 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

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A MESSAGE FROM SS&C INTRALINKS

Artificial Intelligence: What dealmakers need to know

Decades ago, Intralinks created the first completely secure online platform for high-value, high-stakes transactions—the Intralinks Virtual Data Room—and triggered a revolution in finance.

Today, Intralinks maintains leadership of the fintech industry by integrating innovations like artificial intelligence into its global dealmaking platform. Advancements like predictive data-driven analytics, intelligent deal marketing and AI-assisted buy-side due diligence let clients accelerate decision-making and streamline every phase of dealmaking, providing them with a unique and powerful competitive edge.

For more, download the white paper, [4 Things M&A Dealmakers Need to Know About Artificial Intelligence in 2020](#).

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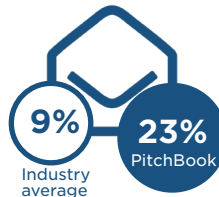
As pandemic provides a wake-up call, smokers turn to startups to quit

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

2 Powerful Partnerships A KEY TO OUR SUCCESS MADISON CAPITAL FUNDING

3 \$12 Billion Invested in Private Equity Matters Churchill

2 Low Rates Deep Expertise Pragmatic Savvy 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



910K+ subscribers

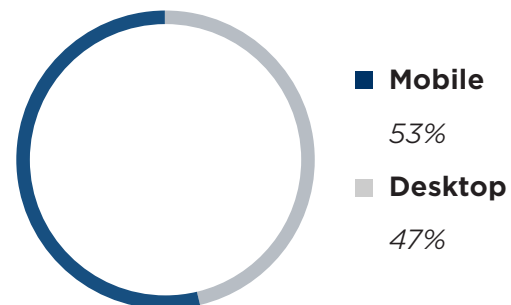


5.4M emails sent per week



2.3x pass-along rate

Desktop vs. Mobile audience



1- Premium Leaderboard

460px-120px

2- Skyscraper

160 x 420

3- Square Ad

160 x 160

4- Horizontal Banner

460 x 120

5- Sponsored Content

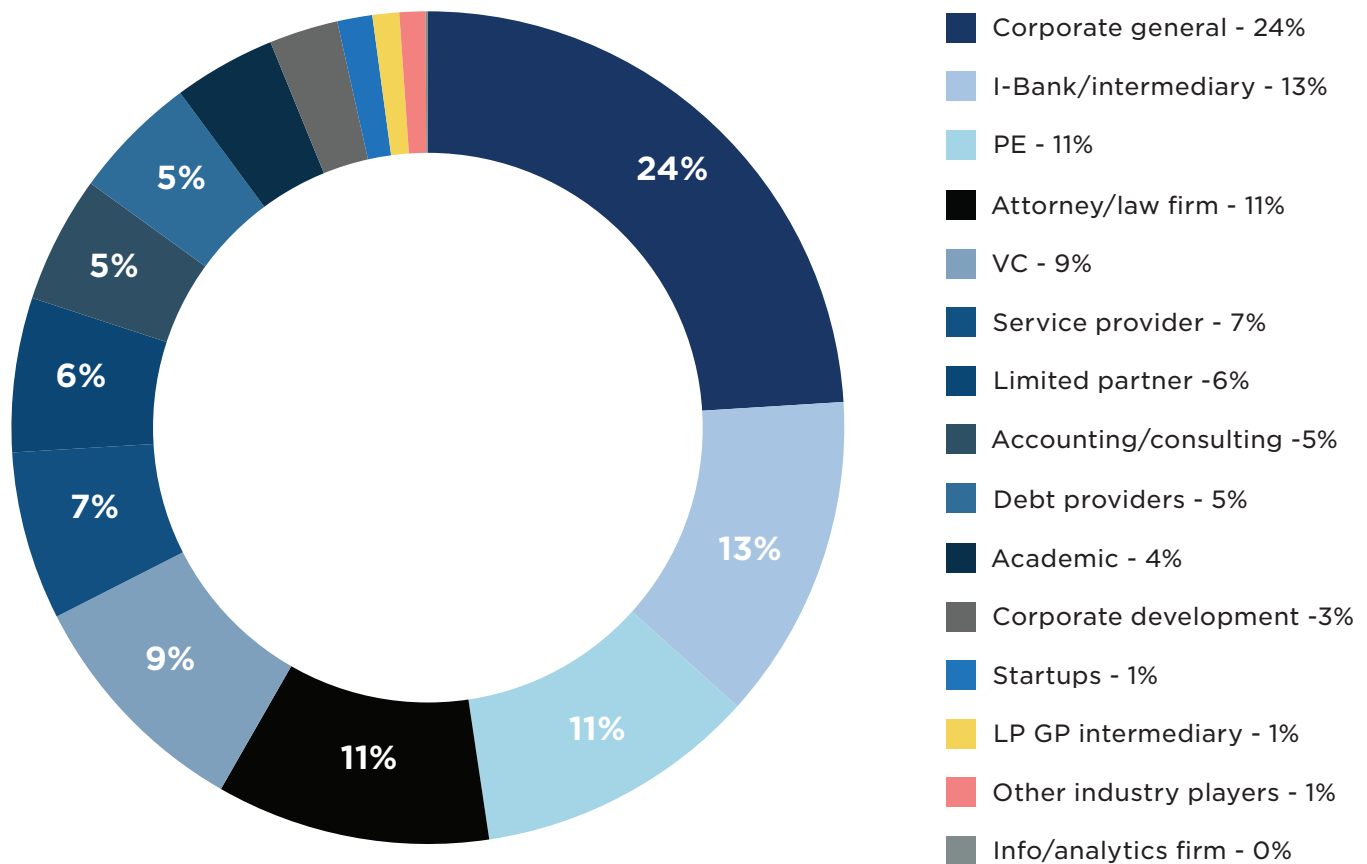
see page 12

Overall Newsletter Readership (910K+)

