

DOW JONES

2016 MEDIA GUIDE

DAILY BANKRUPTCY REVIEW GUIDE TO THE
SECONDARY MARKET LBO WIRE PRIVATE
EQUITY ANALYST PRIVATE EQUITY ANALYST
WEEKLY **PRIVATE EQUITY NEWS** VENTUREWIRE
PRIVATE EQUITY ANALYST WEEKLY LBO WIRE
PRIVATE EQUITY NEWS VENTUREWIRE GUIDE
TO THE SECONDARY MARKET PRIVATE EQUITY
ANALYST **DAILY BANKRUPTCY REVIEW** LBO
WIRE PRIVATE EQUITY NEWS PRIVATE EQUITY
ANALYST WEEKLY GUIDE TO THE SECONDARY
MARKET DAILY BANKRUPTCY REVIEW LBO
WIRE **PRIVATE EQUITY ANALYST** VENTUREWIRE
GUIDE TO THE SECONDARY MARKET DAILY
BANKRUPTCY REVIEW VENTUREWIRE PRIVATE
EQUITY ANALYST WEEKLY PRIVATE EQUITY
ANALYST LBO WIRE PRIVATE EQUITY NEWS
DAILY BANKRUPTCY REVIEW GUIDE TO THE
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LBO WIRE **VENTUREWIRE** PRIVATE EQUITY
NEWS PRIVATE EQUITY ANALYST GUIDE TO
THE SECONDARY MARKET PRIVATE EQUITY
ANALYST DAILY BANKRUPTCY REVIEW LBO

Why Partner with Dow Jones?

CONTENTS

The Benefits of Advertising

Private Equity & Venture Capital..... 3
 Bankruptcy & Debt..... 4

Products

Private Equity Analyst 5
 Private Equity Analyst Weekly..... 9
 Guide to the Secondary Market..... 10
 Private Equity News 11
 LBO Wire 13
 VentureWire 14
 Daily Bankruptcy Review 15
 Online News Portal & Blogs 16

Rate Cards & Ad Specifications

Rate Card 17
 Ad Requirements 18
 Print Ad Specifications 19
 Electronic Ad Specifications 20

DID YOU KNOW?

Assets Under Management

More than \$7 trillion in assets world-wide are managed by PEA subscribers.

Fundraising

Of the global PE/VC funds raised since 2007, PEA subscribers have raised, collectively, more than \$853 billion. Overall, these subscribers have raised nearly \$1.5 trillion for PE/VC funds.

Fund Commitments

LPs who subscribe to PEA have committed more than \$85 billion to PE/VC funds since 2007. Historically, these LP subscribers have committed more than \$210 billion.

Respected Brands that Deliver

When targeting prospects in the private equity, venture capital and bankruptcy and debt markets, you simply can't afford to make mistakes with your advertising and marketing.

Partner with the wrong brands and you'll lose credibility. But partner with Dow Jones and you'll improve your exposure, your reputation and your bottom line.

Awareness, Credibility & Respect

Dow Jones's advertising, sponsorship and custom media programs are designed to help your organization make deep and lasting inroads with the key decision-makers you need to reach...and always hoped to reach.

No matter your industry, focus or region, you will reach a broader and more influential market.

Have Questions? We Can Help.

James Lindquist, Major Accounts Manager
 +1 415-439-6665 | james.lindquist@dowjones.com

Joseph Koskuba, Senior Account Manager
 +1 212-416-3879 | joseph.koskuba@dowjones.com

Available Online

The 2016 Media Kit is available online for quick reference on the go!

<http://new.dowjones.com/products/private-equity>

Product	Print	E-Newsletter	PDF (emailed)	Website Download
FOR FUNDRAISERS				
Private Equity Analyst	✓	✓		✓
Private Equity News	✓	✓		✓
PEA Special Reports (by topic)	✓		✓	✓
Guide to the Secondary Market	✓		✓	✓
FOR DEAL MAKERS				
Private Equity Analyst	✓	✓		
Private Equity News	✓	✓		✓
LBO Wire		✓		✓
VentureWire		✓		✓
Venture Capital Alert		✓		✓
FOR BANKRUPTCY & DEBT				
Daily Bankruptcy Review		✓	✓	✓

The Benefits of Advertising Private Equity & Venture Capital

ADVERTISE IN:

Online

Our PE/VC news portal and free Private Equity Beat and Venture Capital Dispatch blogs on the WSJ network are among the most popular destinations for subscribers and general readers following private equity and venture capital. For more information see page 21.

Newsletters

Read by thousands of investors, fund managers, advisers and executives, our daily and weekly e-newsletters are the thumb on the pulse of the industry and are highly regarded for their editorial integrity, accurate reporting and in-depth trend analysis.

Daily Updates

Our email updates deliver breaking news on companies, their investors and executives. The daily VentureSource update informs subscribers about new additions to the database.

Special Reports

The editors of *Private Equity Analyst*, *LBO Wire* and *VentureWire* publish popular reports investigating the industry's most notable and timely topics.

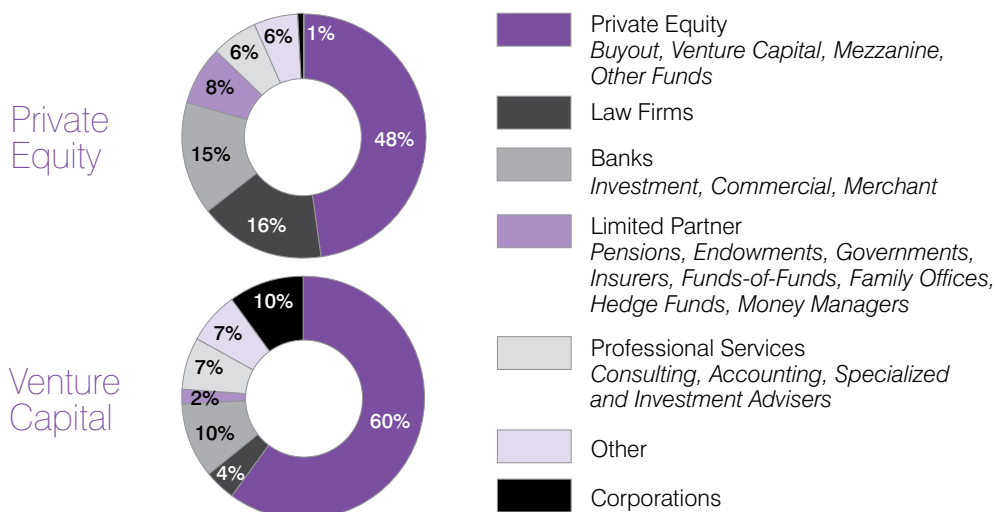
Dow Jones's private equity and venture capital publications are outstanding vehicles for improving brand awareness, solidifying your reputation and expanding your market share both at home and abroad. Dow Jones publications stand out in today's crowded market as beacons of unbiased, thorough and accurate reporting. Aligning your brand with such trusted content clearly positions your business as a leader in the private equity and venture capital markets.

