



MIDDLE MARKET  
**Growth**

// 2014 - 2015 MEDIA KIT



The official publication of [Association for Corporate Growth](#)

## mission //

*Middle Market Growth*<sup>®</sup>, the official suite of publications of the Association for Corporate Growth<sup>®</sup>, includes a daily newsfeed, weekly e-newsletter and a digital magazine. The *MMG* suite is an interactive, multimedia publication that serves as the premier pipeline to the entire dealmaking network, providing middle-market professionals and service advisers around the world instant access to thought leadership, best practices and insights from all segments of the middle market.



## OVERVIEW

### ABOUT MIDDLE MARKET GROWTH



*Middle Market Growth* magazine moves past the numbers and endless lists of business leaders and company profiles and goes right to the heart of the deal. Readers gain valuable insights into the challenges, knowledge and successes of others just like them. And with content that reflects the diversity of *Middle Market Growth's* readership across the industry, it's an ideal choice to reach your core audiences. As ACG's official publication, *Middle Market Growth* speaks with authority and credibility.

#### WHY ADVERTISE WITH ACG?

- Position your firm alongside the latest middle-market news and trends in a sleek digital format that provides convenient 24/7 access via desktop, smartphone or tablet.
- Connect to your next deal and build relationships by reaching over 30,000 professionals in the middle market, including all ACG members around the world.
- Take advantage of interactive advertisements with rich multimedia format capabilities that provide readers direct access to your company's main contact or website.

**"MIDDLE MARKET GROWTH CONNECTS READERS TO THE MOST CURRENT TRENDS, STRATEGIES AND THOUGHT LEADERSHIP DRIVING THE MIDDLE MARKET WORLDWIDE."**

Gretchen B. Perkins, Partner, Huron Capital Partners



# REACH

## ABOUT THE ASSOCIATION FOR CORPORATE GROWTH



“OUR GOAL IS TO REACH TOP PRIVATE EQUITY DECISION MAKERS. A PRESENCE IN *MIDDLE MARKET GROWTH* GIVES US A PRIME CHANNEL TO DO JUST THAT.”

**George Nemphos**

Chair, Global Corporate Practice Group & Co-Head Private Equity, Duane Morris LLP

*Middle Market Growth* readership goes beyond ACG’s 14,500 members to include more than 15,000 additional non-member professionals in all areas of the middle market, including corporate, private equity and service advisers.

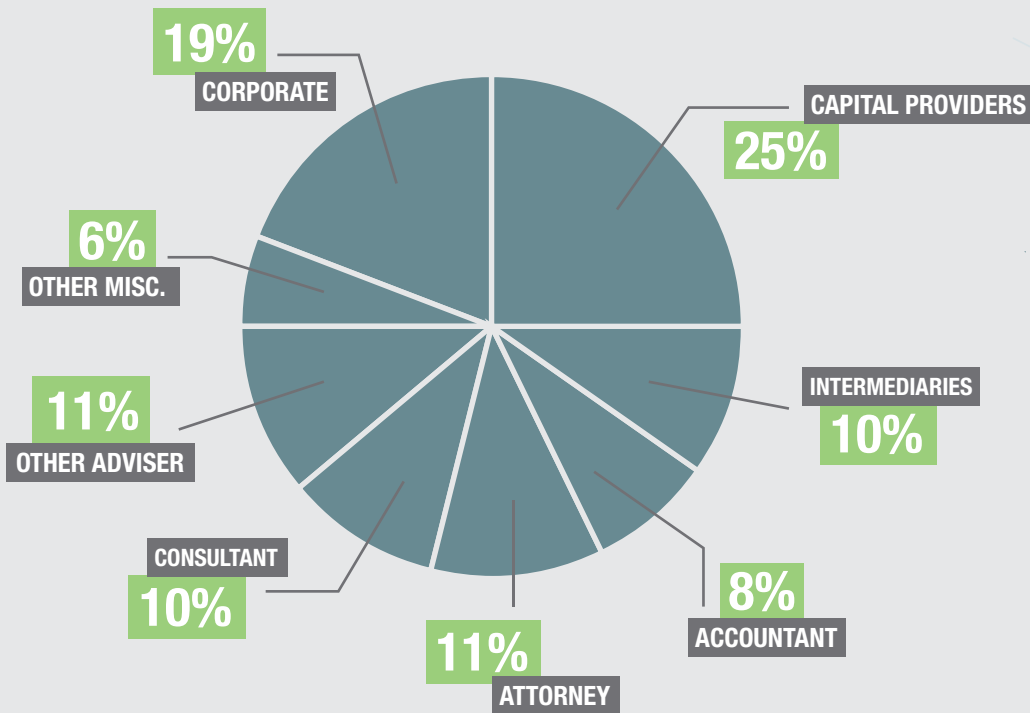
ACG is an established global business network that includes the entire “M&A deal ecosystem” :

