



# 2024 Media Kit





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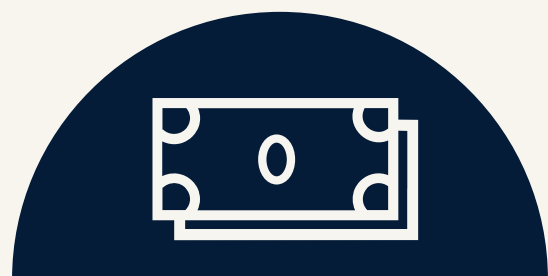
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NEWSLETTER BANNERS

# VC, PE and M&A Newsletter

Monthly horizontal and vertical banner placements available in PitchBook’s unique newsletter providing information to stay ahead of the changing world of VC, PE and M&A.



DAILY RUN  
M-F

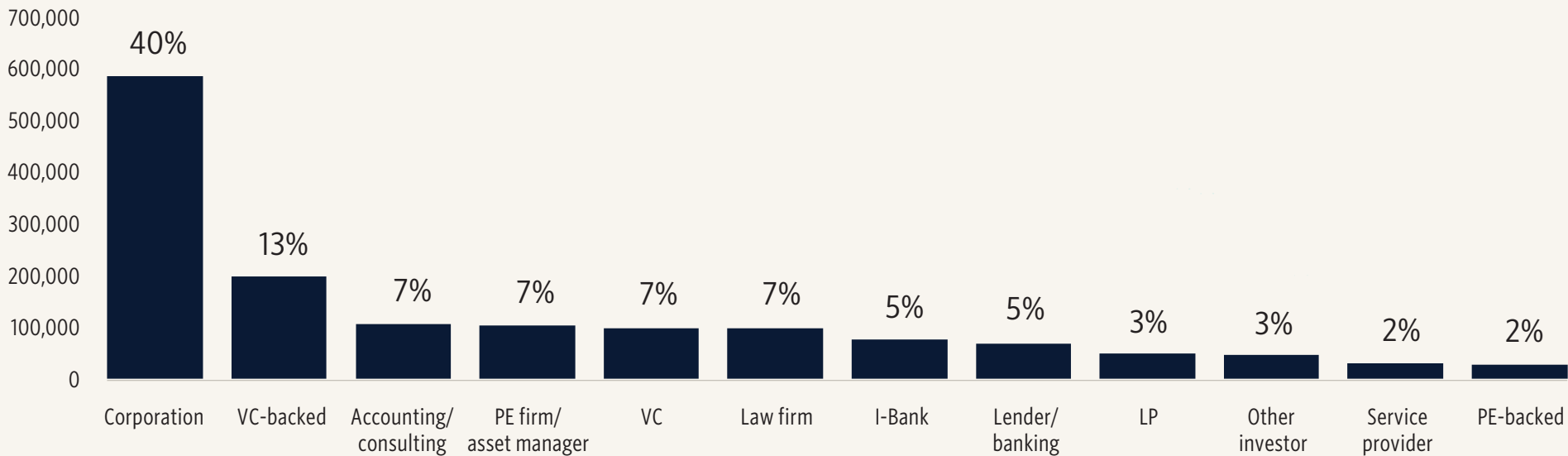
1.4M

TOTAL  
SUBSCRIBERS

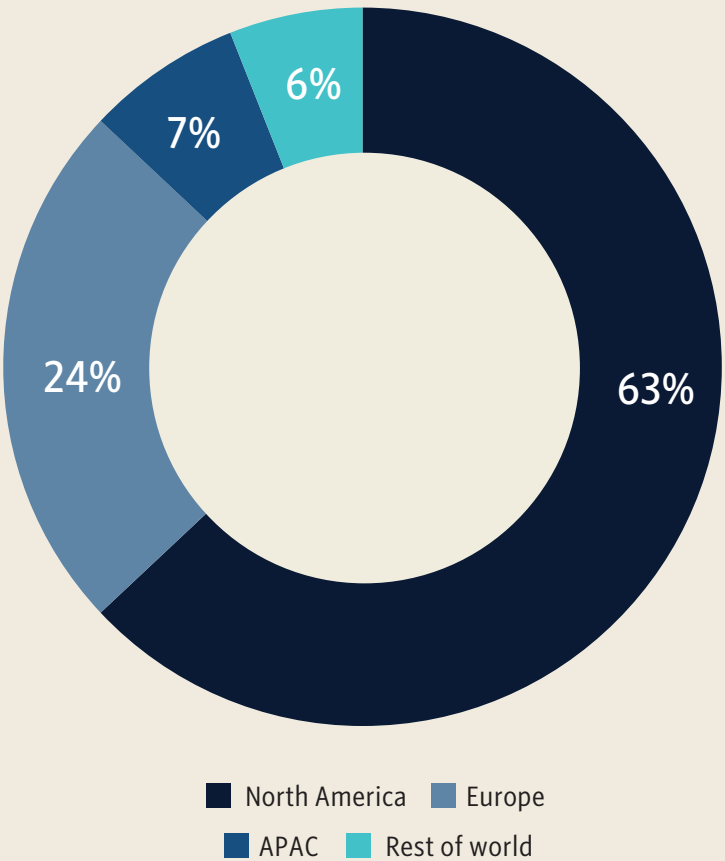
31%

OPEN  
RATE

Subscriber breakdown by firm type



Subscribers by region



[View specifications](#)



NEWSLETTER BANNERS

# PE Newsletter

Monthly horizontal and vertical banner placements available in PitchBook’s unique newsletter providing information to stay ahead of the changing world of PE.