Investors – Whether you're raising a fund, closing a deal or promoting your firm, Dow Jones's private equity and venture capital publications are perfect for highlighting your successes and unique expertise.

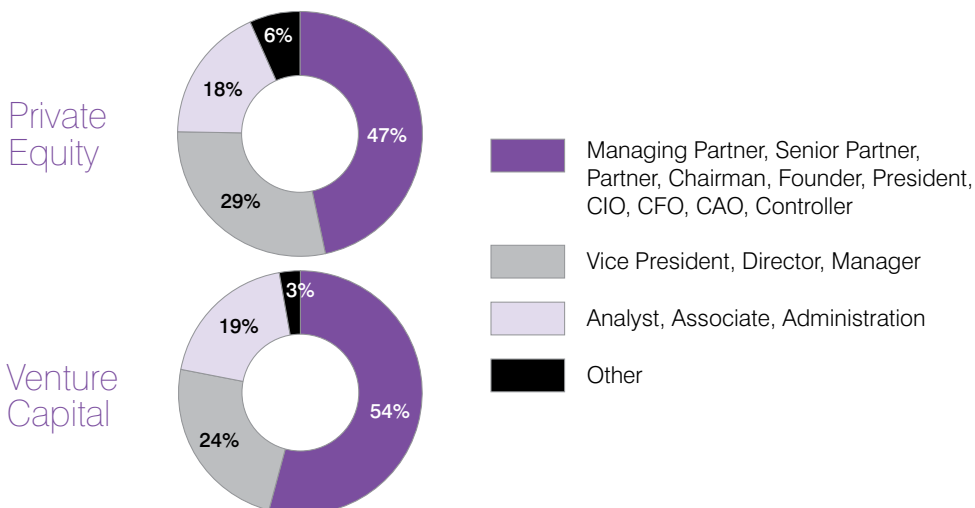
Service Providers – Showcase your expertise, enhance customer loyalty and solidify your track record as a premium provider with high-impact advertising programs.

Our Audience, Your Customers

BY JOB ROLES



BY FIRM TYPE



HAVE QUESTIONS? WE CAN HELP.

James Lindquist

Major Accounts Manager,
Private Equity & Venture Capital,
Bankruptcy & Debt
+1 415-439-6665
james.lindquist@dowjones.com

Joseph Koskuba

Senior Account Manager,
Private Equity & Venture Capital,
Bankruptcy & Debt
+1 212-416-3879
joseph.koskuba@dowjones.com

The Benefits of Advertising Bankruptcy & Debt

ADVERTISE IN:

Email Newsletters

Delivered at 5 a.m. ET each business day, our award-winning Daily Bankruptcy Review newsletters provide targeted news and insight to jumpstart ideas and deal-making among thousands of bankruptcy and debt professionals.

Online

Our online news portal and archive is also a hot destination for subscribers who need to see the latest news or research past bankruptcy cases, industry trends, fees and more.

HAVE QUESTIONS? WE CAN HELP.

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Private Equity & Venture Capital,
Bankruptcy & Debt
+1 415-439-6665
james.lindquist@dowjones.com

Joseph Koskuba

Senior Account Manager,
Private Equity & Venture Capital,
Bankruptcy & Debt
+1 212-416-3879
joseph.koskuba@dowjones.com

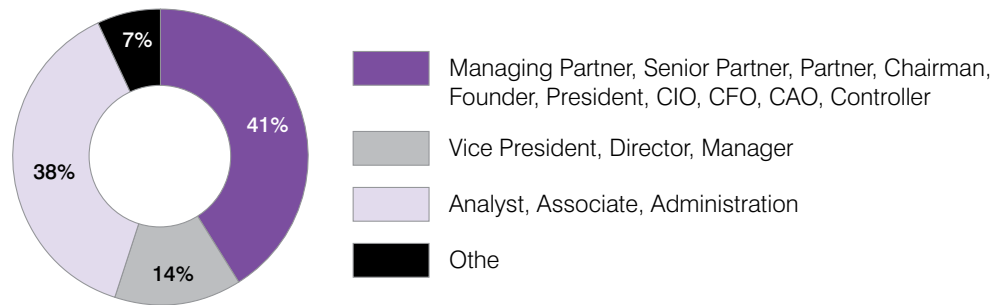
By partnering with Dow Jones's award-winning bankruptcy and debt publications, advertisers can solidify their reputation and attract new clients from leading law firms, turnaround firms, investment banks, hedge funds and specialized private equity firms.

Investors & Turnaround Firms – Whether you're raising capital, seeking deal opportunities or promoting your firm to new audiences, advertising with Dow Jones is the perfect way to showcase your expertise in the dynamic, competitive bankruptcy and debt market.