- Private Equity Groups
- Intermediaries and Investment Banks
- C-Suite Executives
- Lenders
- Business Valuation and Due Diligence Services
- Software Solutions
- Virtual Data Rooms
- Information Services
- Legal Services
- Accounting and Auditing Services
- Real Estate Services
- Insurance Providers
- Wealth Services
- Executive Recruitment and Family Offices
- Limited Partnerships

The entire suite of *Middle Market Growth* publications is available complimentary to all middle-market professionals and policymakers. The magazine can be viewed on any tablet or smartphone via the mobile app available on iTunes, Amazon Appstore and Google Play, or on any desktop at [www.middlemarketgrowth.org](http://www.middlemarketgrowth.org). In addition, the dynamic digital format lends itself readily to share and repost on social media by readers, your firm or clients and prospects with whom you share the publication. The entire suite is sent to over 30,000 professionals as well as members of Congress, other policymakers and the media.

# 30,000 TOTAL REACH

WHO'S READING?



ACG—THE HOME OF MIDDLE-MARKET PRIVATE EQUITY

## 1,200 deals

closed in 2012

**25%** of U. S. private equity deal flow

**\$172 billion** in total capital invested

**50%** of total capital invested in the middle market

**350** exits in 2012

## EDITORIAL CALENDAR FOR MAGAZINE EDITION

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### 2014 //

ISSUE	EDITORIAL FOCUS	CONTENT DEADLINE	AD DEADLINE
<b>November/December</b>	Curated Consumption	September 5	October 10

### 2015 //

ISSUE	EDITORIAL FOCUS	CONTENT DEADLINE	AD DEADLINE
<b>January/February</b>	Sustainability/Impact Investing	October 30	December 5
<b>March</b>	Transportation & Logistics	December 17	January 27
<b>April</b>	Demographics	January 22	February 25
<b>May/June</b>	Life Sciences/Pharma	March 5	April 8
<b>July/August</b>	Travel	May 7	June 9
<b>September</b>	Education	June 24	July 29
<b>October</b>	Media & Telecoms	July 23	August 28

# OPPORTUNITIES

MAGAZINE ISSUE SPONSOR // DESKTOP

The screenshot displays a desktop browser window with the Growth magazine website. The browser's address bar shows 'Cover // 66'. The website layout includes a sidebar on the left with a 'TABLE OF CONTENTS' and a 'DEPARTMENTS' section. The main content area features a large magazine cover for 'MIDDLE MARKET Growth' (July/August 2014) with the headline 'PLEXING INNOVATIVE MUSCLES' and the sub-headline 'Moving Manufacturing Ops to the Cloud'. A 'BLOW-IN' advertisement for Dixon Hughes Goodman is overlaid on the cover. A 'LEADERBOARD' advertisement is positioned at the top right of the page. A 'BUTTON AD' is located in the bottom left corner of the page. The Dixon Hughes Goodman logo and name are visible in the bottom left corner of the browser window.

