



2021 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 2020 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 25,000 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*.



Private Equity PROFESSIONAL

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 24,000 page views a month. The majority of the site's visitors are senior members of their private equity firms.
- **Morning Coffee** is a digital newsletter that reports on the top private equity news and transaction stories of the day. *Morning Coffee* is sent to more than 25,000 private equity professionals each business day.
- **After Hours** is *Morning Coffee's* evening counterpart and is sent to more than 25,000 private equity professionals each business evening at 9:00 PM CST.
- **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 25,000 private equity professionals each Sunday morning at 9:00 AM CST.
- **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 thirteenth 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

Top Banner

Private Equity PROFESSIONAL
Private equity's news leader since 2007

HOME NEWS TRANSACTIONS SALARY SURVEYS CLASSIFIED ADS

ABOUT US MEMBER CENTER MEMBERSHIP GROUP MEMBERSHIPS SHOP FAQ'S ADVERTISE CONTACT US

News

New State Closes Institutional Fund
New State Capital Partners has closed its first institutional investment fund, New State Capital Partners Fund, LP, with \$131 million in committed capital. Investors include pension funds, foundations, and family offices. With the closing, New State now has over \$770 million of assets under management. New State invests from \$10 million to \$40 million of...

October 6, 2016 - [Read More](#)

NXT Closes Up Latest Fund
NXT Capital has held a final closing of NXT Capital Senior Loan Fund IV, LP, with approximately \$112 million of equity commitments. The new fund received commitments primarily from US and international institutional investors including public and private pension plans, insurance companies and foundations. When coupled with targeted leverage, the new fund will have more...

October 6, 2016 - [Read More](#)

PHC Backs Stratam Capital
PHC Bank Canada has completed a \$117 million financing for Stratam Capital, a portfolio company of Stratam Capital and a provider of customer communications management software to the financial services industry. The PHC financing included a \$11.5 million senior secured revolver with a \$115.2 million senior secured term loan. The company will use the funds to refinance existing debt...

October 6, 2016 - [Read More](#)

TCF Backs Merger of Thymes and DPM Fragrance
Thymes, a portfolio company of Cantania Partners, RCP Advisors, Stamford Capital and Northstar Capital, has acquired DPM Fragrance. TCF Capital Funding provided secured financing to support the merger of the two companies which have been named CURIO, a new platform in the bath, body, and home fragrance market. Cantania Partners and its co-investors acquired Thymes from Stone-Gulf...

October 6, 2016 - [Read More](#)

New Head of Business Development at Murray Devine
Valuation advisory firm Murray Devine has hired Robert Tribuna as a new Managing Director and Head of Business Development. Mr. Tribuna will be responsible for developing, executing and managing sales strategies, including in private equity and venture capital firms, debt and hedge funds, banks and corporations. Mr. Tribuna joins Murray Devine after spending ten years...

September 26, 2016 - [Read More](#)

Summit Park Buys Parker Group
Tennessee Industrial Electronics, a portfolio company of Summit Park, has acquired The Parker Group of Companies. Summit Park acquired Tennessee Industrial Electronics in September 2014. The Parker Group of Companies (PGC) provides repair services for printed circuit boards, power supplies, welding controls, CNC controls, robotics, elevator controls and other products. PGC's customers are...

October 5, 2016 - [Read More](#)

Webster Sells Jan-Pro to Incline Equity
Webster Capital has sold Jan-Pro, a franchise-based commercial cleaning system, to Incline Equity Partners. Jan-Pro was acquired by Webster Capital in September 2008 from J. H. Whitney & Co. Jan-Pro's franchise network is comprised of master franchisees with exclusive geographic markets who support independently owned unit franchisees that perform cleaning services for its customers. Jan-Pro's...