DAILY RUN  
M-F

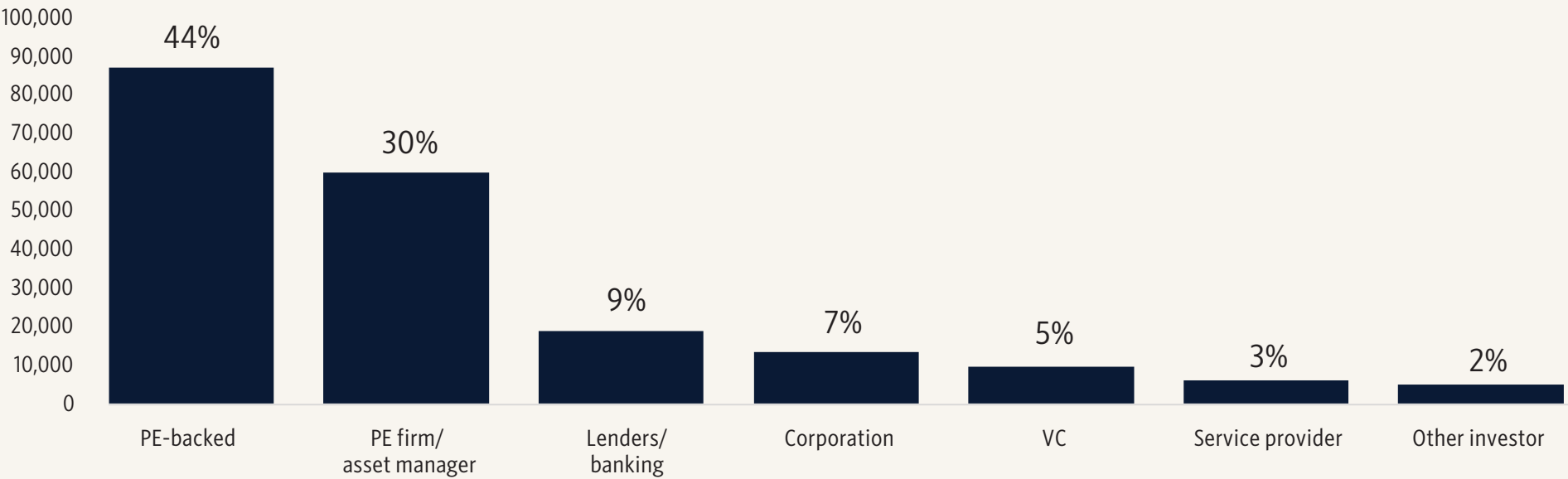
200K


TOTAL  
SUBSCRIBERS

31%

OPEN  
RATE

Subscriber breakdown by firm type





## The Daily Pitch: PE

October 12, 2023

The Daily Pitch is powered by [PitchBook's](#) industry-defining research and best-in-class data

Example Premium  
Leaderboard Banner

In today's Daily Pitch, you'll find:

The [PitchBook-NVCA Venture Monitor](#) shows that recent IPOs haven't yet kicked the market into gear

Exxon's [\\$59.5 billion deal](#) may rouse PE's oil and gas investors

Ten private debt funds dedicated to [energy transition](#)

Can the [benefits of nuclear fusion](#) outweigh the difficulties in scaling the technology?

PE earns another IPO in a float that values [Birkenstock at \\$8.6 billion](#)