**LEADERBOARD**

**BUTTON AD**

**BLOW-IN**

**NAVIGATING COMPLICATED MARKET TRANSACTIONS**  
DIXON HUGHES GOODMAN | CERTIFIED PUBLIC ACCOUNTANTS

**MIDDLE MARKET Growth** // JULY/AUGUST 2014

PRIVATE EQUITY PLUGS IN TO THE 'INTERNET OF THINGS'

A QUALIFIED BRENDA R...  
SVP AND M...  
DIRECTOR

**DIXON HUGHES GOODMAN**  
Certified Public Accountants and Advisors  
855.327.5225 | dhgip.com/PE

Fund Transaction Advisory Portfolio Company Exit Strategy

**PLEXING**  
INNOVATIVE MUSCLES  
Moving Manufacturing Ops to the Cloud

A publication of ACG

# OPPORTUNITIES

MAGAZINE ISSUE SPONSOR // SPLASH PAGES





# OPPORTUNITIES

MAGAZINE ISSUE SPONSOR // ISSUE ANNOUNCEMENT LEADERBOARD



**Navigating Complicated Market Transactions**  
DIXON HUGHES GOODMAN, P.C. CERTIFIED PUBLIC ACCOUNTANTS

MIDDLE MARKET  
**Growth** // The official publication of ACG

DOWNLOAD APP



**TRUNK CLUB**  
Starting a Retail Revolution One Well-Dressed Man at a Time  
Read the April issue >

ON THE COVER //

Inside this month's issue //

[Trunk Club: Starting a Retail Revolution One Well-Dressed Man at Time](#)

Most men think shopping is a chore. Enter Chicago-based Trunk Club, which in just five years has grown a West Coast start-up into a profitable niche retail healthy living

[Yoga Masters](#)

Catteron Partners' invest in CorePower Yoga leveraging the continuing consumer trend of

# OPPORTUNITIES

## MONTHLY EDITION FULL-PAGE AD

### THE PORTFOLIO

INSIGHT FROM THE EXPERTS

PE LAW

SOUND DECISIONS

BY THE NUMBERS

TAP BUTTONS TO NAVIGATE COLUMNS

## M&A Trends, Advice for Selling a Business And Encouraging Signs from JOBS Act

### IN THIS ISSUE



#### PE LAW

As the midpoint of 2013 approaches, Nanette C. Heide and Keli Whitlock of Duane Morris LLP look at the M&A trends that have emerged this year and have the momentum to continue into 2014. [▶](#)



#### SOUND DECISIONS

Denise Tormey, partner, Dentons, offers her advice to business owners on how best to prepare for a sale to maximize their proceeds on an after-tax basis. [▶](#)



#### BY THE NUMBERS

It's been just more than a year since the JOBS Act was passed, and the initial trends have been encouraging. Find out what's ahead from Richard Martin, senior director, Merrill DataSite, including how to access a recent Merrill webinar on the topic. [▶](#)

### COMING SOON

Check out the Portfolio section of the September issue for more on the latest middle-market trends, written exclusively by our team of expert ACG Partners. To learn more about contributing to this section, please contact Meredith Rollins or Ellen Moore.

*These articles are brought to you by ACG's Global Partners.*

# ADVANCED CUSTOMER DUE DILIGENCE

Traditional customer due diligence is no longer good enough. Today best practice methods incorporate predictive analytics for more efficient integration, faster growth, increased EBITDA, and high multiples.

Contact *Bruce Kidd* at Walker to learn more or visit [walkerinfo.com](http://walkerinfo.com).



## Webinar!

Sign up for our January 28 webinar with ACG Global to hear more about advanced customer due diligence. [REGISTER HERE >](#)

Walker has proudly worked with the following strategic and financial buyers to deliver more successful acquisitions

ACI BELDEN blackbaud Centerfield Capital Lids NAVIDAR

**WALKER**  
Customer Strategies. Business Success

# OPPORTUNITIES

## WEEKLY EDITION LEADERBOARD BANNER AD

Having trouble viewing this email? [Click here.](#)

Download your FREE copy of  
**'Driving Successful Cross-Border M&A Transactions'**  
[www.datasite.com](http://www.datasite.com)  
**MERRILL DATASITE®**



# MIDDLE MARKET Growth //weekly

07/25/2013

The official publication of **ACG®**  
Association for Corporate Growth

## Buy-Side Due Diligence

TAILORING YOUR APPROACH FOR SUCCESS

by Hank Galligan, Jim Johnson,  
Kevin Kaden and Steven Shill, BDO



Today, many private equity funds are subjecting their targets to greater scrutiny. Based on the BDO PERSpective Private Equity Study, the greatest opportunities for new investments in 2013 are technology, natural resources and health care.