October 5, 2016 - [Read More](#)

DFW Invests in LRI
DFW Capital Partners has made an investment in LRI Energy Solutions (LRI), a provider of engineering services to energy and other efficiency projects. LRI services include design, engineering, project management, analysis and monitoring for energy efficiency projects primarily in the Federal and MUSH (Municipalities, Universities, Schools and Hospitals) markets. Since its founding in 1993, LRI...

October 5, 2016 - [Read More](#)

New Funds

New State Closes Institutional Fund
New State Capital Partners has closed its first institutional...

NXT Closes Up Latest Fund
NXT Capital has held a final closing of NXT...

FTV Closes Fund V
FTV Capital has held a final closing of its...

Riverside Closes Latest Fund
The Riverside Company has completed fundraising for Riverside Micro-Cap...

Breakaway Beats Target, Closes Fund II at Hard Cap
Los Angeles-based lender Breakaway Capital Partners has closed Breakaway...

Align's First Fund Hits Hardcap
Align Capital Partners has held a first and final...

Envoy Management Launched in New York
Envoy Capital Management, a new investment firm focused on...

SPC Closes Oversubscribed Sixth Fund
Seawater Pace Capital has closed SPC Partners VI, LP...

Right
Top
Tower

Private Equity Professional Website

Monthly Net Advertising Rates Effective November 1, 2020

Ad Position	CPM	Monthly Views (000's)	Monthly Net Ad Cost
Top Banner	\$125	24	\$3,000
Right Top Tower	83	24	2,000
News Article Box	83	24	2,000

Frequency Discounts for Website

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

Private Equity PROFESSIONAL

Private equity's news leader since 2007

HOME NEWS TRANSACTIONS SALARY SURVEYS MONTHLY MAGAZINE

ABOUT US MEMBER CENTER MEMBERSHIP GROUP MEMBERSHIPS SHOP FAQ'S ADVERTISE CONTACT US

Blue Sage Buys Magnum

MAGNUM SYSTEMS Blue Sage Capital has acquired Magnum Systems, a designer and manufacturer of equipment used in the handling and packaging of dry bulk materials. Blue Sage purchased the company from Gen Cap America which acquired the company in March 2012.

Magnum specializes in equipment that is designed to handle free-flowing materials that are difficult to package or convey such as grain, seeds, cereals, sugar, flour, plastic pellets, plastic powder, sand, cement, fertilizers, and granulate chemicals. The company has an internal sales team and sells its products under the Smoot (material handling) and Taylor Products (packaging) brand names. Magnum has a base of approximately 10,000 customers that operate in the food, agriculture, chemical, industrial minerals, and plastics sectors. Magnum, led by CEO Travis Wallace, is headquartered in Kansas City with an additional manufacturing facility in Parsons, KS (www.magnumsystems.com).



News Article Box

This weeks popular articles

October 2016 In the October 2016 issue of *Private Equity Professional*, Graham Oldroyd writes on practical ways to achieve operational improvements in your portfolio companies. This feature ...
posted on October 11, 2016

Blue Sage Buys Magnum Blue Sage Capital has acquired Magnum Systems, a designer and manufacturer of equipment used in the handling and packaging of dry bulk materials. Blue Sage ...
posted on October 12, 2016

EQT Closes First US-dedicated Fund EQT's first US-dedicated fund, EQT Mid Market US, has held a final closing with commitments of \$726 million. Investors in the new fund include ...
posted on October 12, 2016

"Magnum management and shareholders have built a solid business with a long track record of market leadership in the pneumatic material handling and packaging industries," said Peter Huff, Co-Founder and Managing Member of Blue Sage. "We are delighted to partner with Travis Wallace and his team as we work together to accelerate the growth initiatives at the company."



Blue Sage Capital specializes in growth, recapitalization and buyout financings of smaller middle-market companies based in Texas and the Southwest. Most of Blue Sage's investments are in established, profitable companies with \$20 million to \$100 million of revenue and \$3 million to \$12 million of EBITDA. Blue Sage invests in a variety of industries, with each initial investment in a company ranging from \$10 million to \$15 million. The firm is based in Austin, TX (www.bluesage.com).