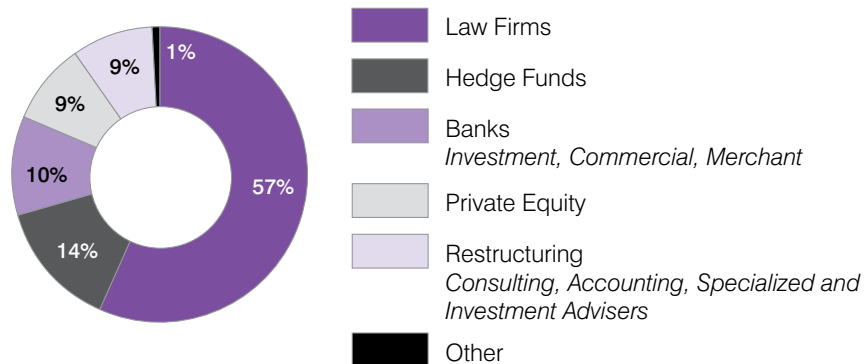
Service Providers & Law Firms – Build your reputation as a premium provider in the bankruptcy, debt and turnaround markets by aligning your firm with Dow Jones. Showcase your expertise, reputation and track record via our high-impact advertising programs.

Our Audience, Your Customers

BY JOB ROLES



BY FIRM TYPE



BY THE NUMBERS

Delivery
Print (monthly)
Email (weekly)

Annual Subscription
\$1,595

CIRCULATION PROFILE

Private Equity

LBO, VC, Mezzanine, Other

46%

Law Firms

22%

Banks

Investment, Commercial, Merchant

12%

Limited Partners

Pensions, Endowments,
 Governments, Insurers,
 Funds-of-Funds, Family Offices,
 Hedge Funds, Money Managers

10%

Professional Services

Consulting, Accounting, Advisers

5%

Other

5%

Corporations

1%

SUBSCRIBER PROFILE

Managing/Senior Partner,
 Founder, President, C-Level

46%

Vice President, Director,
 Manager

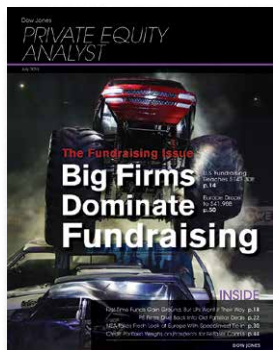
28%

Analyst, Associate

18%

Other

8%



Dow Jones Private Equity Analyst informs the decisions of top LPs, GPs and advisers world-wide with its forward-looking analysis of industry trends, and its deep focus on the critical issues in investor relationships, fundraising, regulation and other topics. It also carries a full roundup of funds in the market and profiles of major players and deals. With a new livelier format, including more photos and charts, PEA also offers more focus on international trends and firms, more in-depth features on buyout and VC deal trends, as well as a monthly editorial comment by one of our senior editors on a topical issue.

Why Advertise?

- Declared a "must read" for anyone in private equity by *Fortune* magazine
- Expanding coverage of and reach into European and emerging markets
- Monthly fundraising tallies and deal performance stats are renowned for accuracy, depth
- Bonus distribution to leading Dow Jones and *Wall Street Journal* conferences
- More than 70% of subscribers are director-level or above

Advertising Options

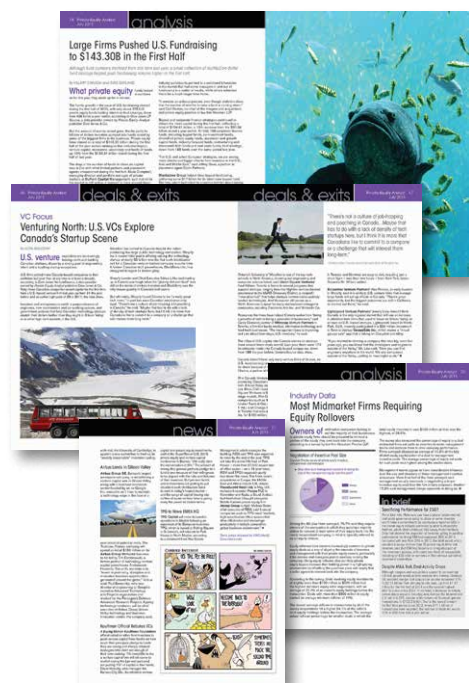
Online portal – continually updated with fresh articles, plus top picks from the features editor, a searchable archive, data library and more

Monthly print edition – slick, professional publication with popular feature stories, firm profiles, deal lists, IRR analysis and fund rankings

Weekly e-newsletter – roundups of the week's most critical private equity stories with links to the full articles online

Editorial special reports – readers get a deeper look into industry trends and hot topics with timely reports including the Private Equity Review & Outlook and the Secondary Guides

Private Equity Beat – hosted on the WSJ network, this blog is a popular draw for readers from inside and outside the industry



See *Private Equity Analyst* **Editorial Calendar** and **Dealines** on next page >

PRIVATE EQUITY ANALYST

Editorial calendar & Deadlines

	Editorial Content*	Insertions Due	Creative Due	Mails
JAN.	FUNDRAISING ISSUE <ul style="list-style-type: none"> • 2015 Fundraising Wrap: U.S. • 2015 Fund-Raising Wrap-Up: EU • Limited Partner Commitment Plans in 2016 • Future Fund Table: Funds Expected to Come to Market in 2016 PLUS: 2015 Deal Wrap Up 	12/22/15	12/29/15	1/14/16
FEB.	THE HEALTH-CARE ISSUE <ul style="list-style-type: none"> • Feature story on latest trends in private equity investing in health care • Ranking of Largest PE-backed Health-Care Deals 	1/13/16	1/20/16	2/4/16
MARCH	THE EMERGING MARKETS ISSUE <ul style="list-style-type: none"> • Feature story on trends in emerging markets fundraising and deal-making • Ranking of Largest Emerging Markets Funds/Deals 	2/10/16	2/17/16	3/3/16
APRIL	THE ENERGY ISSUE <ul style="list-style-type: none"> • Feature story on trends in private equity investing in the energy space • Ranking of the largest energy focused funds 	3/10/16	3/17/16	4/1/16
MAY	THE SECONDARY ISSUE <ul style="list-style-type: none"> • Results from Secondary Survey • League Table of Secondary Funds Raised, including Funds Still Open 	4/12/16	4/19/16	5/4/16
JUNE	THE SOURCES OF CAPITAL/LP ISSUE <ul style="list-style-type: none"> • Feature based on results from Sources of Capital survey 	5/11/16	5/18/16	6/2/16

