



# 2025 Media Kit





PITCHBOOK MEDIA

# PitchBook Advertising & Sponsorships

Backed by PitchBook's best in class data, PitchBook Media provides advertising and sponsorships across our newsletters, website, asset class reports and custom research reports.

## OUR CORE AUDIENCE

**VC**  
252,000

**PE**  
175,000

**LPs**  
157,000

**VC-BACKED**  
435,000

## OUR ADS & SPONSORSHIPS

**8**  
**NEWSLETTERS**  
WITH 4.4M WEEKLY  
IMPRESSIONS

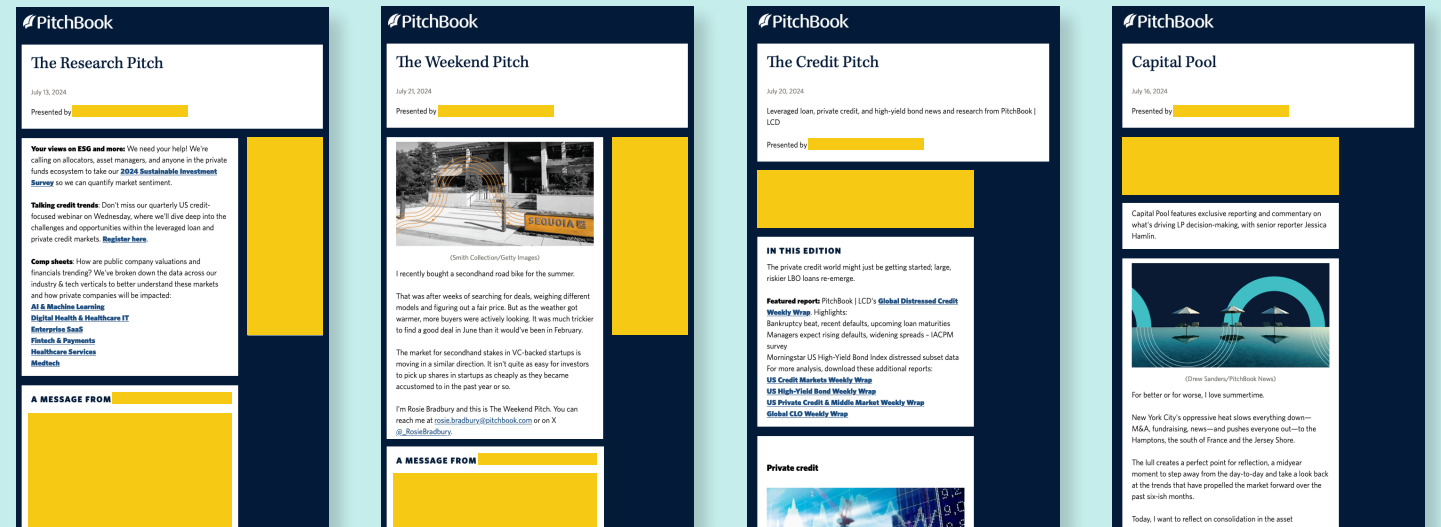
**WEBSITE**  
575,000 MONTHLY  
PAGE VIEWS

**50+ ASSET**  
**CLASS REPORTS**  
WITH 400,000+  
ANNUAL DOWNLOADS

**CUSTOM**  
**RESEARCH**  
**REPORTS**



## WEEKLY



## Capital Pool

## Newsletter Takeover

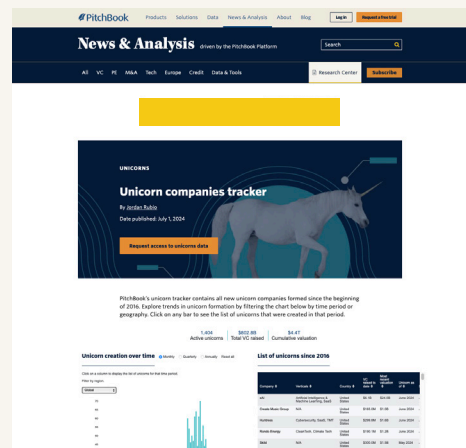
PG 3



# WEBSITE

## News & Analysis

### DATA & TOOLS



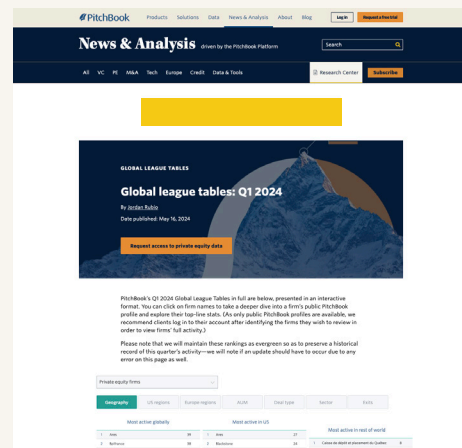
- Unicorn Tracker
- University Rankings
- Global VC Ecosystem Rankings