Example  
Premium  
Vertical  
Banner

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View specifications



SPONSORED CONTENT COLUMNS

# VC, PE and M&A Newsletter + PE Newsletter

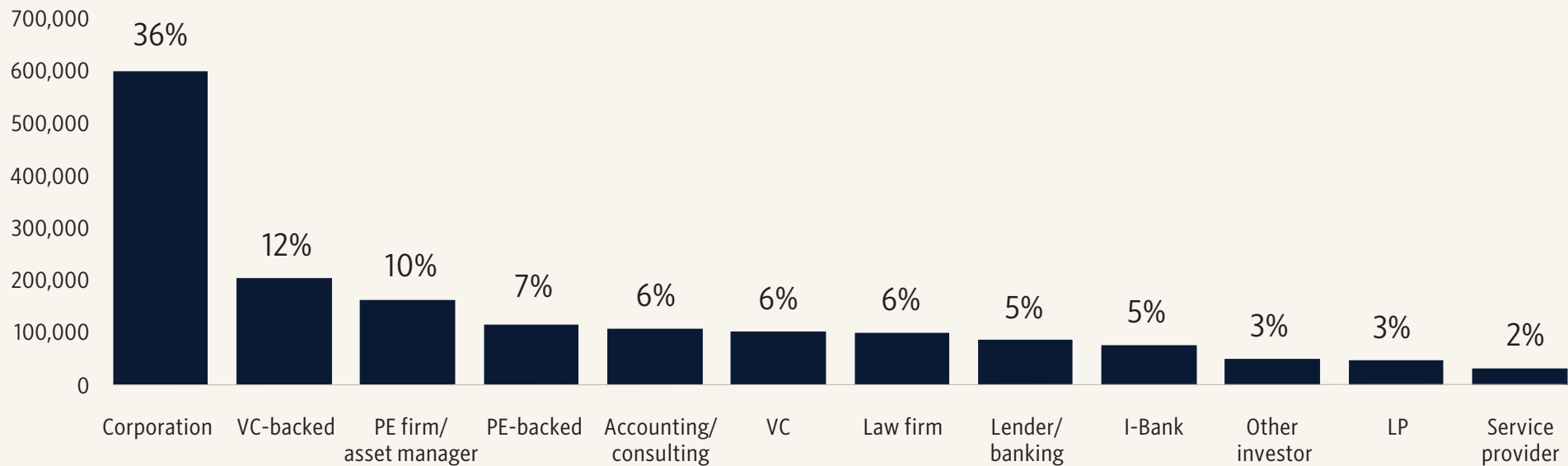
Sponsored content placements run in both of PitchBook’s two unique newsletters.

 SINGLE-DAY RUN

**1.6M** TOTAL SUBSCRIBERS

**30%** OPEN RATE

Subscriber breakdown by firm type



PitchBook’s Sponsored Content Columns cannot feature direct solicitation, inappropriate language or competitive content. PitchBook cannot advertise securities offers, such as fundraising or financing rounds. PitchBook reserves the right to decline competitive language against PitchBook, Morningstar, Morningstar affiliates or Sustainalytics (ESG). This includes reports, data or business that could be perceived as competitive.

A MESSAGE FROM

**A MESSAGE FROM**

**The top trends in PE software dealmaking**

Last year saw record-breaking PE dealmaking in software across the US, but this year is already off to a strong start. Median deal sizes are at all-time highs, eclipsing even the \$60 million median set in 2021. In a data-driven snapshot, Grant Thornton summarizes the key trends defining this market, drawing on a select variety of PitchBook datasets spanning exits to deal metrics.

[Read it now](#)

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ROADBLOCK SPONSORSHIP

# Saturday Research Pitch

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SINGLE-DAY  
RUN, SAT  
ONLY

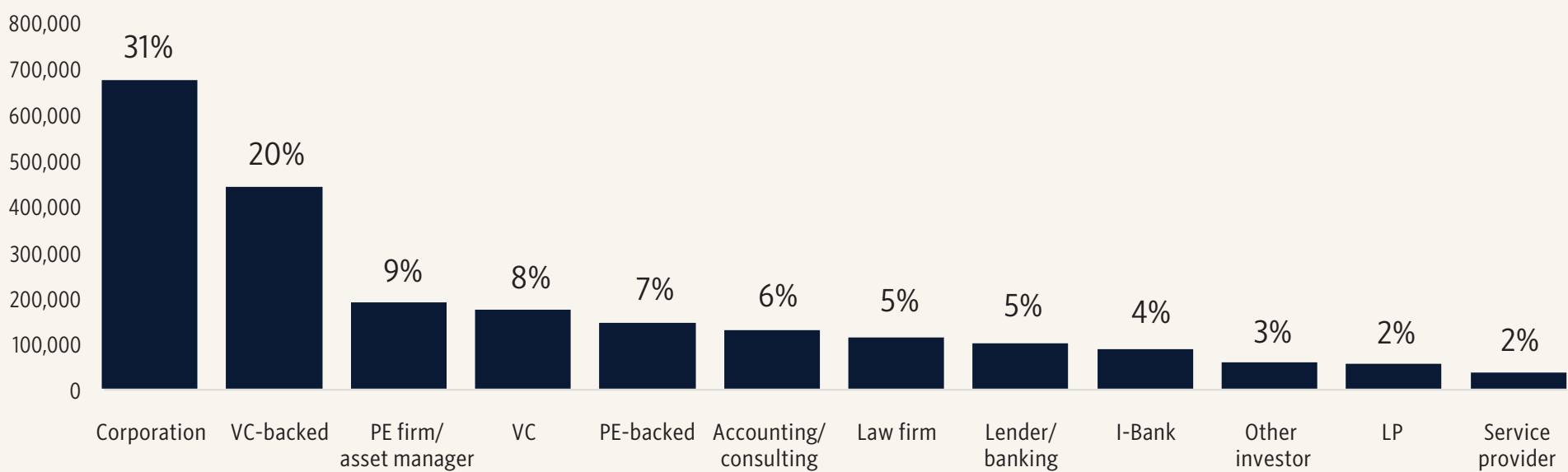
2.1M

TOTAL  
SUBSCRIBERS


30%

OPEN  
RATE

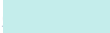
## Subscriber breakdown by firm type



The Research Pitch Newsletter cannot feature report advertisements, securities offerings or financing rounds.