*Subject to change

Continued on next page >

PRIVATE EQUITY ANALYST

Editorial calendar & Deadlines

	Editorial Content*	Insertions Due	Creative Due	Mails
JULY	MID-YEAR FUND-RAISING ISSUE <ul style="list-style-type: none"> • U.S. Mid-Year Fund-Raising Wrap-Up 2016 • European Mid-Year Fund-Raising Wrap-Up 2016 • Future Funds List for Second Half of 2016 	6/22/16	6/29/16	7/14/16
AUG.	TBD	7/14/16	7/21/16	7/5/16
SEPT.	THE DEBT ISSUE <ul style="list-style-type: none"> • Feature on the state of the debt markets and private debt investing • Ranking of largest private debt funds 	8/11/16	8/18/16	9/2/16
OCT.	TBD	9/9/16	9/16/16	10/3/16
NOV.	THE HUMAN CAPITAL ISSUE <ul style="list-style-type: none"> • Feature story on trends in succession management and hiring among private equity firms • Mini-Directory of Executive Recruiters 	10/12/16	10/19/16	11/3/16
DEC.	THE CONSUMER/RETAIL ISSUE <ul style="list-style-type: none"> • Feature looking at trends in pe consumer and retail investing • Rankings of largest retail/consumer deals in 2016 • Rankings of largest consumer focused pe funds raised in 2016 	11/8/16	11/14/16	12/1/16

*Subject to change

PRIVATE EQUITY ANALYST

Special Reports

SPONSORSHIP FEATURES

- Company logo on report cover
- Full-page ad placement (as available)
- Company logo on each right-hand page
- 50 reprints for your own use and distribution
- Contribute one-page article (optional; by approval)
- Year-round download on marketing website
- Additional promotion to other Dow Jones subscribers

Throughout the year, *Private Equity Analyst* editorial reports offer a more focused, deeper analysis of key trends and areas of interest within the asset class, from emerging investment areas to fund-raising trends and more.

Why Advertise?

- Ability to finely target your message by topic and market focus, including the secondary market.
- Available year-round as a free download from our marketing website
- Bonus distribution at leading Dow Jones and *Wall Street Journal* conferences

Got a great idea?

We can work with you to create a unique, focused special report that is not only informative but also highlights your firm's expertise in that area.



BY THE
NUMBERS

Delivery

Email

Publication

Weekly

Annual Subscription Rate

\$1,650

CIRCULATION PROFILE

Private Equity

Buyout, Venture Capital,
Mezzanine, Other Funds

46%

Law Firms

22%

Banks

Investment, Commercial, Merchant

12%

Limited Partners

Pensions, Endowments,
Governments, Insurers,
Funds-of-Funds, Family Offices,
Hedge Funds, Money Managers

10%

Professional Services

Consulting, Accounting, Specialized
and Investment Advisers

5%

Other

5%

Corporations

1%

SUBSCRIBER PROFILE

Managing Partner, Senior
Partner, Partner, Chairman,
Founder, President, CIO, CFO,
CAO, Contoller

46%

Vice President, Director,
Manager

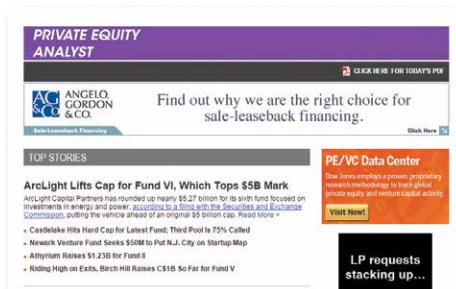
28%

Analyst, Associate,
Administration

18%

Other

8%



One of the most popular and widely read features of a *Private Equity Analyst* subscription is the weekly e-newsletter that is delivered to every subscriber's inbox. Now with PEA's greater focus on international trends and firms, as well as new in-depth features on buyout and VC deals and exit trends, it keeps our readers ahead of the market with:

Firm News – News of firms' fundraising efforts, including open and soon-to-open funds, recent deals, partnerships and other must-follow topics

LP Moves – The latest happenings at public pension funds, endowments, corporations, funds-of-funds and other LPs, including commitments, asset allocation changes and returns

People News – Updates on private equity professionals joining, leaving or moving into new positions throughout the industry

Plus a powerful subscriber-only Web portal with continuous news updates, editorial top picks, an extensive searchable news archive and handy data library of funds raised, rankings and other notable lists.



GUIDE TO THE SECONDARY MARKET*

BY THE NUMBERS

Delivery
Print/PDF (annual)

CIRCULATION PROFILE

Private Equity
LBO, VC, Mezzanine, Other
46%

Law Firms
22%

Banks
Investment, Commercial, Merchant
12%

Limited Partners
Pensions, Endowments,
Governments, Insurers,
Funds-of-Funds, Family Offices,
Hedge Funds, Money Managers
10%

Professional Services
Consulting, Accounting, Advisers
5%

Other
5%

Corporations
1%

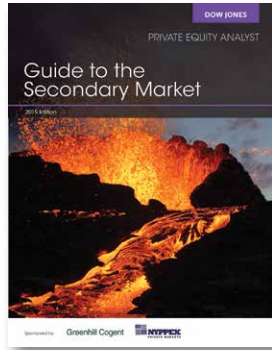
SUBSCRIBER PROFILE

Managing/Senior Partner,
Chairman, Founder, President,
C-Level
46%

Vice President, Director,
Manager
28%

Analyst, Associate
18%

Other
8%



Dow Jones Guide to the Secondary Market helps limited partners and general partners understand the trends at work in this vibrant market, with forward-looking analysis of what buyers and sellers are likely to be doing in the months ahead and what will influence deal values.

Why Advertise?

