

# MIDDLE MARKET **Growth**

// GUIDELINES FOR PRIVATE EQUITY FIRMS  
AND MIDDLE-MARKET COMPANIES FEATURED  
IN *MIDDLE MARKET GROWTH* MAGAZINE



*Middle Market Growth*<sup>®</sup> aims to provide readers with a comprehensive understanding of how mid-sized companies benefit from private equity investment and other forms of growth capital. Typically the companies we profile will have between \$10 million and \$1 billion in annual sales and be on a growth trajectory. We highlight companies in a variety of industry sectors, but are particularly interested in concepts that will resonate with a wider audience as we take the message of the middle market to legislators, other business influencers and the general public—food, consumer products, services, etc.

Our mission is to demonstrate the impact of private investment on middle-market companies – accelerated revenue and profit growth, wider distribution, improved operational strategies, the creation of jobs and the like. While our goal is to highlight the positive aspects of these stories, we adhere to journalistic standards and require balanced reporting, including the use of objective third-party industry sources.

# REQUIREMENTS FOR MIDDLE-MARKET COMPANIES AND PRIVATE EQUITY FIRMS



The March 2014 issue of *Middle Market Growth*

Read the latest issue at [www.middlemarketgrowth.org](http://www.middlemarketgrowth.org)

**QUESTIONS? //**  
Thinking of a story that might be good for *MMG*, but have questions about the editorial process?

Call or email Deborah Cohen, editor-in-chief, at 312-957-4274 // [dcohen@acg.org](mailto:dcohen@acg.org).

Below are the expectations for companies we agree to profile in the magazine:

## ACCESS TO PRIVATE EQUITY OR CORPORATE BACKERS

We require an extensive interview with the private equity or corporate investors of company/ies we profile, face to face whenever possible. The interview will be conducted by an editor or by a writer contracted by the magazine. Topics may include:

- How the match was made/history of the investment
- Why the investment was attractive and how it fits with the firm's overall strategy
- Capital structure of the investment
- The company's business model
- Benchmarks
- Marketing and distribution
- Research and development
- Sales growth or some other measurable benchmark (volume, etc.)
- Setbacks and challenges
- Strategic shift post-private equity investment
- Exit strategy

(Expect to spend an hour with the writer and to be available for follow-up questions by email or phone.)

## ACCESS TO C-SUITE EXECUTIVES

We also require an extensive interview with at least one C-suite executive at the company, face to face at the company's location when possible. The interview will be conducted by an editor or by a writer contracted by the magazine. Topics may include:

- Business model
- Benchmarks
- Marketing and distribution
- Research and development
- Sales growth or some other measurable benchmark (volume, etc.)
- Setbacks
- Benefits/strategic shift post-investment (how has life changed at this company)
- Competitive position in the industry

(Expect to spend an hour with the writer and to be available for follow-up questions by email or phone. The writer may also ask for a tour of the facility to get a better understanding of the product or service.)

## PHOTO SHOOTS

For companies featured in a *Middle Market Growth* cover story, we require a photo shoot that features the primary voices in the story (typically the investor/s and C-suite executive/s as well as customers or clients interacting with them.) We prefer to hold the shoot at the site of the company, as it makes for more engaging images, but if that is not possible, we can arrange for a shoot at the offices of the investors. We do our best to work around executives' busy schedules.

Photo shoots are arranged by our design team. They usually require half a day. The photographer may request an advance visit to the site or may arrive earlier than the subjects so he or she can get the lay of the land and stage the shots accordingly.

## OTHER PHOTO REQUESTS

Companies interviewed for a feature other than the cover story may be asked to supply high-resolution photos or other graphics to our editors to run with the story.