### The Research Pitch

Presented by 

**VC IPO outlook:** The end may be in sight for the most sluggish exit environment in a decade. We've highlighted the next steps IPO hopefuls need to consider in the current market. [Read our research.](#)

**The future of freight travel?** A number of startups are working to bring autonomous freight trains to the US rail network. We dive deep into this technology [here.](#)

**Emerging Tech Talk:** Join us Monday for a live discussion on key e-commerce trends with Drew Marconi, CEO and co-founder of Intelligems. [Register here.](#)





#### A MESSAGE FROM CITIZENS

**M&A outlook: Is the market poised for recovery?**

Leaders at Citizens see green shoots appearing for the remainder of the year despite lingering macro uncertainty. In this article, Citizens shares perspectives on key indicators for the middle market, including:

- Four factors that could reignite dealmaking
- The importance of private equity sponsors in driving momentum
- Why volume trends suggest the market is reaching a tipping point after months of headwinds

[What Citizens expects for M&A in the rest of 2023 and beyond](#)

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ROADBLOCK SPONSORSHIP

# Sunday Weekend Pitch

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RUN, SUN  
ONLY

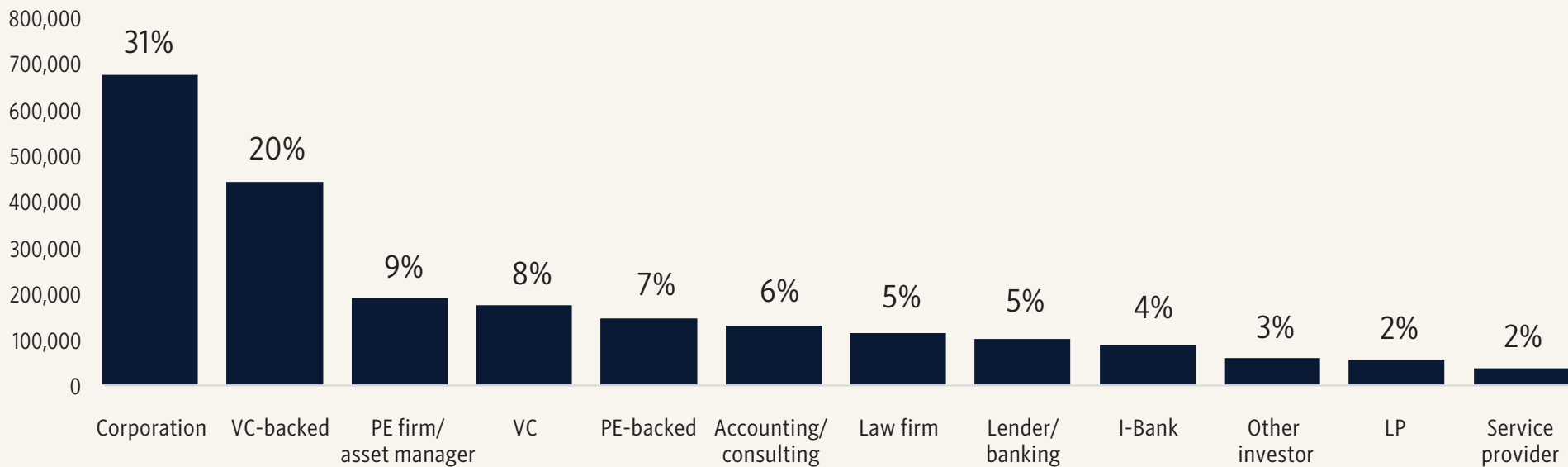
2.1M

TOTAL  
SUBSCRIBERS

30%

OPEN  
RATE

## Subscriber breakdown by firm type



### The Weekend Pitch

Presented by [Redacted]



(Jenna O'Malley/PitchBook News)

The rust is coming off the gears of private equity's LBO machine.

Leveraged buyouts accounted for 40% of US PE deals in 2008, but PE's bread-and-butter transaction type has given way to alternative strategies like add-on acquisitions and growth-equity deals. By 2022, it had fallen to 19% of total deal count.

### Understanding and preparing for each stage of a venture capital deal

Venture capitalists recognize that finding and executing the right deals is more important to their long-term success than beating rivals to the table. Staying informed and organized is the best way to make the most profitable decisions as a venture capital firm.

Now, more than ever, investors need to revisit the stages of venture capital deals and compare the unique attributes of each stage to their own strategy.

Download this guide to learn how DealCloud enables investors to move more quality deals through their pipeline and make smart decisions that translate to a more profitable future.

[Download the guide now](#)

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NEW OFFERING!