- 56% of buyers are private equity investors or fund managers
- 74% of buyers are director-level or above
- One of the hottest areas, with a record amount of interest (and money at stake) in the secondary market
- Global: The newest, biggest secondary players are foreign investors and the Secondary Guide serves as your introduction
- Distribution to *Private Equity Analyst* subscribers
- Also available year-round as a free download from our marketing website

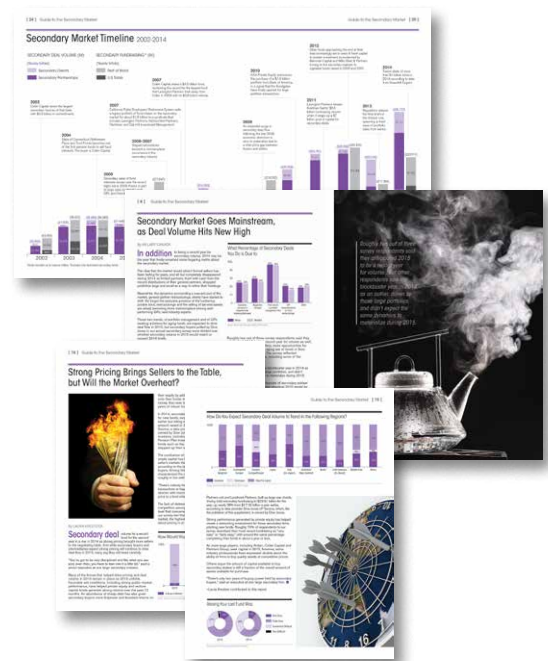
Advertising Options

Full report sponsorship – raise awareness of your firm and its expertise in the booming secondary market. Includes:

- Company logo on front cover
- Full-page premium cover ad
- Article contribution (optional; by approval)
- First right of renewal for the next edition

1-Page ad – tie your advertising message to relevant chapter content; placement on first-come, first-served basis

1-Page color ad and a full-page (800-word) article – provide a thought leadership piece to highlight your expertise



*Subject to change or cancellation

BY THE NUMBERS

Readership

6,523

Delivery

Print (weekly)**Email (daily)****Online**

Annual Subscription

\$1,650

CIRCULATION PROFILE

General Partner

34%

Limited Partner

25%

Service Providers

24%Portfolio Company Exec
Investment, Commercial,
Merchant**12%**

Other

5%

SUBSCRIBER PROFILE

Managing/Senior Partner,
Chairman, Founder, President,
C-Level**47%**Vice President, Director,
Manager**38%**

Analyst, Associate

8%

Other

7%

Dow Jones Private Equity News provides in-depth news and analysis of developments in Europe's private equity industry, with a keen focus on regional and international trends in fundraising, deals, debt and returns.

Why Advertise?

- 85% of subscribers are director-level or above
- 85% of subscribers are based in Europe (59% in U.K., 7% in Germany, 5% in France)

Advertising Options

Weekly print edition – Europe's most timely private equity publication delivers insight on key fundraising, deal and exit activity

Daily e-newsletter – roundup of editorially selected Top Stories

Supplements & reports – deep analysis of industry trends and hot topics, with quarterly trend reports, survey results, awards coverage and more

Advertise On Europe's Top Private Equity Website

PENews.com is the leading daily source of in-depth news on European private equity with more than 9,700 paying subscribers and more than 40,000 monthly visits.

- 85% of subscribers are director-level or above
- Average site visit is six minutes; average page view is two minutes
- www.penews.com generates more than 500,000 ad impressions a month

See *Private Equity News Special Feature Calendar* on next page >



DATE	SPECIAL FEATURE
January 4, 2016	Outlook Issue
March 7, 2016	Top Exits Study
March 14, 2016	Private Equity and Pensions
April 25, 2016	Rising Stars in Private Equity
July 4, 2016	FN100 Most Influential People in Finance List
August 1, 2016	Summer Reading
August 8, 2016	Women in Private Equity
August 29, 2016	No Issue
September 5, 2016	25 Most Influential Private Equity Investors List
October 10, 2016	Private Equity and Pensions
October 24, 2016	FN100 Most Influential Women in Finance List
December 19, 2016	Year-End Issue
December 26, 2016	No Issue

*Subject to change

BY THE NUMBERS

Readership

3,558

Delivery

Email

(daily with afternoon update)

Annual Subscription

\$1,450

CIRCULATION PROFILE

Private Equity

LBO, VC, Mezzanine, Other

57%

Banks

Investment, Commercial, Merchant

20%

Law Firms

16%

Limited Partners

Pensions, Endowments, Governments, Insurers, Funds-of-Funds, Family Offices, Hedge Funds, Money Managers

3%

Other

3%

Professional Services

Consulting, Accounting, Advisers

1%

SUBSCRIBER PROFILE

Managing/Senior Partner, Chairman, Founder, President, C-Level

53%

Vice President, Director, Manager

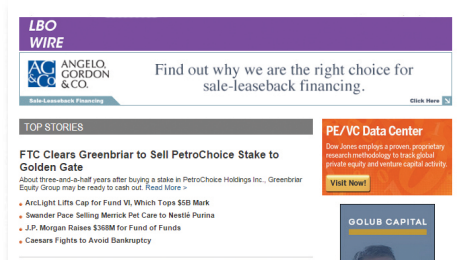
27%

Analyst, Associate

14%

Other

5%



Dow Jones LBO Wire provides professionals investing in or working with buyout funds with comprehensive coverage of the global buyout market – including exclusive insight on buyout funds, deals and exits not found anywhere else.

Why Advertise?

