



2023 Media Kit



Why advertise with Private Equity Professional?

Here are five simple reasons:

- **Tested:** We have been private equity's news leader since 2007.
- **Trusted:** In a September 2022 survey more than 98% of respondents consider us to be one of the top trade magazines serving the private equity industry.
- **Targeted:** Our readership of more than 31,000 private equity professionals are your customers and your potential customers.
- **Diligent:** Each day, each week and each month, *Private Equity Professional* provides feature articles and reports on new funds, acquisitions and exits, senior and mezzanine financings, and the latest news on the movers and shakers in private equity.
- **Diversified:** We have a suite of six media products to reach our readers: *Private Equity Professional* website; *Morning Coffee* newsletter; *After Hours* newsletter; *The Week in Review* newsletter, *PEP Webinars*, and the annual *Carried Interest & Compensation Survey*.



Our Six Media Products

Product	Print	Online	Digital Newsletter	PDF Download
Private Equity Professional website		■		
Morning Coffee			■	
After Hours			■	
The Week in Review			■	
PEP Webinars		■		
Carried Interest & Compensation Survey	■	■		■

- **Private Equity Professional's website** is updated daily and averages more than 185,000 page views a month. The majority of the site's visitors are senior members of their private equity firms.
- **Morning Coffee** is a daily digital newsletter that reports on the top private equity news and transaction stories of the day. *Morning Coffee* is sent to more than 31,000 private equity professionals.
- **After Hours** is *Morning Coffee's* evening counterpart and is sent to more than 30,000 private equity professionals.
- **The Week in Review** is a digital newsletter that reports on our most read articles of the past week. It is sent to more than 30,000 private equity professionals each Sunday morning.
- **PEP Webinars** are a series of 75-minute online events hosted and supported by *Private Equity Professional*. Our webinar content is developed to establish thought leadership identity for the sponsor, to generate qualified sales leads, and to maximize the educational value of the webinar.
- **The Carried Interest & Compensation Survey** is now in its fifteenth year and is a leading source of information on compensation amounts and trends in the private equity industry.



