

MIDDLE MARKET **Growth** // MEDIA KIT



The official publication of Association for Corporate Growth



Growth



MIDDLE MARKET

7 AUGUST 2014

The Alchemists

Biogenic Reagents Is Turning Discarded Wood Into Black Gold

Growth



MIDDLE MARKET

17 OCTOBER 2014

PHOBIO'S PHONE TRADE-INS: two clicks and BOOM!

Meeting international demand for secondhand devices

Growth



MIDDLE MARKET

11 OCTOBER 2013

Global Strategies

Managing Your Investment and Brand Abroad

Growth



MIDDLE MARKET

2 AUGUST 2014

GIORDANO'S

A PIZZA STORY STUFFED WITH GROWTH POTENTIAL

Growth



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17 OCTOBER 2014

CREO CA

Financing the Future

Growth



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17 AUGUST 2014

PLEXING

INNOVATIVE MUSCLES

Moving Manufacturing Ops to the Cloud

Growth



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11 SEPTEMBER 2014

A 'Sterling' Education

Approach to Education

Not Your Father's Private Equity Firm

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11 NOVEMBER 2014

CURATED COMMERCE

Julie Bets on Curated Commerce as the New Beauty Model

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11 SEPTEMBER 2014

THE FUTURE OF Mobile Gaming

Skills Up the Competitive Advantage

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11 SEPTEMBER 2014

TRUNK

Starting a Retail Revolution One Car at a Time

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11 SEPTEMBER 2014

Antenna

Signals Strong Growth

Growth



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11 MAY 2013

TUNING IN

Steve's Greater Forms London Broadcasting Co. to Bring Quality TV to Texas Markets

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11 SEPTEMBER 2014

One Step at a Time

Volunteer's path to acquiring one of the most sought-after brands in the world

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11 OCTOBER 2014

CRYSTAL BALL

WITH CONSUMER SPENDING DATA

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11 SEPTEMBER 2014

PHELPS INDUSTRIES

LEADING THE PACK

Growth



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11 SEPTEMBER 2014

Driving Success

Tommy's Private Equity Firm

Growth



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11 JUNE 2014

Investing in Tomorrow's Workforce

Jobs for the Burgeoning Medical Industry

Growth



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11 SEPTEMBER 2014

Disrupting the Color Spectrum

MADISON REED'S SALON ALTERNATIVE

Growth



MIDDLE MARKET

11 APRIL 2014

Framework of a Deal

BlackEdge Partners and US LBM Holdings Bankrolls and Drive Growth Despite Economic Challenges

Growth

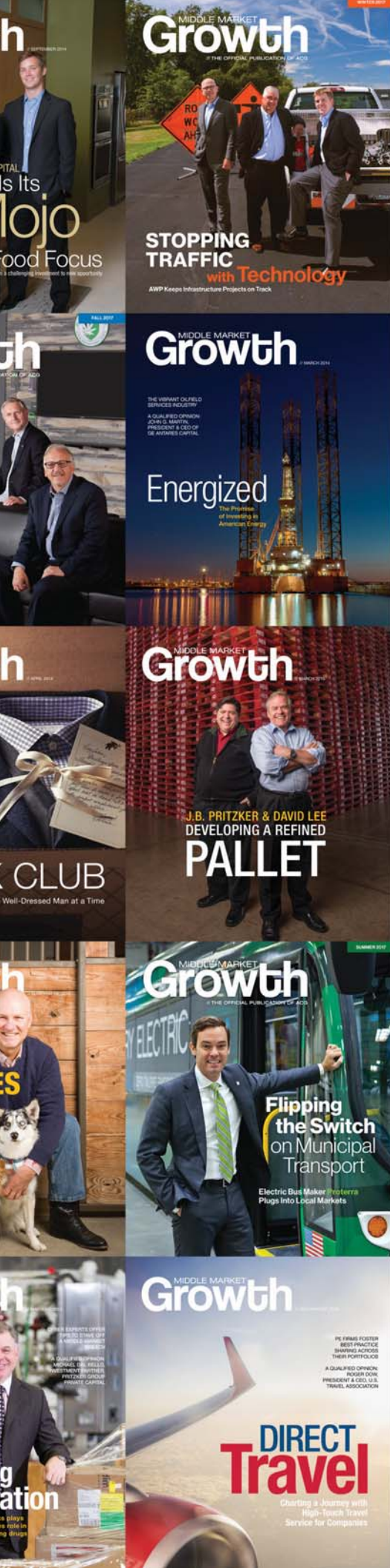


MIDDLE MARKET

11 SEPTEMBER 2014

Incubating Drug Innov

Cytosene Biotech a behind-the-scenes developing life-saving



About Middle Market Growth //

As the official publication of the Association for Corporate Growth, *Middle Market Growth* tells the stories of midsize companies, offering an exclusive look at the innovative products, strategies and personalities behind their success.