- Regular, daily contact with the most active, influential investors and fund managers
- High-value content: *LBO Wire* delivers comprehensive coverage of mid-market deals, including many exclusive details, as well as news about funds, exits, legal and regulatory changes, and more
- 80% of subscribers are director-level or above
- Twice a day, multiple impressions ensure your message sticks

Advertising Options

Online portal – continually updated with fresh articles, plus top picks from the features editor, a searchable archive, data library and more

Morning e-newsletter – comprehensive, global coverage of buyout market, with special focus on in-progress and closed deals

Afternoon update email – the very latest news on private-equity-backed companies, their investors and executives

Online portal – continually updated with fresh articles, plus top picks from the features editor, a searchable archive, data library and more

Editorial special reports – periodically, readers get a deeper look into industry trends and hot topics



BY THE NUMBERS

Readership

3,413

Delivery

Email

(daily with afternoon update)

Annual Subscription

\$1,150

CIRCULATION PROFILE

Private Equity

LBO, VC, Mezzanine, Other

64%

Banks

Investment, Commercial, Merchant

10%

Professional Services

Consulting, Accounting, Advisers

8%

Corporations

7%

Other

6%

Law Firms

5%

SUBSCRIBER PROFILE

Managing/Senior Partner,
Chairman, Founder, President,
C-Level

60%

Vice President, Director,
Manager

20%

Analyst, Associate

17%

Other

3%



The venture industry can be an echo chamber of rumors, inaccuracies and outright bias. Only *Dow Jones VentureWire* cuts through the noise and hype to deliver exclusive, accurate coverage of angel- and VC-backed companies and the firms that finance them.

Why Advertise?

- Over 80% of subscribers are director-level or above

Advertising Options

Online portal – continually updated with fresh articles, plus top picks from the features editor, a searchable archive, data library and more

Venture Capital Dispatch – hosted on the WSJ blog network, it's popular with readers from inside and outside the VC industry

Morning e-newsletters – accurate, in-depth journalism on what's really happening with angel- and venture-backed companies as well as the investors that back them

Afternoon update email – the very latest news on venture-backed companies and their investors and executives



BY THE NUMBERS

Readership

8,100

Delivery

Email (daily with an afternoon update)

Annual Subscription

\$4,800

CIRCULATION PROFILE

Law Firms

59%

Banks

Investment, Commercial, Merchant

10%

Restructuring

Consulting, Accounting, Advisers

11%

Private Equity

LBO, VC, Mezzanine, Other

9%

Hedge Funds

8%

Other

1%

SUBSCRIBER PROFILE

Analyst, Associate

40%

Managing/Senior Partner, Chairman, Founder, President, C-Level

40%

Vice President, Director, Manager

14%

Other

6%

Spot Trouble – And Opportunities – Ahead

Dow Jones Daily Bankruptcy Review is a must-read for senior executives at law firms, restructuring firms, investment banks, hedge funds and other financial firms seeking comprehensive coverage of bankruptcy and turnaround situations in the U.S. and around the world.

Why Advertise?

- Newsletter ads are linked and send subscribers directly to your website or landing page
- Named “Best Newsletter” by American Business Media, 2009, 2010 and 2011
- Provides thorough, exclusive coverage of troubled companies, from the first signs of distress through to the final phase of reorganization, as well as forward-looking analysis and insight
- Align with popular features like “Companies to Watch” which highlights companies at risk of bankruptcy; “Distress Watch,” which offers in-depth reporting on troubled firms; and “Beyond Bankruptcy,” which tracks companies that have recently emerged from bankruptcy

Advertising Options

Morning email newsletter – thorough coverage of the entire bankruptcy lifecycle, from the first signs of trouble all the way to the final stages of reorganization

Afternoon update email – the very latest news on emerging and in-progress bankruptcy cases and the companies involved

Online portal – continually updated with fresh articles, plus top picks from the features editor, a searchable archive, stats library and more



Online News Portal & Blogs

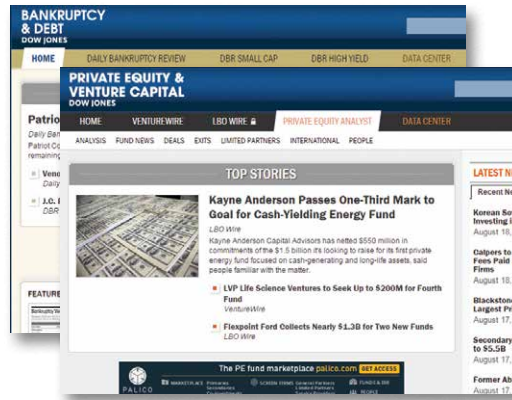
HAVE QUESTIONS?
WE CAN HELP.

James Lindquist

Major Accounts Manager,
Private Equity & Venture Capital,
Bankruptcy & Debt
+1 415-439-6665
james.lindquist@dowjones.com

Joseph Koskuba

Senior Account Manager,
Private Equity & Venture Capital,
Bankruptcy & Debt
+1 212-416-3879
joseph.koskuba@dowjones.com



Online portal

Subscriber-only web portal continually updates with fresh articles, plus top picks from the features editor, a searchable archive, data library and more (visit pevc.dowjones.com).

Blogs

Hosted on the WSJ network – Private Equity Beat, Venture Capital Dispatch and Bankruptcy Beat – the blogs are a popular draw for readers from inside and outside the industry.

Private Equity Beat

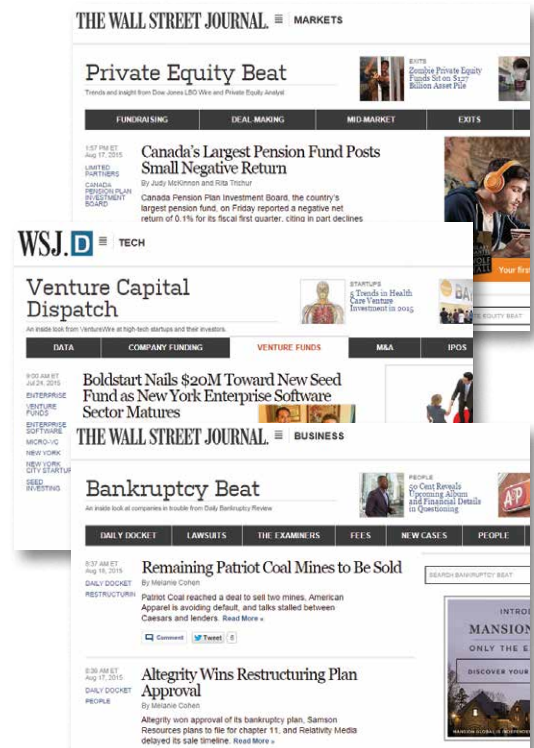
Averages more than 70,000 impressions a month

Venture Capital Dispatch

Averages more than 100,000 impressions a month

Bankruptcy Beat

Averages more than 80,000 impressions a month



Why Advertise?