"The Magnum management team is thrilled to partner with Blue Sage as we seek to lead the company into its next stage of growth," said Mr. Wallace. "The Magnum brand is highly respected in the industry and with the resources and skill set Blue Sage can bring to bear, we believe the company is well-positioned for the future."

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[Print](#)



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 to more than 25,000 private equity professionals each business day.

Morning Coffee Digital Newsletter Monthly Net Advertising Rates Effective November 1, 2020

Ad Position	CPM	Monthly Views (000's)	Monthly Net Ad Cost
Top Banner	\$55	110	\$6,000
Letter Banner	50	110	5,500
Signature Banner	50	110	5,500
Article Box	45	110	5,000
Popular Article Native Ad	36	110	4,000
Popular Article Banner	36	110	4,000
Popular Article Lower Banner	32	110	3,500
Quote of the Day Banner	27	110	3,000

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 to more than 25,000 private equity professionals each business evening at 9:00 PM CST.

After Hours Digital Newsletter Monthly Net Advertising Rates Effective November 1, 2020

Ad Position	CPM	Monthly Views (000's)	Monthly Net Ad Cost
Top Banner	\$55	110	\$6,000
Article Banner	50	110	5,500
Popular Article Banner	41	110	4,500
Popular Article Native Ad	36	110	4,000
Popular Article Lower Banner	32	110	3,500
Footer Banner	23	110	2,500

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 25,000 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 Nightly Digital Newsletter Monthly Net Advertising Rates Effective November 1, 2019

Ad Position	CPM	Monthly Views (000's)	Monthly Net Ad Cost
Impact Advertising Spread	\$250	20	\$5,000
Top Banner			Included
Article Box One			Included
Article Box Two			Included
Footer Banner			Included

Frequency Discounts for *After Hours*

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 2021 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 25,000 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

Morning Coffee Ad Dimensions

Ad Position	Width	Height
Top Banner	600px	250px
Letter Banner	550px	250px
Signature Banner	600px	250px
Article Box	500px	425px
Popular Article Banner	600px	250px
Popular Article Lower Banner	600px	250px
Quote of the Day Banner	550px	250px

After Hours Ad Dimensions

Ad Position	Width	Height
Top Banner	600px	250px
Article Banner	600px	250px
Popular Article Banner	600px	250px
Popular Article Lower Banner	600px	250px
Footer Banner	600px	250px

PEP Website Ad Dimensions

Ad Position	Width	Height
Top Banner	1100px	110px
Right Top Tower	125px	600px
News Article Box	300px	250px

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



Readership

Readership Distribution By Business Type As of September 2020		
Firm Type	Readership	Percent
Private equity firm	19,584	76.2%
Investment bank	1,850	7.2%
Senior debt provider	1,311	5.1%
Subordinated debt provider	771	3.0%
Business intermediary	643	2.5%
Accounting firm	514	2.0%
Law firm	512	2.0%
Consulting firm	465	1.8%
High net worth individual	51	0.2%
Total	25,701	100.0%

Readership Distribution - Private Equity Firms By Size of Most Recent Fund Raised Estimated as of September 2020		
Size of Private Equity Firm	Readership	Percent
Independent Sponsor	1,567	8.0%
Less than \$100 Million	2,154	11.0%
\$100 to \$250 Million	4,700	24.0%
\$250 to \$500 Million	6,071	31.0%
\$500 to \$750 Million	1,371	7.0%
\$750 to \$1 Billion	1,567	8.0%
More than \$ 1 Billion	2,154	11.0%
Total	19,584	100.0%



Readership

Readership Distribution By Title As of September 2020	
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:

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

Mailing Address:
Private Equity Professional
c/o Sun Business Media
P.O. Box 6610
Evanston, IL 60204