[Read the full story >](#)

### About Middle Market Growth //

Middle Market Growth is a suite of daily, weekly and monthly digital publications. Choose how you want to view the monthly magazine below:

[DOWNLOAD APP](#)

[VIEW ON DESKTOP](#)

### Featured Video //

Privcap interviews Andrea Auerbach, ACG Boston member and senior managing director at Cambridge Associates, and Michael Elio, managing director of ILPA, on their review of official Cambridge statistics on distributions and analysis of whether a new "golden era" in realizations is being underappreciated by LPs.



[Watch the full video >](#)

## Private Equity Co-Investments

by Julia Corelli and P. Thao Le,  
Pepper Hamilton LLP

Interest in co-investment opportunities has increased over the years due to investor demands for lower-cost investments and the need of fund sponsors to differentiate themselves from other private equity firms. Pepper Hamilton LLP addresses the practical issues and the legal, economic and governance considerations for successful co-investments.

[Read the full story >](#)

## EBITDA Expansion Through Lean Six Sigma

by Stuart Lowe, TriVista

Most middle-market businesses have the opportunity to significantly impact EBITDA through proper S&OP planning and inventory management. In this recent case study by TriVista, learn how a recent project resulted in more than \$4.0 million of EBITDA expansion and the reduction of more than \$4.5 million in inventory.

### EuroGrowth® 2013 //

#### Save the Date

12-13 November 2013  
London, England  
Sheraton Park Lane Hotel Piccadilly

### ACG Public Policy Summit 2014 //

#### Save the Date

February 5, 2014  
Washington, D.C.

### InterGrowth 2014 //

## RATES

### Standard Rates //

<b>Magazine</b> - Issue Sponsor (Splash Ad on Mobile; Blow-In, Leaderboard and Button Ad on desktop version; Leaderboard on issue announcement email)	<b>\$10,000</b>
<b>Magazine</b> - Full-Page Ad (one issue)	<b>\$5,000</b>
<b>Weekly Edition</b> - Leaderboard Ad (one issue)	<b>\$1,500</b>

### Premium Position Rates //

<b>Magazine</b> - Directly Following Navigation (First Ad)	<b>\$6,000</b>
<b>Magazine</b> - Directly Following Executive Summary (Second Ad)	<b>\$5,500</b>
<b>Magazine</b> - Directly Following Table of Contents (Third Ad)	<b>\$5,500</b>
<b>Magazine</b> - Directly Following Cover Story	<b>\$6,000</b>
<b>Magazine</b> - Directly Following Feature Story	<b>\$5,500</b>

#### AD PREPARATION CHARGES

If you would like assistance in producing your ad, please inquire for current creative freelance rates. If electronic files are not submitted correctly, any necessary changes will be billed to advertiser as a separate charge.

#### EDITORIAL DISCRETION

ACG reserves the right to deny any advertisement that does not meet editorial standards.

#### ACG CHAPTERS

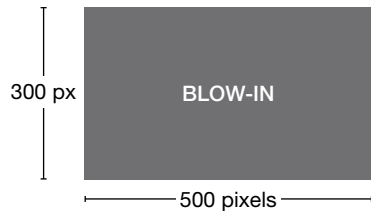
Contact [Meredith Rollins](#) for special rates.

#### INTERESTED IN THOUGHT LEADERSHIP OPPORTUNITIES?

*Middle Market Growth* offers several opportunities for firms to showcase thought leadership, recent deals and news in the middle market. Contact Meredith Rollins at [mrollins@acg.org](mailto:mrollins@acg.org) // 312-957-4260 to explore placement in an upcoming issue.

## SPECS

### MAGAZINE ISSUE SPONSOR



#### BLOW-IN

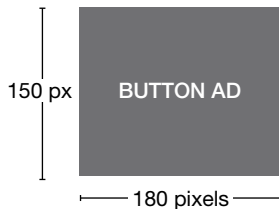
Will display on cover upon opening the page.