Our new PE/VC online news portal and WSJ blogs are among the most popular destinations for subscribers and general readers following the private equity, venture capital and bankruptcy industry.

Contact one of our account reps to customize your advertising package!

▶ Private Equity Analyst

Color	1X	3X	6X	12X
Two-Page Spread	\$13,800	\$13,580	\$13,140	\$11,930
Full Page	\$7,180	\$7,020	\$6,790	\$6,100
Half Page	\$6,400	\$6,300	\$6,080	\$5,260
Quarter Page	\$6,080	\$5,960	\$5,880	\$5,050
Black & White	1X	3X	6X	12X
Two-Page Spread	\$11,090	\$10,870	\$10,250	\$9,060
Full Page	\$5,850	\$5,690	\$5,470	\$4,790
Half Page	\$5,070	\$4,850	\$4,620	\$4,050
Quarter Page	\$4,430	\$4,320	\$4,130	\$3,280

Contact your sales representative for pricing and availability of covers

▶ PEA Special Reports

Sponsor with Contributed Article	\$13,000
Sponsor	\$11,000
Two-Page Center Spread	\$12,500
Full-Page Advertisement	\$7,000
Half Page	\$5,500

▶ Guide to the Secondary Market

Full Page Advertisement	\$7,000
Full Page Ad & One-Page Article	\$12,000

▶ Private Equity Analyst Weekly

	4 wks	12 wks	24 wks	48 wks
728x90	Contact your sales representative for pricing			
180x150	\$2,205	\$3,305	\$6,510	\$11,855
160x600 (R1)	\$3,985	\$5,090	\$10,190	\$18,805
160x600 (R2)	\$3,620	\$4,630	\$9,260	\$17,020
300x250 (T1)	\$4,765	\$6,290	\$12,240	\$23,260
300x250 (T2)	\$3,260	\$4,170	\$8,340	\$15,380

▶ Private Equity News

	1-12	13-25	26-49
Full page	£3,450	£3,275	£3,100
Half Page	£2,100	£1,995	£1,890
Quarter Page	£1,250	£1,188	£1,125
Front Page Strip	£3,750	£3,600	£3,450
First right-hand	£3,950	£3,753	£3,555
Back Cover	£4,100	£3,900	£3,700
Two-Page Spread	£5,850	£5,558	£5,265
Cover Wrap	£7,650	£7,268	£6,885
Databank strips	£1,650	£1,250	£1,000

(3 per issue min. 12 issues)

▶ Daily Bankruptcy Review (PDF)

	1X	3X	6X	12X	24X	36X
Full Page	\$2,265	\$1,965	\$1,725	\$1,475	\$975	\$695
Half Page	\$1,750	\$1,500	\$1,100	\$900	\$525	\$415
Quarter Page	\$1,050	\$810	\$755	\$715	\$450	\$350

▶ DBR HTML Newsletter

	4 wks	8 wks
728x90	\$3,900	\$7,100
160x600	\$3,500	\$6,700
300x100	\$3,320	\$6,330

▶ VentureWire

	4 wks	8 wks
728x90	Contact your sales rep. for pricing	
180x150	\$3,150	\$5,100
160x600 (R1)	\$4,650	\$7,500
160x600 (R2)	\$4,185	\$6,690
300x250 (T1)	\$4,800	\$7,680
300x250 (T2)	\$3,760	\$6,010
300 x 600	\$2,200	\$4,400

▶ Venture Capital Alert

	10x	20x
728 x 90	\$2,200	\$4,400
300 x 100 (T1)*	\$1,900	\$3,800
300 x 100 (T2, T3)*	\$1,300	\$2,600
170 x 40	\$1,300	\$2,600
300 x 250	\$2,200	\$4,400

▶ LBO Wire

	4 wks	8 wks
728x90	Contact your sales rep. for pricing	
180x150	\$1,890	\$3,600
160x600 (R1)	\$3,780	\$7,140
160x600 (R2)	\$3,590	\$6,780
300x250 (T1)	\$4,200	\$7,875
300x250 (T2)	\$3,150	\$5,880

▶ Private Equity & Venture Capital and Bankruptcy & Debt Online Portals

Please contact your sales representative for pricing

JAMES LINDQUIST, Major Accounts Manager
+1 415-439-6665 | james.lindquist@dowjones.com

JOSEPH KOSKUBA, Senior Account Manager
+1 212-416-3879 | joseph.koskuba@dowjones.com

your SALES representatives

Ad Requirements

Print Ads

- ☑ Only high-resolution PDF files – with linked images and embedded or outlined fonts – are accepted.
- ☑ All art should be at least 300 ppi.
- ☑ Ads must be in 4-color process (CMYK) or grayscale (BW). No PMS or RGB colors. Non-conforming ads will be converted; as a result some color integrity may be lost.

Inserts

Contact your sales representative for more information.

PDF Ads

- ☑ Only PDF files are accepted. Image files such as TIFF, JPEG and GIF are not accepted.
- ☑ File size is limited to 50K.
- ☑ All fonts must be embedded or outlined.
- ☑ Provide URLs for all ads.

Online Ads

- ☑ Only GIF, JPEG, SWF, approved HTML (3rd Party Tags) ads are accepted.
- ☑ File size is limited to 39K. No exceptions to file size limit.
- ☑ Animation is 30 seconds max with a maximum of 3 loops (e.g. 3 x 10 sec loops = 30 secs).

Email Banner Ads

- ☑ Only GIF or JPEG versions of the advertisement are accepted.
- ☑ File size is limited to 39K. No exceptions to file size limit.
- ☑ No animation allowed on e-mail placements.
- ☑ 1x1 pixel border is required for creative with a light or white background.
- ☑ Only simple redirects and Doubleclick internal redirects are accepted.
- ☑ Static GIF/JPG and click through URL.