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

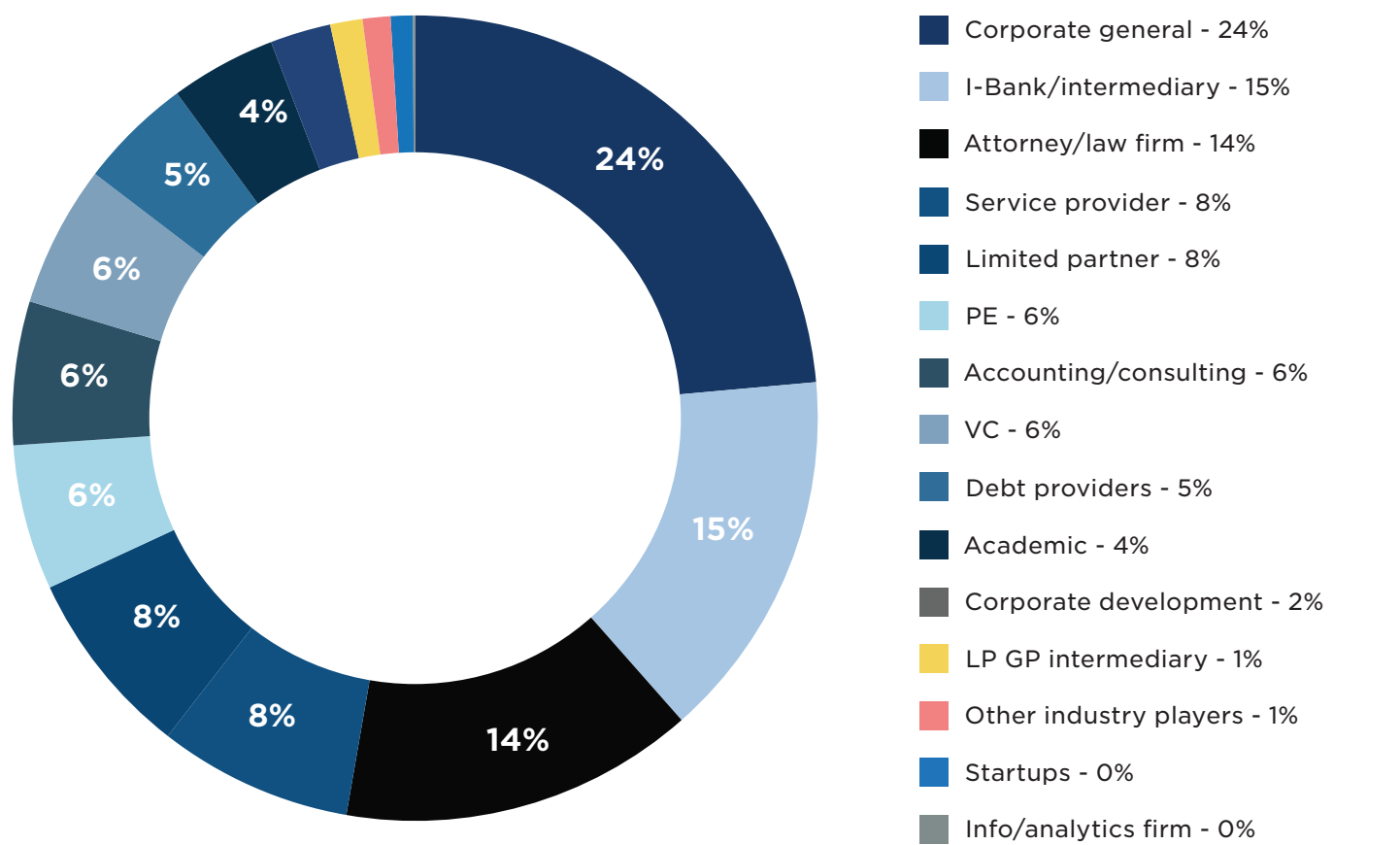


Newsletter Readership (635K+ subscribers)