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VC Newsletter

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WEEK-LONG  
RUN, M-F

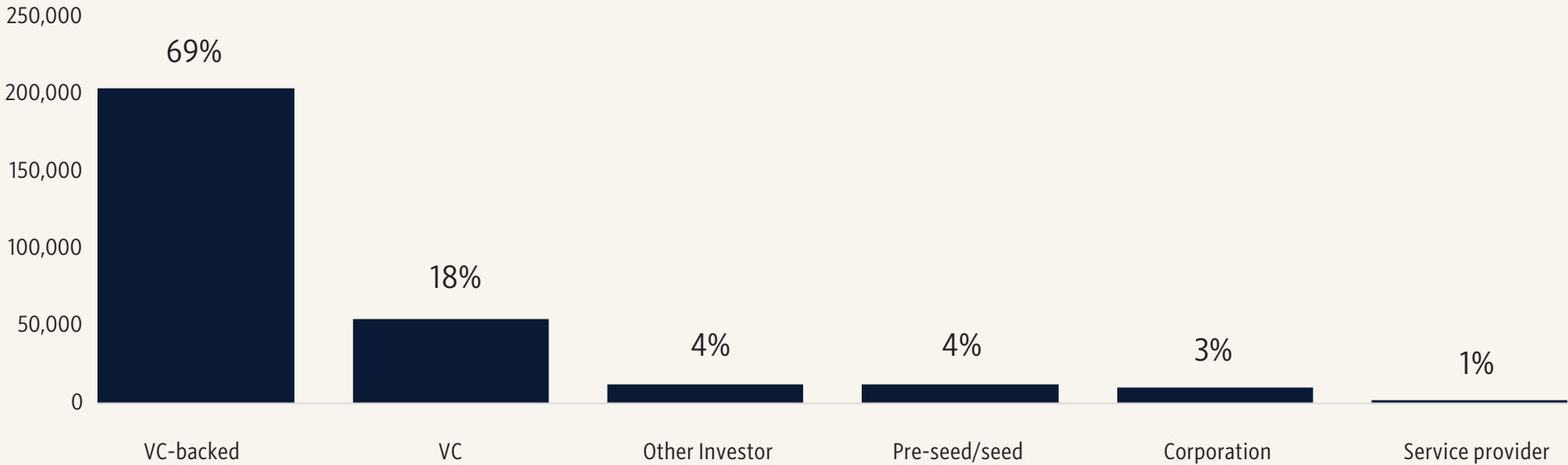


TOTAL  
SUBSCRIBERS



OPEN  
RATE

Subscriber breakdown by firm type



A MESSAGE FROM

Experts discuss AI for private equity

Private equity is heavily focused on AI lately—and with good reason. AI has the potential to transform workflows associated with fundraising, portfolio



The Daily Pitch: VC

Presented by

The Daily Pitch is powered by PitchBook's industry-defining research and best-in-class data

In today's Daily Pitch, you'll find:  
The path forward for unicorns in a [sluggish IPO landscape](#)

How VCs are laying the tracks for [self-driving freight trains](#)

The dealmaking environment extends its [investor-friendly streak](#)





NEW OFFERING!

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Europe Newsletter

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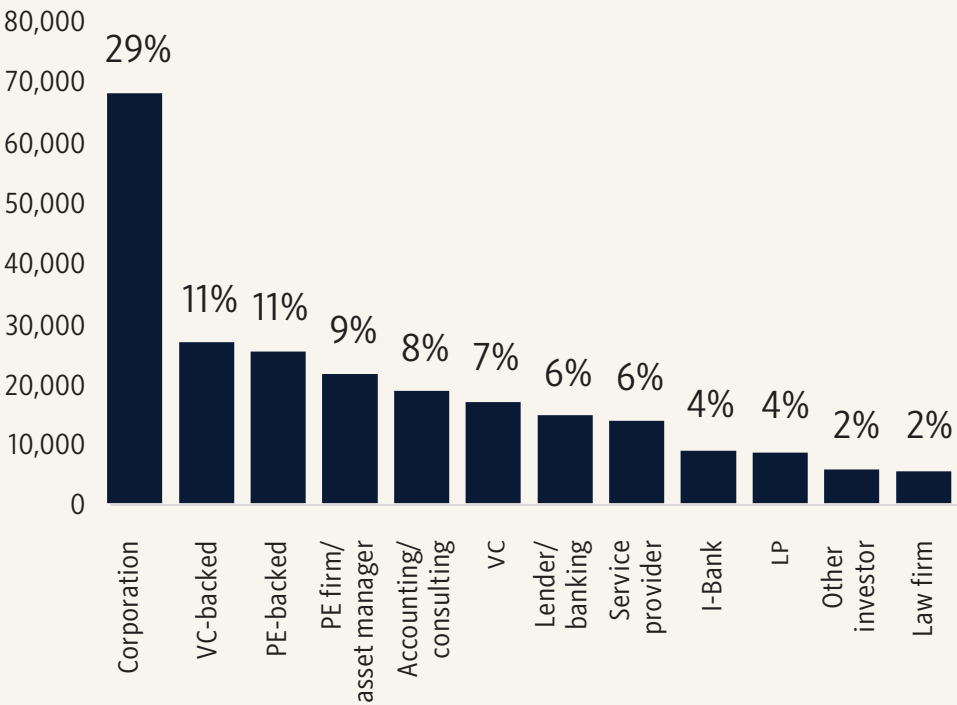