Ad Submissions

Files must be sent electronically to:

fisads@dowjones.com

Email above address to request FTP information for ad files over 15MB.

Please include publication name and issue date for insertion, as well as advertiser name and contact information.

The publisher reserves the right to reject any advertising that we deem inappropriate for any reason.

Advertisers and agencies assume liability for all content of advertisements, including text, representation and illustrations, and also assume responsibility for any claims against publisher. Publisher will not be held responsible for quality or correctness of

ad reproductions that do not meet the specifications outlined on this page, or ads that are submitted without a proof.

Agency Commission

Percent standard agency discount off gross billing is allowed to recognized advertising agencies, provided the invoice is paid within 30 days of invoice date. "In-house" agencies serving the client company only, graphic designers, and design studios are not considered recognized agencies.

Frequency Rates

Frequency rates are based on the number of cumulative ad insertions used within 12 months of the date of the first insertion of a contract. If no contract year is specified, it begins the month of the first insertion. Advertisers will be rebated if, within 12 months of the first insertion, they have used sufficient additional space to earn a lower rate. If an advertiser specifies billing at a frequency rate and does not run sufficient space during the contract year to earn the frequency discount, the advertiser will be billed for the difference between the rate earned and the rate billed. Cancellations received after the closing date (insertion order deadline) will be billed at the full rate.

Payment Terms

Net 30 days. The publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for monies due the publisher.

JAMES LINDQUIST

Major Accounts Manager
Private Equity & Venture Capital, Bankruptcy & Debt
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JOSEPH KOSKUBA

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PRIVATE EQUITY ANALYST

Newsletter, Reports and Directories

BLEED ADS

Build to trim size PLUS an extra 0.125" (0.317 cm) on any side that bleeds. **Shown below is final size if all sides bleed. No additional fee for bleeds.**

Publication trim size: 8.5" x 11" (215.9 mm x 279.4 mm)

	U.S.	Metric (mm)
Two-Page Spread	17.25" x 11.25"	438.15 x 725.93
Full Page	8.75" x 11.25"	222.25 x 285.75

NON-BLEED ADS

	U.S.	Metric (mm)
Two-Page Spread	16" x 10"	406.4 x 254
Full Page	7.25" x 10"	184.15 x 254
Half Page		
Horizontal	7.25" x 4.75"	184.15 x 120.65
Half Page Vertical	3.5" x 9"	88.9 x 228.6
Page 2 Vertical	3.5" x 10.25"	88.9 x 260.35
Quarter Page	3.5" x 4.75"	88.9 x 120.65

TRIM & GUTTER ALLOWANCES

Minimum allowances for live matter:

	U.S.	Metric (mm)
From trim	0.375"	9.525
From gutter on single page (left)	0.5"	12.7
From gutter on two-page spread	1.0"	25.4

PRIVATE EQUITY NEWS

Newsletter, Special Reports, Survey and Roundtable Supplements

BLEED ADS

Build to trim size PLUS an extra 0.125" (3 mm) on any side that bleeds. **Shown below is final size if all sides bleed. No additional fee for bleeds.**

Publication trim size: 8.267" x 11.693" (210 mm x 297 mm)

	U.S.	Metric (mm)
Two-Page Spread	23.86" x 17.01"	606 x 432
Full Page	8.74" x 12.17"	222 x 309

NON-BLEED ADS

	U.S.	Metric (mm)
Two-Page Spread	16" x 10"	594 x 420
Full Page	7.25" x 10"	210 x 297
Half Page	7.25" x 4.75"	180 x 126
Quarter Page Horizontal	3.5" x 9"	180 x 63
Front Cover Strip/Strip	3.5" x 10.25"	30 x 180
Front Cover Strip/Strip	3.5" x 10.25"	30 x 380
Databank DPS Strip	3.5" x 4.75"	57 x 90

TRIM & GUTTER ALLOWANCES

Minimum allowances for live matter:

	U.S.	Metric (mm)
From trim	0.375"	9.525
From gutter on single page	0.5"	12.7
From gutter on two-page spread	1.0"	25.4

your SALES representatives

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PDF Newsletters

	U.S. Non-Bleed	Metric Non-Bleed
Full Page	7.5" x 10"	190.5 mm x 254 mm
Half Page Horizontal	7.5" x 4.7"	190.5 mm x 119.38 mm
Half Page Vertical	3.7" x 10"	93.98 mm x 254 mm
Quarter Page	3.7" x 4.7"	93.98 mm x 119.38 mm
Page One Banner	5.0" x 1.5"	127 mm x 38.1 mm

HTML Newsletters, Cover Letters & Web sites

Newsletters

LB: 728x90

copy copy copy copy copy copy copy

copy copy copy copy copycopy copy

T1
300x250

R1
160x600

copy copy copy copy copy copy copy

copy copy copy copy copycopy copy

T2
300x250

R2
160x600

LB: 728x90

Websites (Channel/Product)

copy copy copy copy copy copy copy

R1
300x100

T1
468x60

copy copy copy copy copy copy copy

copy copy copy copy copycopy copy

copy copy copy copy copycopy copy

R1
180x150

T2*
468x60

LB: 728x90

Websites (Article/Search)

copy copy copy copy copy copy copy

R1
300x100

copy copy copy copy copycopy copy

copy copy copy copy copy copy copy

copy copy copy copy copy copy copy

copy copy copy copy copy copy copy

copy copy copy copy copy copy copy

copy copy copy copy copy copy copy

T2*
468x60

Updates

LB: 728x90

copy copy copy copy copy copy copy

copy copy copy copy copycopy copy

T1
468x60

R1
160x600

copy copy copy copy copy copy copy

copy copy copy copy copycopy copy

T3
300x250

Ad sizes in pixels and approximate position

***Not available on product pages**

LB: 728 x 90

Websites (Data Center)

D1
180x150

R1
300x100

R1
300x100

R1
300x100

R1
300x100

R1
300x100

D2
300x250