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

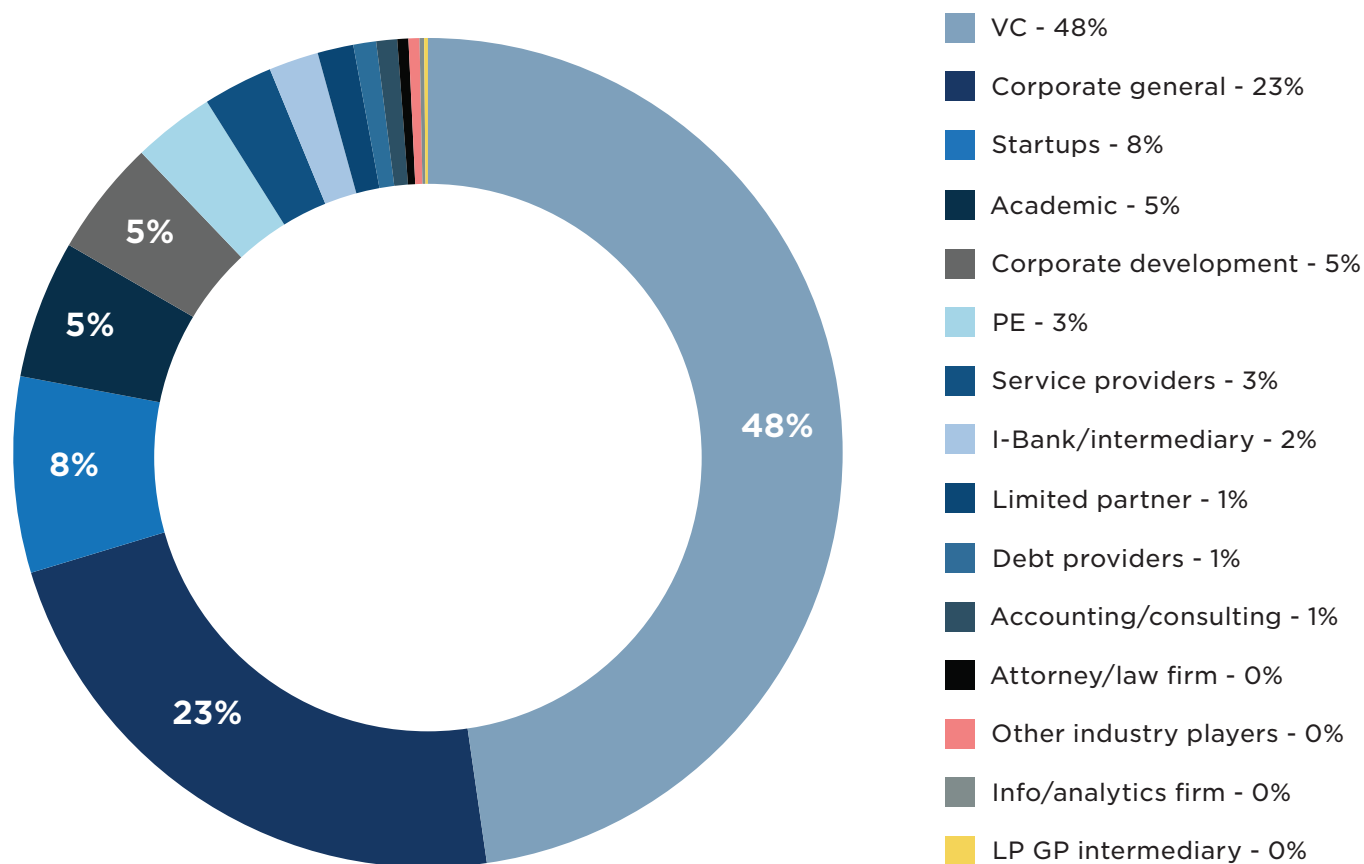


Newsletter Readership (140K+ subscribers)