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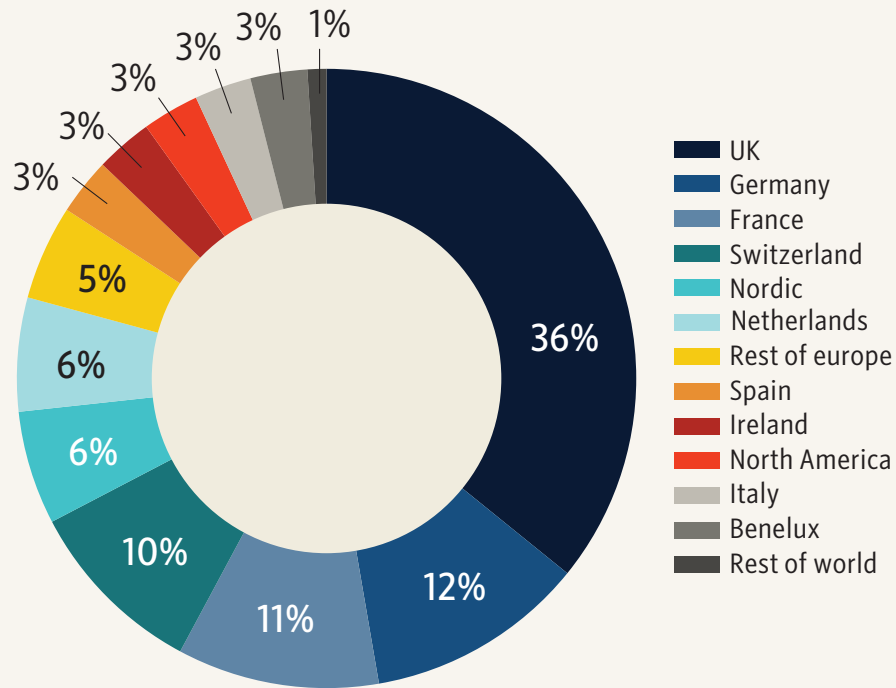


OPEN  
RATE

Subscriber breakdown by firm type



Subscriber breakdown by region



The Daily Pitch: Europe

Presented by

The Daily Pitch is powered by [PitchBook's](#) industry-defining research and best-in-class data

In today's Daily Pitch, you'll find:  
Analysts find a fresh spark in the pairing of [AI and ecommerce](#)

Private investment firms are becoming [more entrenched](#) in the ownership of [professional sports franchises](#)

Europe's most valuable tech startups are lagging the herd, our [Unicorn Indexes](#) show



NEW OFFERING!

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# Credit Pitch Newsletter

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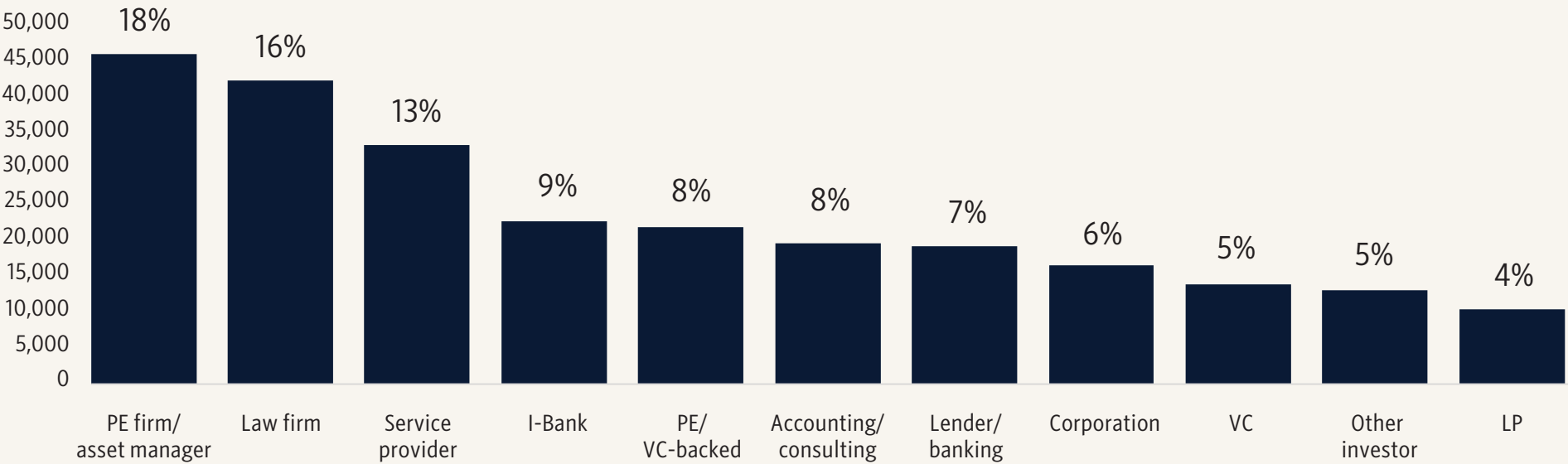


TOTAL  
SUBSCRIBERS



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## Subscriber breakdown by firm type



A MESSAGE FROM

Calling all trailblazers in healthcare, life sciences and private equity! The No. 1 conference series for healthcare dealmakers is heading to London on September 21.