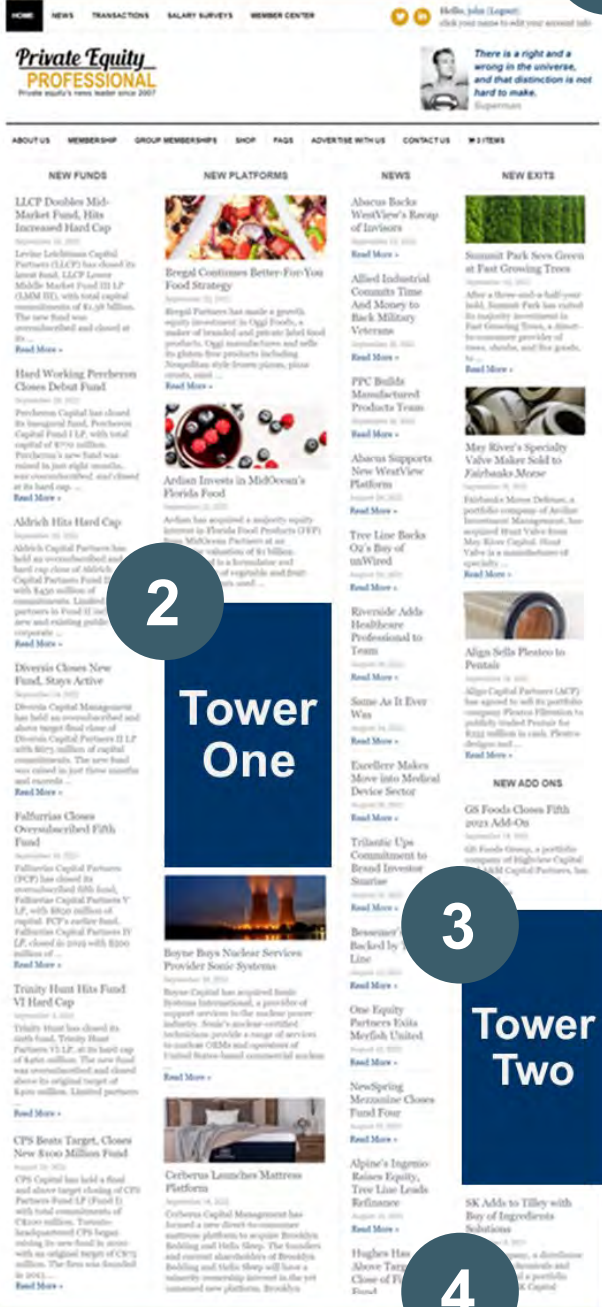
Private Equity PROFESSIONAL

Private Equity Professional Website Takeover

Home Page

Top Banner

1



2

Tower One

3

Tower Two

4

Lower Banner

Private Equity Professional Website Takeover Monthly Net Advertising Rates Effective November 1, 2022

Ad Position	Ad #	CPM	Monthly Views (000's)	Monthly Net Ad Cost
Impact Spread		\$18	185	\$10,000
Top Banner	1			Included
Tower One	2			Included
Tower Two	3			Included
Tower Three	4			Included
Lower Banner	5			Included

Inner Page

Top Banner



5

Tower Three

Lower Banner

Impact Spread Advantages

All ad positions within the **Website Takeover** product are sold as one unit to provide a website-wide impact advertising spread.

These multiple ad positions provide maximum design options to promote strong branding messages.



Morning Coffee

Morning Coffee is a digital newsletter that reports on the top private equity news and transaction stories of the day. *Morning Coffee* is sent out 10x to 12x each month to more than 31,000 private equity professionals and is opened and read more than 112,000 times.

Morning Coffee
Digital Newsletter
Monthly Net Advertising Rates
Effective November 1, 2022

Ad Position	CPM	Monthly Views (000's)	Monthly Net Ad Cost
Top Banner	\$71	112	\$8,000
Letter Banner	63	112	7,000
Signature Banner	63	112	7,000
Today's Article Banner	58	112	6,500
Popular Article Native Ad	45	112	5,000
Popular Article Banner	45	112	5,000
Popular Article Lower Banner	40	112	4,500
Today's Great Quote Tower	36	112	4,000

Frequency Discounts for *Morning Coffee*

Frequency	3x	6x	9x	12x
Percent discount	5.0%	7.5%	10.0%	12.5%

For an example of our *Morning Coffee* newsletter click [HERE](#) or visit our website at www.peprofessional.com and go to the "Advertise with Us" page.





After Hours

After Hours is *Morning Coffee's* evening counterpart and is sent out 12x to 15x each month to more than 31,000 private equity professionals and is read and opened more than 108,000 times.

After Hours
Digital Newsletter
Monthly Net Advertising Rates
Effective November 1, 2022

Ad Position	CPM	Monthly Views (000's)	Monthly Net Ad Cost
Top Banner	\$74	108	\$8,000
Tonight's Article Banner	65	108	7,000
Popular Article Banner	56	108	6,000
Popular Article Native Ad	46	108	5,000
Popular Article Lower Banner	42	108	4,500
Today's Great Quote Tower	28	108	3,000

Frequency Discounts for *After Hours*

Frequency	3x	6x	9x	12x
Percent discount	5.0%	7.5%	10.0%	12.5%

For an example of our *After Hours* newsletter click [HERE](#) or visit our website at www.peprofessional.com and go to the "Advertise with Us" page.



The Week in Review

The Week in Review

The Week in Review is a digital newsletter that reports on our most read articles of the past week. It is sent to more than 31,000 private equity professionals each Sunday morning at 9:00 AM CST.

- *The Week in Review* is sold to one advertiser per month.
- All ad positions are sold as one unit to provide a newsletter-wide impact advertising spread.
- Multiple ad positions provide maximum design options to promote strong branding messages.

The Week in Review
Weekly Digital Newsletter
Monthly Net Advertising Rates
Effective November 1, 2022

Ad Position	CPM	Monthly Views (000's)	Monthly Net Ad Cost
Impact Advertising Spread	\$205	39	\$8,000
Top Banner			Included
Box One			Included
Box Two			Included
Base Banner			Included

Frequency Discounts for <i>After Hours</i>				
Frequency	3x	6x	9x	12x
Percent discount	5.0%	7.5%	10.0%	12.5%

For an example of *The Week in Review* newsletter click [HERE](#) or visit our website at www.peprofessional.com and go to the “Advertise with Us” page.