These vibrant businesses are frequently overlooked by the mainstream press, but they make up the fastest-growing segment of the U.S. economy—brands like **Trunk Club**, **Madison Reed**, **Proterra** and **Polaroid**.


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

GRETCHEN B. PERKINS
Partner, Huron Capital Partners

MMG includes a bimonthly print magazine, website, weekly e-newsletter and daily news digest, along with an array of multimedia offerings. *MMG* has an international readership of more than 90,000 middle-market professionals, including executives, investors, bankers and others involved in M&A transactions.

Increase your visibility and reach a diverse audience of middle-market deal-makers with this award-winning publication.

Grow your business with *MMG*.

A photograph of three men in business attire standing in a modern office with large windows. The man on the left is sitting on a ledge, while the other two are standing. They are all smiling. The background shows a large window with a view of a city building.

“WHEN WE SIGNED UP FOR ‘IN FOCUS’ IN *MIDDLE MARKET GROWTH*, WE WERE VERY EXCITED. THE CORE FOCUS OF OUR FIRM’S PE PRACTICE PROUDLY SERVES THE MIDDLE MARKET. WE HAD NO IDEA ABOUT THE POSITIVE IMPACT IT WOULD HAVE AND WERE SURPRISED AT THE AMOUNT OF FEEDBACK WE RECEIVED. THIS WAS TRULY AN EXCELLENT INVESTMENT!”

JERRY HENDERSON
Managing Partner, BKD Transaction Advisory Services

Middle Market Growth readership goes beyond the printed edition that is sent exclusively to ACG's 14,500 members. The digital reach includes more than 75,000 additional M&A professionals in all areas of the middle market, including corporate, private equity and service advisers.

90,000

TOTAL REACH IN OVER
40 COUNTRIES GLOBALLY



- 9% Adviser – Accountant
- 12% Adviser – Attorney
- 14% Adviser – Consultant
- 12% Adviser – Other
- 11% Capital Provider – Private Equity
- 1% Capital Provider – Family Office & LP
- 2% Capital Provider – Mezzanine Lender & Junior Lender
- 9% Capital Provider – Senior Lender
- 22% Corporate
- 7% Intermediary
- 1% Other



- 2% Adviser
- 1% Analyst/Senior Analyst
- 5% Associate/Senior Associate
- 4% Attorney
- 3% Business Development
- 19% C-Level
- 6% Director
- 4% Manager/Senior Manager
- 19% Managing Director
- 19% Partner
- 17% VP/SVP/EVP
- 1% Other



WEBSITE

Monthly Avg. Unique Users:
2,278

Monthly Avg. Page Views:
4,786



E-NEWSLETTERS

Distribution: **90,000**

MMG // Weekly
Average Open Rate:
13%

Click-Through Rate:
.5%

The Ladder Monthly
Average Open Rate:
13%

Click-Through Rate:
.9%



PRINT MAGAZINE

Subscribers: **14,500**

Bonus Distribution:
3,000 – 5,000
per issue to major
ACG chapter events

A man wearing safety glasses and a dark polo shirt is leaning forward, holding a handheld device with a light. He is standing on a train platform, looking out of a train window. The background shows the interior of a train car with shelves and equipment.

Let *Middle Market* Growth Tell Your Story //

Are you looking to position your business in front of a highly engaged M&A audience? Showcase the value of your brand and demonstrate your expertise with tailored content and advertising solutions.

Whatever your marketing and sales goals, the *MMG* team can work with you to design customized, integrated campaigns. From content creation to lead generation and branding opportunities, let *MMG* help you tell your story.

DRIVE LEAD GENERATION

Use *MMG*'s suite of publications to generate powerful sales leads for your firm. Let our marketing experts work with you to craft a customized plan to help you reach qualified targets.

ADVERTISING

The perfect complement to your content marketing, online and print advertisements can give your marketing campaign maximum impact. Choose from a variety of sizes, formats and packages, including video and podcast advertisements.

CONTENT MARKETING

Put your experts and C-suite front and center. *MMG* offers opportunities to feature their thought leadership in a variety of media, including:

- **In Focus:** a customized feature articles that includes professional photography and a writer to showcase your firm. (Limited availability)
- **Portfolio & Executive Suite:** Op-ed and other thought leadership opportunities in both print, and on middlemarketgrowth.org, the weekly e-newsletter or monthly career e-newsletter
- **Middle Market Growth // Conversations:** Video and podcasting interviews

BRAND AWARENESS

Create a thoughtful integrated marketing campaign that showcases your brand and includes a combination of diverse content to reach your audience. From advertising to a variety of thought leadership options—including articles both print and online, podcasts, video and more—build your brand with *MMG*.