### The Credit Pitch

Presented by

Leveraged loan, private credit, and high-yield bond news from PitchBook LCD

#### Leveraged loans

The global leveraged finance market received a huge boost this week in what will be a massive, \$9.4 billion credit package backing the LBO of payment processes provider Worldpay, by private equity firm GTCR. The deal is one of the **largest leveraged financings** in years and adds a much-needed shot of profitable M&A volume to the traditional, bank-led syndicated loan market, which has been competing mightily for business with the red-hot private credit segment.



WEBSITE BANNER ADVERTISING

# PitchBook News & Analysis Website

Banner placements in articles or pages hosted on [pitchbook.com/news](https://pitchbook.com/news)



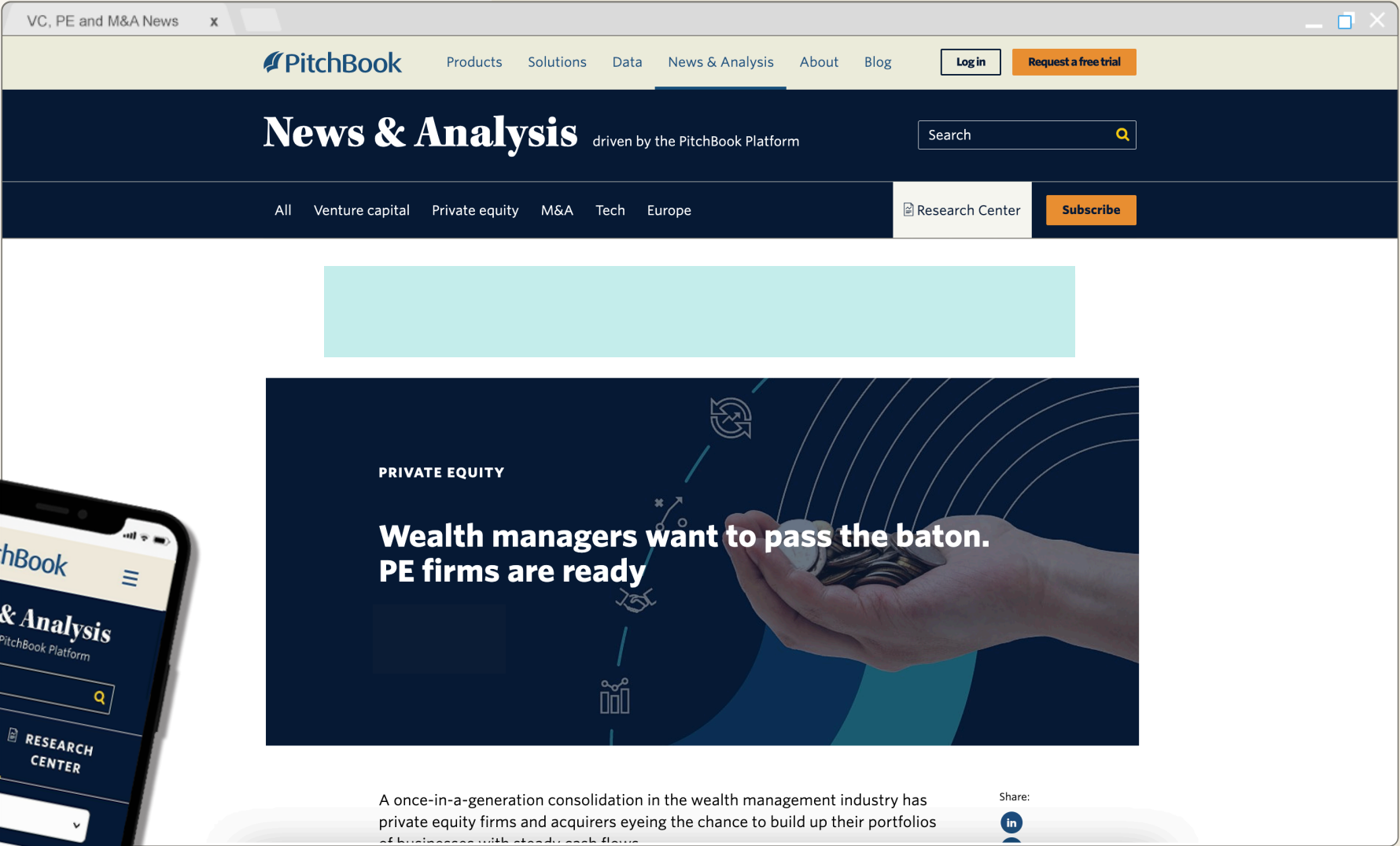
MONTHLY RUNS

625K

AVERAGE MONTHLY PAGE VIEWS

25%

MINIMUM SOV



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## REPORT SPONSORSHIP

# PitchBook Asset Class Reports

Report sponsorship in PitchBook flagship report series includes a two-page Q&A, prominent logo placement on the cover and a full-page ad.