**Ad dimensions:** 500 px (W) x 300 px (H)

**Image resolution:** All images must be 72 dpi.

**Color:** RGB

**File type:** JPEG or GIF or animated GIF



#### BUTTON AD

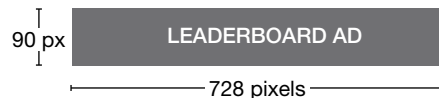
Will appear at the bottom of the table of contents on the desktop version. Due to size restrictions it is highly recommended to use your firm's logo.

**Ad dimensions:** 180 px (W) x 150 px (H)

**Image resolution:** All images must be 72 dpi.

**Color:** RGB

**File type:** JPEG, GIF or animated GIF



#### LEADERBOARD

Will appear above the digital issue on the desktop version and on top of the issue announcement email.

**Ad dimensions:** 728 px (W) x 90 px (H)

**Image resolution:** All images must be 72 dpi.

**Color:** RGB

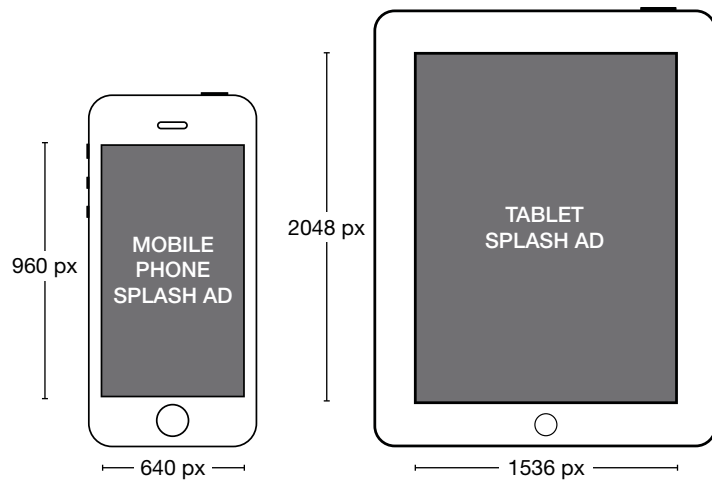
**File type:** JPEG, GIF or animated GIF

**NOTE:** The issue announcement email does not accept animated GIFs. Not all email clients will display the animation properly.



## SPECS

### MAGAZINE ISSUE SPONSOR



All readers entering the mobile app are greeted by a splash screen.

#### MOBILE PHONE SPLASH AD

**Ad dimensions:** 640 px (W) x 960 px (H)

**Image resolution:** All images must be 72 dpi.

**Live area:** Allow for 20 pixels to be overlapped by device status bar.  
Allow for a 260 px (W) x 45 px (H) neutral area at the bottom

**Color:** Color must be RGB. Color submitted in CMYK will be converted.

**File type:** PNG

#### TABLET SPLASH AD

**Ad dimensions:** 1536 px (W) x 2048 px (H)

**Image resolution:** All images must be 72 dpi.

**Live area:** Allow for 20 pixels to be overlapped by device status bar.  
Allow for a 260 px (W) x 45 px (H) neutral area at the bottom

**Color:** Color must be RGB. Color submitted in CMYK will be converted.

**File type:** PNG

**NOTE:** Both a Mobile and Tablet Splash Ad must be submitted.

# SPECS

## MAGAZINE ISSUE AND WEEKLY EDITION



### FULL-PAGE AD

Will appear within magazine content. To avoid sizing issues, it is highly recommended that all ads should be created **ONLY** in InDesign or Photoshop.

**Ad dimensions:** 10.667 inches (W) x 13.25 inches (H)

**Image resolution:** All images must be 300 dpi.

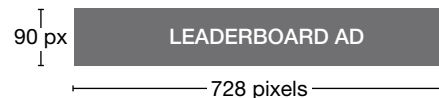
**Live area:** We recommend keeping all live text .5 inch from all edges.

**Fonts:** All fonts must be embedded. All text should be searchable—no text outlines or rendered as image.

**Color:** Color must be RGB. Color submitted in CMYK will be converted.

**Please supply creative as a hi-res PDF file.** We cannot accept any native application file formats (Word, InDesign, Publisher, etc.) or any other file format. PDF must be a hi-res, publish-ready file. All raster images should be 300 dpi. All fonts must be embedded.