### CONTENT PAGES



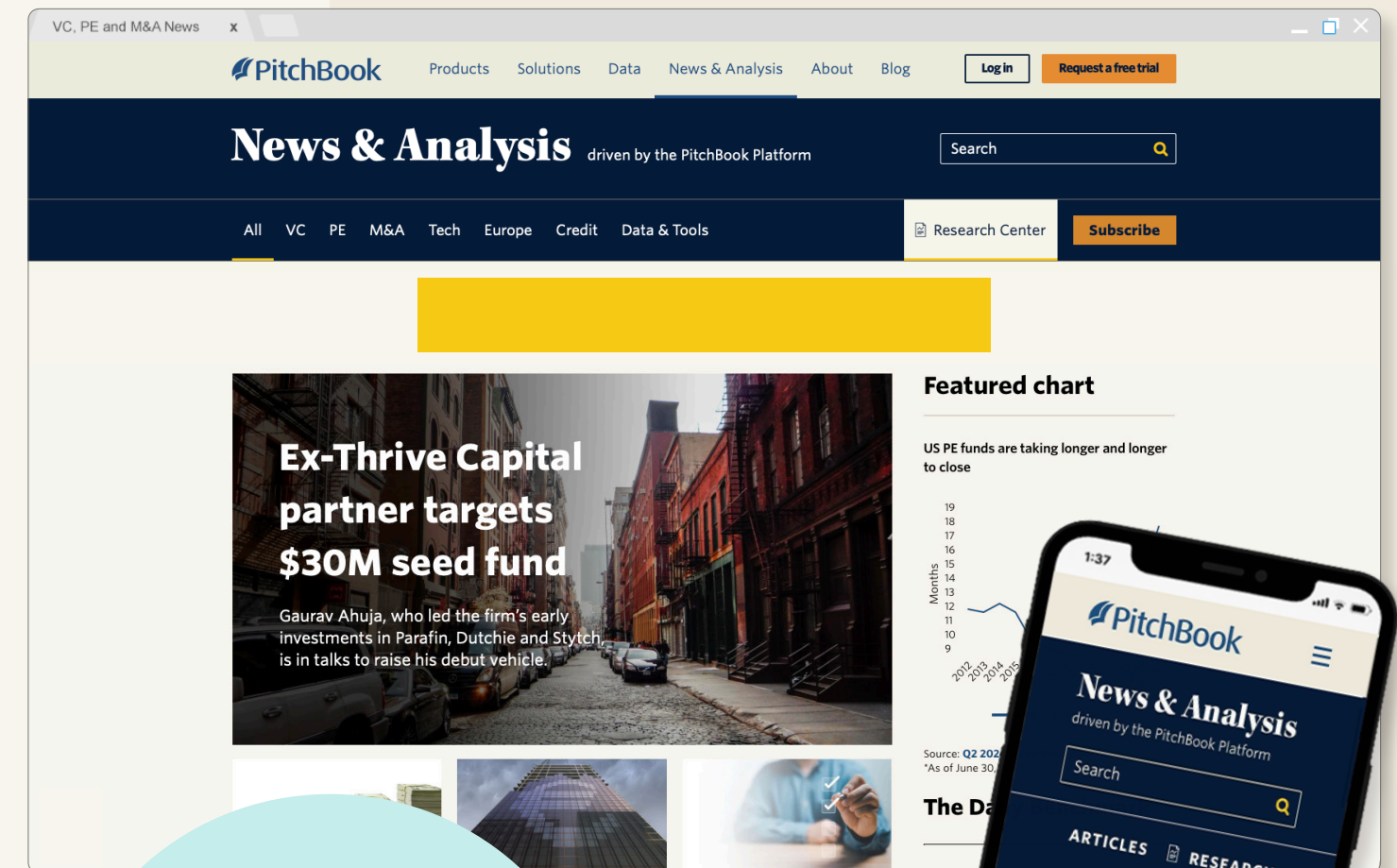
- News & Analysis Homepage
- In-Article Pages