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

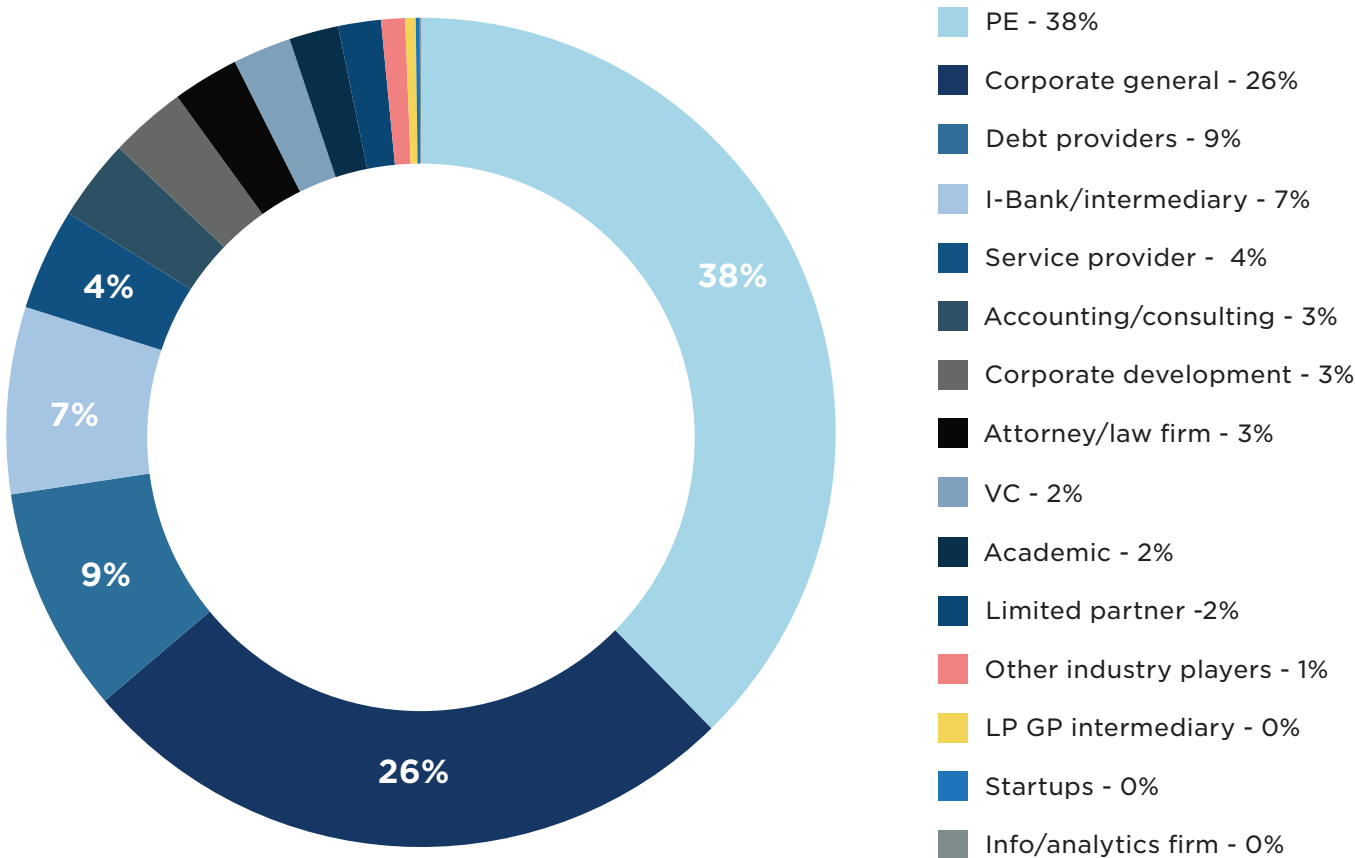


Newsletter Readership (110K+ subscribers)