PEP Webinars



Webinar Details and Pricing

- Turnkey Services: Our 2023 series of webinars are hosted and supported by *Private Equity Professional*.
- Effective Content: Webinar content is developed by *Private Equity Professional* to establish thought leadership identity for the sponsor, to generate qualified sales leads, and to maximize the educational value of the webinar. Webinars run for 60 minutes with an additional 15 minutes available for questions and answers.
- Targeted Marketing: We actively market your webinar to our database of more than 31,000 private equity professionals to generate high webinar attendance. Sponsor's branding is incorporated into all marketing materials.
- Qualified Data: To register for a webinar, attendees must provide complete contact information. This list is populated by targeted leads who are qualified and interested in your products and services. All attendee data is provided to the sponsor and can be used as a marketing and sales generation tool after the webinar.
- Speakerships: Sponsors are provided with one of four speaker slots per webinar.
- Pricing: Please contact [John McNulty](#), publisher of *Private Equity Professional*, for detailed pricing information.



Dimensions For All PEP Advertising Positions

PEP Website Ad Dimensions

Ad Position	Ad #	Width	Height
Top Banner	1	1100px	110px
Tower One	2	400px	600px
Tower Two	3	350px	525px
Tower Three	4	400px	600px
Lower Banner	5	1100px	110px

Morning Coffee Ad Dimensions

Ad Position	Width	Height
Top Banner	600px	250px
Letter Banner	550px	250px
Signature Banner	600px	250px
Today's Article Banner	500px	425px
Native Ad Logo	260px	130px
Native Ad Text	500 character limit	
Popular Article Banner	600px	250px
Popular Article Lower Banner	600px	250px
Today's Great Quote Tower	225px	375px

The Week in Review Ad Dimensions

Ad Position	Width	Height
Top Banner	600px	250px
Box One	500px	425px
Box Two	500px	425px
Base Banner	600px	250px

After Hours Ad Dimensions

Ad Position	Width	Height
Top Banner	600px	250px
Tonight's Article Banner	600px	250px
Native Ad Text	300 character limit	
Popular Article Banner	600px	250px
Popular Article Lower Banner	600px	250px
Today's Great Quote Tower	225px	375px



Readership

Readership Distribution By Business Type As of September 2022		
Firm Type	Readership	Percent
Private equity	24,888	79.6%
Investment bank	2,683	8.6%
Senior debt provider	1,258	4.0%
Subordinated debt provider	874	2.8%
Business intermediary	451	1.4%
Accounting firm	247	0.8%
Law firm	357	1.1%
Consulting firm	465	1.5%
High net worth individual	51	0.2%
Total	31,274	100.0%

Readership Distribution - Private Equity Firms By Size of Most Recent Fund Estimated as of September 2022		
Most Recent Fund	Readership	Percent
Independent Sponsor	2,240	9.0%
Less than \$100 Million	2,987	12.0%
\$100 to \$250 Million	5,724	23.0%
\$250 to \$500 Million	7,466	30.0%
\$500 to \$750 Million	1,493	6.0%
\$750 to \$1 Billion	2,240	9.0%
More than \$1 Billion	2,738	11.0%
Total	24,888	100.0%



Readership

Readership Distribution By Title As of September 2022	
Firm Type	Percent
Senior Partner	24.0%
Partner	20.4%
Managing Director	19.1%
Director	3.3%
Managing Principal	0.7%
Principal	7.9%
Vice President	8.0%
Senior Associate	2.1%
Associate	6.3%
Senior Analyst	0.3%
Analyst	1.1%
Chief Financial Officer	3.3%
Chief Technology Officer	0.1%
Chief Marketing Officer	0.1%
Chief Operating Officer	1.0%
Chief Investment Officer	0.6%
Controller	0.3%
Other	1.4%
Total	100.0%



Contact Information

If you wish to advertise in *Private Equity Professional* or in any of our digital newsletters – *Morning Coffee*, *After Hours*, or *The Week in Review* – or sponsor a PEP Webinar please contact:

John McNulty
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Private Equity Professional
847-868-8807 (office direct)
Email: John@peprofessional.com

Mailing Address:
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c/o Sun Business Media
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Evanston, Illinois 60204