### LEAGUE TABLES



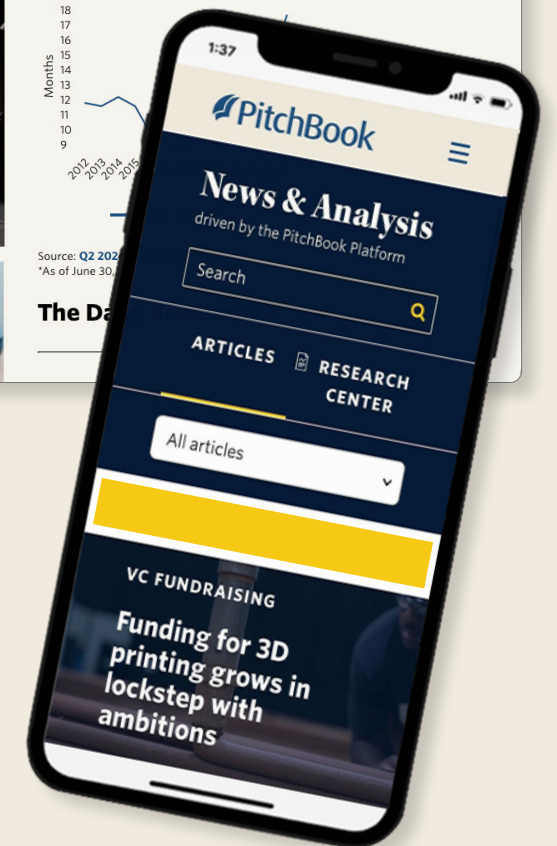
- US PE Lending League Tables
- Global Lending League Tables