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

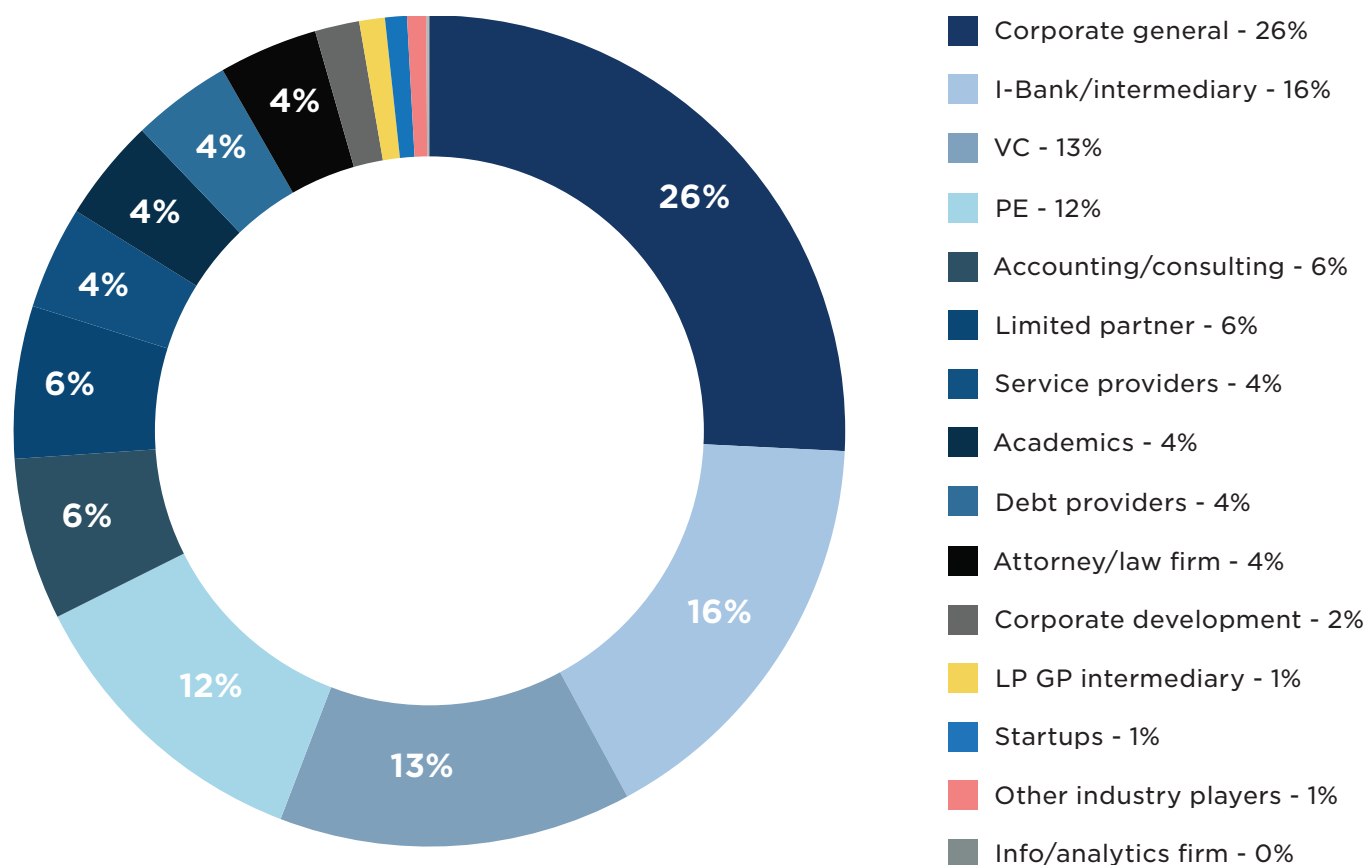


Newsletter Readership (40K subscribers)