(Printer marks: Do not include a bleed, crop marks or any other printer marks in your file. PDF must be made at the page size. If ad is more than one page, provide one PDF that includes each single page.)



### LEADERBOARD BANNER AD

Will appear at the top of the weekly newsletter.

**Dimensions:** 728 pixels (W) x 90 pixels (H)

**Image Resolution:** All images must be 72 dpi.

**File size:** 30K or less

**File type:** Static JPEG or GIF

(No animated GIFs. Not all email clients will display the animation properly.)

Enhance your full-page ad with these optional interactive features:

### VIDEO (OPTIONAL)

**Dimensions:** 100 MB maximum file size

**Length:** Four-minute maximum play length. (Video should include at least ONE extra second of play, as clipping may occur or appear more pronounced.)

**Format:** Videos must be h264 format. We can convert the following to h264:

- .MPEG4 (3ivx, DivX, Xvid)
- .MOV (Sorenson Video 3, H263, H264, animation)
- .FLV (VP6 and Sorenson Spark)
- .WMV (WMV, WMV2, MSMPEG,VC-1)
- .AVI (Indeo, Cinepak, Motion JPEG, MPEG)

**Video placement:** Ad creative must be designed to include a hot spot (icon or button). Provide instructions as to where to place the video and location of hot spot on creative. Exact placement is NOT guaranteed, but your instructions will help.

**Auto-play:** Videos will not automatically play.

**Initial image:** Video's initial image will default to first frame of video. A custom initial image may be supplied. Provide a 480x270 JPEG file.

**Externally hosted videos:** Videos are NOT available when viewing the issue in offline mode.

**Source:** Provide external URL.

**Creative:** Design ad with hot spot or place holder.

### STILL IMAGE SLIDESHOW (OPTIONAL)

**Dimensions:** A minimum of two images is required to create slideshow.

**File type:** .jpg, .gif, .png, .tif and .bmp files are all acceptable.

**Minimum image size:** 576 pixels (W) x 768 pixels (H)

**Maximum image size:** 768 pixels (W) x 954 pixels (H)

**Resolution:** Images must be 300 dpi.

**Color:** Images must be RGB.

**Aspect ratio:** The aspect ratio is not fixed; however, all images in a given slideshow must use the same aspect ratio.

## SPECS

### MAGAZINE ISSUE OPTIONAL FEATURES

#### **Captions:**

- You may provide captions for each image.
- Maximum of approximately 450 characters per caption, including spaces. (Longer captions may be truncated on iPhone and Android devices, due to screen size.)
- Provide an Excel spreadsheet that lists the file name in one column and the caption text in the next column. Text should appear exactly as you want it to appear on the slideshow.
- Captions are not linkable.
- Caption text cannot be formatted (bold, italic, etc.)
- Caption text will appear in a translucent field at the bottom of the module, overlapping the image slightly. The longer the caption, the more overlap.
- Alternatively, include caption in the image file as part of the image and do not provide them separately.

#### **AUDIO**

**File size:** 100 MB maximum

#### **Accepted formats:**

- Waveform Audio (.WAV)
- MPEG Audio (.MP3)

**Placement:** Ad creative must be designed to include a hot spot (icon or button). Provide instructions as to where to place the audio and location of hot spot on creative. Exact placement is NOT guaranteed, but your instructions will help.

**Auto-play:** Audio will NOT automatically play.

## CONTACT

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### MEREDITH ROLLINS | DIRECTOR, STRATEGIC DEVELOPMENT

Email: [mrollins@acg.org](mailto:mrollins@acg.org)

Direct: 312-957-4260

Cell: 312-636-3684

### KATHRYN MULLIGAN | ASSOCIATE EDITOR, *MIDDLE MARKET GROWTH*

Email: [kmulligan@acg.org](mailto:kmulligan@acg.org)

Direct: 312-957-4276



Founded in 1954, ACG is a global organization with 57 chapters and over 14,500 members. ACG's members are the investors, owners, executives, lenders and advisers to the leading emerging growth companies in the middle market. Learn more at [www.acg.org](http://www.acg.org).