QUARTERLY  
OR YEARLY  
REPORTS

2.1M

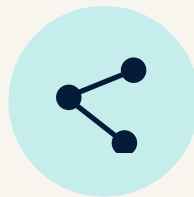
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OF REPORT

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Two-page Q&A or spotlight



Logo on report cover

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REPORT SPONSORSHIP

# Editorial Report Calendar

## Venture capital

Report name	Description	Run date	Average downloads
All In: Female Founders in the VC Ecosystem (US)	Quantifies progress and pain points through data and analysis that illuminate the role of woman investors and looks forward to the rest of the year’s developments	Mar 7	4,546
US VC Valuations Report	Delves into sizes and valuations of the quarter’s US VC deals, highlighting deals with nontraditional investor participation and a breakout of US VC valuations by select sectors	Feb 8, May 9, Aug 8, Nov 7	9,884
NVCA Venture Monitor	Presents a data-driven overview of the key trends defining the US venture capital landscape	Jan 11, Apr 11, July 11, Oct 10	11,330
All In: Female Founders in the VC Ecosystem (EU)	Quantifies progress and pain points through data and analysis that illuminate the role of woman investors and looks forward to the rest of the year’s developments	Mar 7	N/A NEW OFFERING!
European VC Valuations Report	Delves into the sizes and valuations of European venture deals	Feb 21, May 14, Aug 21, Nov 21	3,227
European Venture Report	Presents a data-driven overview of the key trends defining the European venture capital landscape	Jan 18, Apr 16, July 18, Oct 17	4,921

Run date represents client’s agreement to a report sponsorship. Run dates are subject to change.



REPORT SPONSORSHIP

# Editorial Report Calendar

Private equity and M&A

Report name	Description	Run date	Average downloads
US PE Middle Market Report	Focuses on the macro trends in PE dealmaking, exits and fundraising that define activity in the US middle market. Often features a spotlight dedicated to a particular sector, trend or the like and pairs multiple PitchBook datasets, such as median deal sizes and exits by type, with in-depth analysis of key dynamics	Mar 15, June 14, Aug 13, Dec 1	5,083
US PE Breakdown	Focuses on the macro trends in PE dealmaking, exits and fundraising that are defining the US PE landscape. Often features a spotlight dedicated to a particular sector, trend or the like and pairs multiple PitchBook datasets, such as median buyout multiples and exits by type, with in-depth analysis of key dynamics	Jan 10, Apr 10, July 10, Oct 9	11,434
European PE Breakdown	Presents a data-driven overview of the key trends defining the European private equity landscape	Jan 16, Apr 18, July 16, Oct 15	3,739
Global M&A Report	Provides an overview of key factors shaping global mergers & acquisitions, breaking down the industry by region and vertical	Jan 24, Apr 24, July 24, Oct 23	7,920
Global Private Debt Report	Analyzes global private debt fundraising, fund performance and cash flows	Mar 21, Sept 24	5,888

Run date represents client’s agreement to a report sponsorship. Run dates are subject to change.





REPORT SPONSORSHIP

# Editorial Report Calendar

Other asset class reports

Report name	Description	Run date	Average downloads
Global Private Market Fundraising Report	Offers a definitive review of the private market fund landscape with fundraising, cash flow, dry powder and AUM data across geographies and seven strategies, including private equity and venture capital	Mar 6, May 22, Sept 10, Dec 3	8,036
Global Real Assets Report	Delves into investors’ and allocators’ activity across infrastructure, real estate, energy and more, detailing key trends in fundraising as well as providing analysis of the macro market backdrop affecting each sector	June 18, Dec 10	3,112
Global Real Estate Report	Delves into real estate fundraising, dry powder levels and technologies, especially as affected by the year’s events	Mar 19, Sept 26	3,809
Sustainable Investment Survey	Illustrates survey responses from GPs, LPs and more regarding the evolving ESG and Impact investment landscape	Sept	5,436

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REPORT SPONSORSHIP

# Editorial Report Calendar

Regional reports

Report name	Description	Run date	Average downloads
Nordic Private Capital Breakdown	Examines the region’s PE and VC markets and analyzes recent events’ impacts on these spaces	Mar 8	1,800
France Private Capital Breakdown	Examines the region’s PE and VC markets and analyzes recent events’ impacts on these spaces	May 28	2,000
UK Private Capital Breakdown	Examines the region’s PE and VC markets and analyzes recent events’ impacts on these spaces	Sept 5	1,200
DACH Private Capital Breakdown	Examines the region’s PE and VC markets and analyzes recent events’ impacts on these spaces	Dec 6	1,250
Southeast Asia Private Capital Report	New offering!	Mar 13	N/A
Australia/New Zealand Private Capital Report	New offering!	June 6	N/A
Greater China VC Report	Spans datasets covering Greater China’s VC deals by sector and region, as well as exit and fundraising activity	Sept 18	4,100
Japan Private Capital Report	New offering!	Dec 5	N/A

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## REPORT CREATION

# Custom Research Reports

PitchBook's team of analysts, editors and graphic designers work in collaboration with you to leverage your firm's expert market perspectives and create custom white-label research. Utilizing PitchBook custom data and editorial content, this is a great way to showcase your thought leadership and brand strategy.



Datagraphic opportunities



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