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

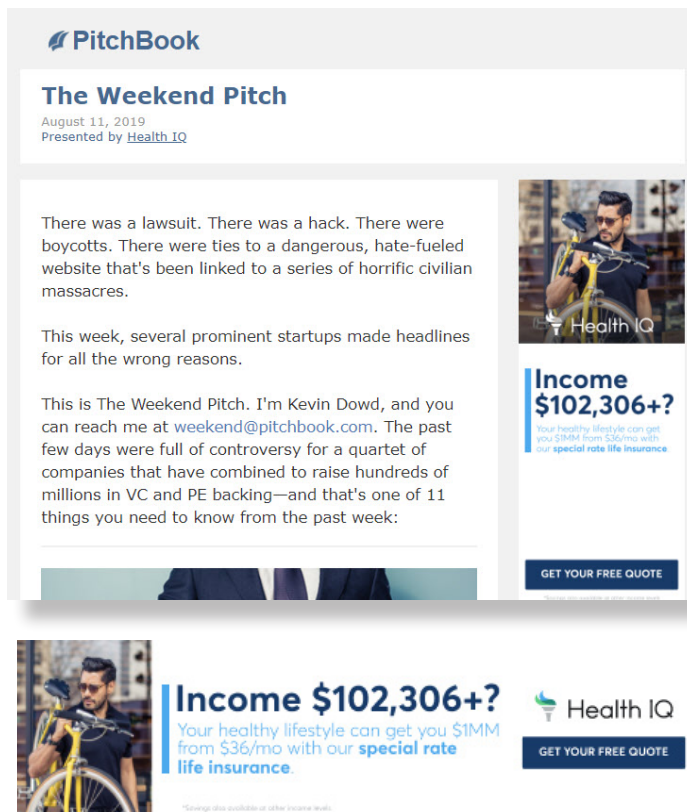
Ad Specs & Type	1 week	1 month	1 quarter	1 year
PE, VC and M&A edition				
460x120 = Premium leaderboard	\$4,250	\$17,000	\$51,000	\$204,000
160x420 = Skyscraper	\$3,200	\$12,800	\$38,400	\$153,600
460x120 = Horizontal banner	\$3,450	\$13,800	\$41,400	\$165,600
160x160 = Square ad	\$2,800	\$11,200	\$33,600	\$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



- 910,000 subscribers
- 157,300 avg unique opens

A MESSAGE FROM HEALTH IQ

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: [✉](#) [in](#) [🐦](#) [f](#)