## NEWS & ANALYSIS HOMEPAGE



475,000  
MONTHLY  
IMPRESSIONS

25%  
MINIMUM  
SOV



VIEW SPECIFICATIONS





# ASSET CLASS REPORTS

## Report Sponsorships

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

400,000+  
ANNUAL  
DOWNLOADS

### ASSET CLASS REPORT COVERAGE



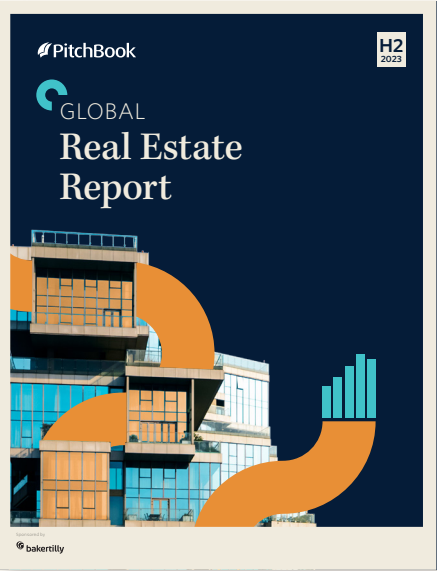
Venture Capital



Private Equity  
and M&A

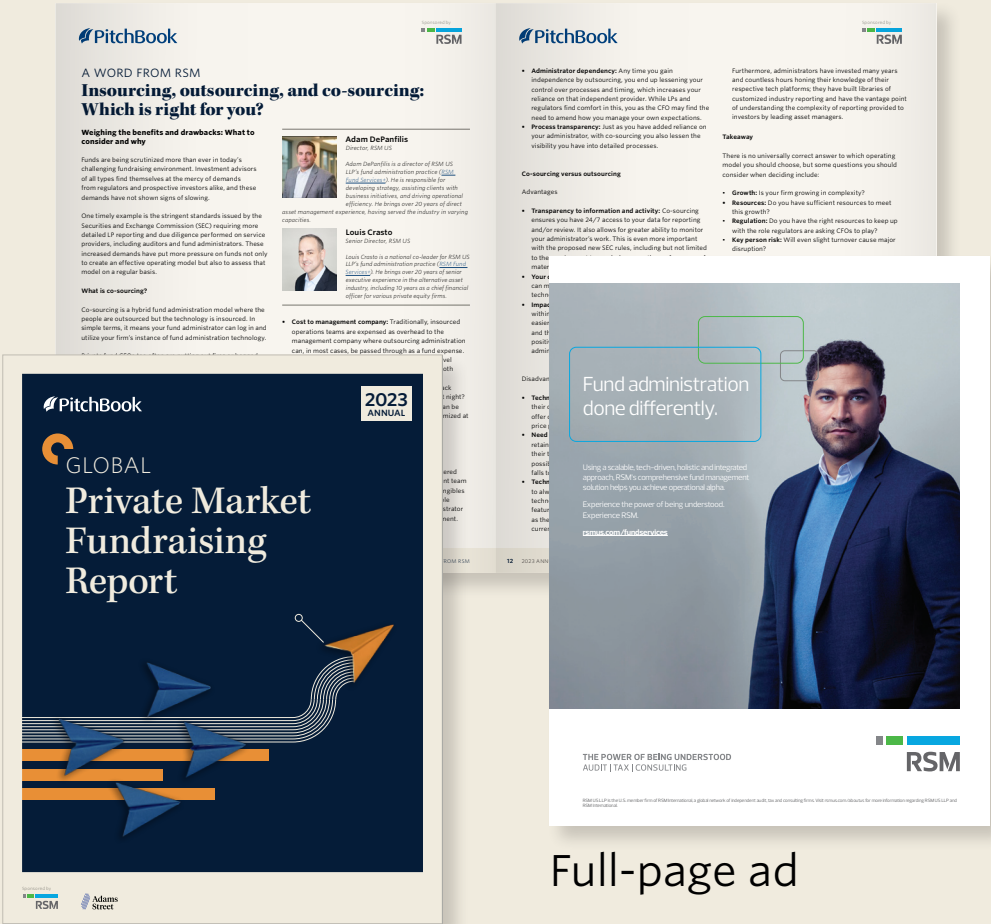


Regional



Additional Asset  
Class Coverage

Two-page Q&A or spotlight



Logo on report cover

Full-page ad

VIEW SPECIFICATIONS



ASSET CLASS REPORTS

Editorial Calendar

VENTURE CAPITAL

Report name	Run date	Average downloads
All In: Female Founders in the VC Ecosystem (US)	Mar 6	4,580
US VC Valuations Report	Feb 6, May 8, Aug 7, Nov 6	10,165
NVCA Venture Monitor	Jan 9, Apr 10, Jul 10, Oct 9	14,105
All In: Female Founders in the VC Ecosystem (EU)	Mar 6	2,390
European VC Valuations Report	Feb 19, May 14, Aug 20, Nov 19	3,300
European Venture Report	Jan 16, Apr 15, Jul 17, Oct 16	5,700

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

PRIVATE EQUITY AND M&A

Report name	Run date	Average downloads
US PE Middle Market Report	Mar 14, Jun 13, Sep 15, Dec 12	6,028
US PE Breakdown	Jan 8, Apr 9, Jul 9, Oct 8	11,580
European PE Breakdown	Jan 14, Apr 15, Jul 15, Oct 14	4,143
Global M&A Report	Jan 22, Apr 23, Jul 23, Oct 22	8,355
Global Private Debt Report	Mar 20, Sep 23	8,501



ASSET CLASS REPORTS

Editorial Calendar

REGIONAL

Report name	Run date	Average downloads
Nordic Private Capital Breakdown	Mar 7	1,800
France Private Capital Breakdown	May 27	1,300
UK Private Capital Breakdown	Sep 4	1,475
DACH Private Capital Breakdown	Dec 5	2,230
MENA Private Capital Breakdown	Mar 12, Sep 11	3,235
Southeast Asia Private Capital Report	Mar 12	3,482
Australia/New Zealand Private Capital Report	Jun 5	2,727
Greater China VC Report	Sep 17	4,480
Japan Private Capital Report	Dec 4	3,250

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

ADDITIONAL ASSET CLASS

Report name	Run date	Average downloads
Global Private Market Fundraising Report	Mar 5, May 21, Sep 9, Dec 2	9,582
Global Real Assets Report	Jun 17, Dec 9	2,970
Global Real Estate Report	Mar 18, Sep 25	3,518
Sustainable Investment Survey	Sep	7,315



# WHITE LABEL Custom Research Reports

Utilize PitchBook's extensive data, expert analyst insights and skilled design teams to craft a bespoke white label report tailored to your audience.

## OUR TEAM IS YOUR TEAM

Assigned to your custom report:



ACCOUNT MANAGER



PROJECT MANAGER



RESEARCH ANALYST



DATA ANALYST



EDITOR



DESIGNER



## Branded datagraphics



## Custom designs

## Market analysis

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