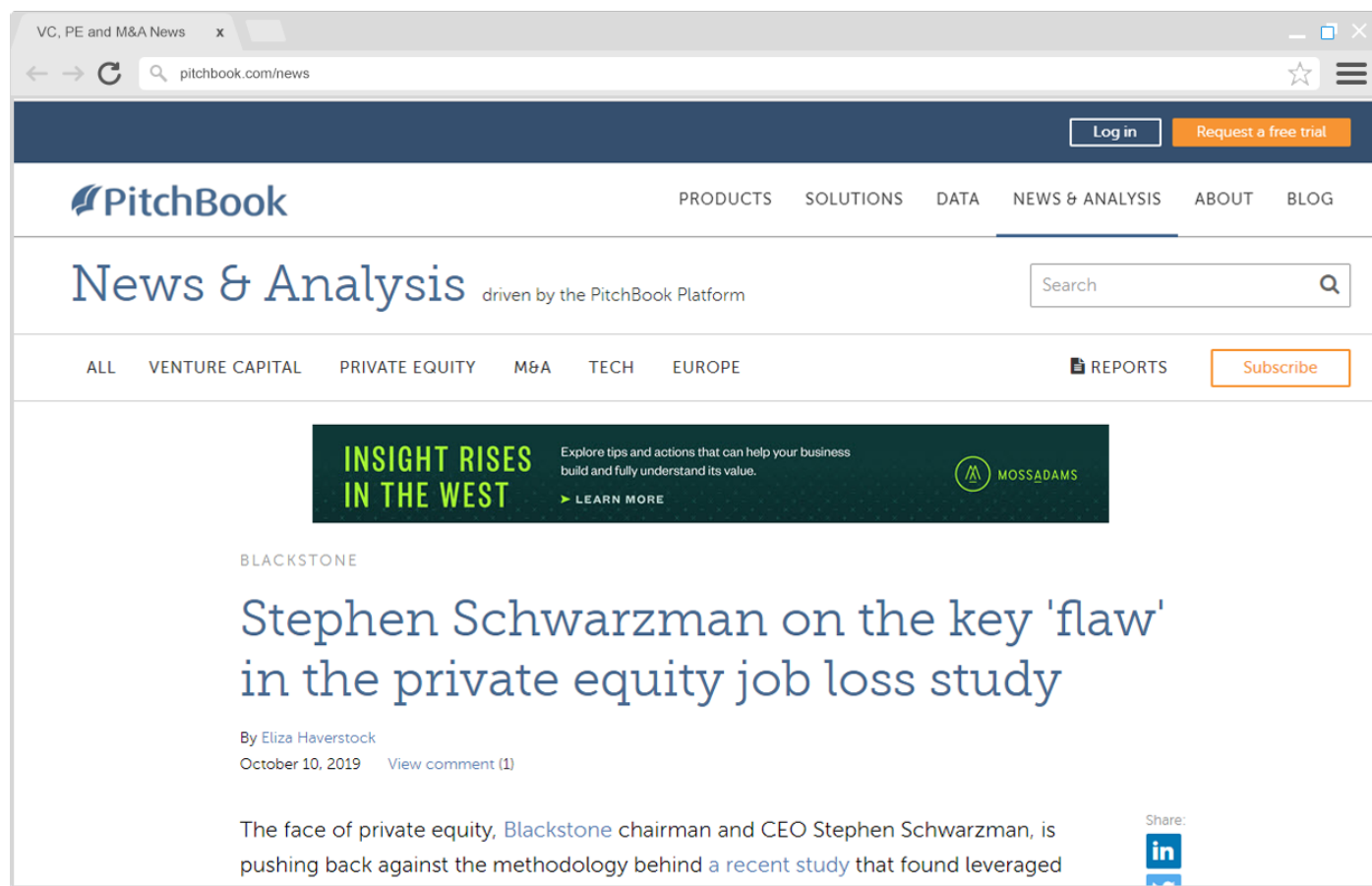
1 weekend

'Presented by' message at top of newsletter
160x420 skyscraper ad (desktop)
460x120 horizontal banner ad
Promotional message (100-word limit)

\$6,000

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

Sponsored Content Column

- Financial thought leadership column (125-word limit)
- Top placement in newsletter
- Upgradable to full-page ad in magazine*

A MESSAGE FROM NSF

Invention to impact

Moxi, the nurse assistant robot created by Diligent Robotics, takes on mundane hospital chores and could help reduce healthcare professionals' exposure to disease. The Texas-based company recently raised \$10 million to make more robots.



Diligent Robotics is one of hundreds of deep technology startups funded each year by the National Science Foundation (NSF), a government agency that plays a central role in accelerating deep technologies out of the laboratory and into the marketplace.

Each startup can receive up to \$1.75 million to support research and development aligned with commercialization goals. The NSF team is a group of experts drawn from the technology startup and investment community, committed to identifying and supporting these new firms from launch to commercialization.

NSF helps these teams navigate the earliest stages of technology translation and on to marketplace success, investing roughly \$200 million annually in small businesses like Diligent Robotics. In the last five years, these companies have gone on to raise more than \$7 billion in follow-on capital and nearly 100 exits.

Learn more about NSF funding for deep technology startups today on seedfund.nsf.gov.

Share:

the shift to cloud-based offerings, the associated development of new hardware, and the necessity of innovation in cybersecurity to address increasingly sophisticated threats, will all continue 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.

Share:

ycle persist?

**WELLS
FARGO**

ultibillion-dollar
RedHat and SAP's

around the
the IPO prospects
However, the
transaction activity

not crystallized
by the Federal
act PE firms'
using proportion of

ed companies
it will yield
it could provide
overall volume as

technologies, namely

1

Sponsored Content Column

\$6,500

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

Private Market PlayBook Magazine

- **20,000** global print distribution
- **910,000+** 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 910,000+ 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	H2 2019 Real Assets Report
VC	1/14/20	12/12/19	Q4 2019 PitchBook-NVCA Venture Monitor	VC	4/14/20	3/18/20	Q1 2020 PitchBook-NVCA Venture Monitor
PE	1/16/20	12/19/19	2019 Annual European PE Breakdown	PE	4/9/20	3/19/20	Q1 2020 US PE Breakdown
M&A	1/23/20	12/23/19	2019 Annual North American M&A Report	PE	4/20/20	4/2/20	Q1 2020 European PE Breakdown
VC	1/30/20	12/30/19	2019 Annual European Venture Report	M&A	4/23/20	3/31/20	Q1 2020 North American M&A Report
PE & VC	2/6/20	1/9/20	H2 Global Private Debt Report	VC	4/30/20	3/26/20	Q1 2020 European Venture Report
M&A	2/13/20	1/16/20	2019 Annual European M&A Report	M&A	5/14/20	4/16/20	Q1 2020 European M&A Report
PE & VC	2/14/20	1/17/20	2019 Annual Global League Tables	PE & VC	5/21/20	4/20/20	Q1 2020 Private Fund Strategies Report
PE & VC	2/20/20	1/23/20	2019 Annual Private Fund Strategies Report	PE & VC	5/22/20	4/24/20	Q1 2020 Global League Tables
VC	2/25/20	1/30/20	H2 2019 North American VC Valuations Report	VC	5/26/20	4/9/20	Q1 2020 North American VC Valuations Report
VC	2/27/20	1/13/20	H2 2019 European VC Valuations Report	VC	5/28/20	4/14/20	Q1 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	Q1 2020 US PE Lending League Tables
PE & VC	3/12/20	2/13/20	Q2 2019 Global Fund Performance Report	PE & VC	6/11/20	5/15/20	Q1 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	Q1 2020 US PE Middle Market Report

PitchBook Industry Reports Calendar

	PUBLISH DATE	CLOSE DATE	REPORT NAME		PUBLISH DATE	CLOSE DATE	REPORT NAME
PE	7/9/20	6/12/20	Q2 2020 US PE Breakdown	PE	10/9/20	9/11/20	Q3 2020 US PE Breakdown
VC	7/14/20	6/15/20	Q2 2020 PitchBook-NVCA Venture Monitor	VC	10/13/20	9/11/20	Q3 2020 PitchBook-NVCA Venture Monitor
VC	7/16/20	6/19/20	Q2 2020 European Venture Report	VC	10/15/20	9/17/20	Q3 2020 European Venture Report
M&A	7/23/20	6/25/20	Q2 2020 North American M&A Report	M&A	10/22/20	9/23/20	Q3 2020 North American M&A Report
PE	7/30/20	7/3/20	Q2 2020 European PE Breakdown	PE	10/29/20	9/25/20	Q3 2020 European PE Breakdown
PE & VC	8/6/20	7/30/20	H1 2020 Global Private Debt Report	M&A	11/12/20	10/12/20	Q3 2020 European M&A Report
M&A	8/13/20	7/15/20	Q2 2020 European M&A Report	PE & VC	11/13/20	10/13/20	Q3 2020 Global League Tables
PE & VC	8/14/20	7/16/20	Q2 2020 Global League Tables	PE & VC	11/19/20	10/16/20	Q3 2020 Private Fund Strategies Report
PE & VC	8/20/20	7/23/20	Q2 2020 Private Fund Strategies Report	VC	11/24/20	10/8/20	Q3 2020 North American VC Valuations Report
VC	8/25/20	7/9/20	Q2 2020 North American VC Valuations Report	VC	12/1/20	10/9/20	Q3 2020 European VC Valuations Report
VC	8/27/20	7/13/20	Q2 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	H1 2020 Real Assets Report	PE	12/9/20	11/18/20	Q3 2020 US PE Lending League...
PE	9/9/20	8/19/20	Q2 2020 US PE Lending League Tables	PE & VC	12/10/20	11/12/20	Q3 2020 Global Fund Performance Report
PE & VC	9/10/20	8/12/20	Q4 2019 Global Fund Performance Report	PE	12/17/20	11/16/20	Q3 2020 US PE Middle Market Report
PE	9/17/20	8/21/20	Q2 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 whitelabel 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