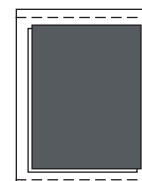
WRITING SERVICES

Interested in thought leadership content, but don't have the time or resources to write it? Our editorial team will work with you to source, write and edit an article for the magazine.

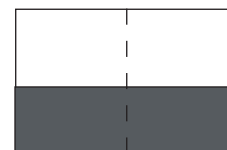
View the *MMG* editorial calendar to align your offering with upcoming issue themes.

For details and pricing, please contact **Kathleen Gallagher at 312-957-4270 // kgallagher@acg.org**.

**LIMITED
AVAILABILITY
HIGH-IMPACT
PRINT OPTIONS**



Polybag Insert



Bellyband



Fold-Out Cover



Magazine Insert

EDITORIAL CALENDAR

| ISSUE | EDITORIAL FOCUS | DESCRIPTION | DEADLINES | BONUS DISTRIBUTION |
|-------------------------|--|--|---|--|
| Jan/ Feb | The Changing Retail Landscape | Now more than ever, category disruptors are the brands that have taken traditional wholesale models direct to consumers—Warby Parker, Stitch Fix, etc. As more commerce shifts online, brick-and-mortar retailers are declining. E-commerce hit \$327 billion in 2016, up from \$202 billion in 2011. | Content: 9/18/17 Ad: 10/25/17 | ACG Atlanta Capital Connection ACG Cleveland Annual DealMakers Awards ACG National Capital monthly programs ACG Charlotte Private Equity Review ACG Cincinnati Private Equity Review ACG Kansas City monthly meetings |
| March/ April | Real Estate In a High-Demand Market | Demand for space in primary cities across the United States, Europe and Asia remains high, amid increased competition. The environment of rising interest rates, potential declines in property values over the longer term and the emergence of distressed opportunities (failing malls, etc.) will require firms to take a more creative approach to investing. | Content: 12/4/17 Ad: 1/11/2018 | ACG Boston M&A Outlook ACG Charlotte monthly programs ACG Cincinnati monthly programs ACG National Capital Mid-Atlantic Growth Conference and monthly meetings ACG Raleigh Durham Capital Conference Texas ACG Capital Connection |
| May/ June | Impact Investing in Water, Natural Resources, Green Energy | Private investors are increasing their capital commitments to so-called impact investments as social influence grows on a global scale. Problems ranging from health and poverty to climate change require entrepreneurship, and private capital is rewarding scalable models. | Content: 1/29/18 Ad: 3/5/2018 | EuroGrowth 2018 InterGrowth 2018 2018 Mid-South ACG Capital Connection ACG Charlotte monthly programs ACG National Capital monthly programs ACG Cincinnati 19th Annual Deal Maker Awards Program |
| July/ Aug | Serving the Aging Demographic | From health care and in-home health services to remote safety monitoring and senior travel packages, the market for products and services to aging baby boomers is growing. And private equity is getting in to boost companies targeted at this important segment, which accounts for 25 percent of the population. | Content: 3/26/18 Ad: 5/2/2018 | ACG Atlanta Annual Wine Tasting ACG National Capital monthly programs |
| Sept/ Oct | Food and Beverage/ Wine and Spirits | Food deals continue to be popular, particularly amid slow growth (1 to 2 percent annually) by large food conglomerates looking to stimulate sales—General Mills and Kellogg are among those that have recently created venture arms. Much of the innovation is coming from middle-market and smaller companies. | Content: 5/28/18 Ad: 7/3/2018 | 2018 Middle-Market Public Policy Summit ACG Cincinnati fall programs ACG Charlotte monthly programs ACG Great Lakes Capital Connection ACG Los Angeles Business Conference ACG Richmond Virginia Capital Conference M&A East |
| Nov/ Dec | Direct Investing by Family Offices, Sovereign Wealth Funds | State pension funds, family offices and sovereign wealth funds all have increasingly invested some portion of their private equity allocation directly into deals without the sourcing or management assistance of a third party. In bypassing managers, they avoid fees and can invest larger slugs of capital in one go than would be the case through fund commitments. | Content: 7/30/18 Ad: 8/29/2018 | ACG Atlanta Annual Tasting ACG Charlotte monthly programs ACG New York Wine Tasting ACG Tampa Florida Capital Connection ACG Toronto Capital Connection ACG Wisconsin GLHC Conference |

PRINT MAGAZINE ADVERTISING

| TYPE | SPECIFICATIONS | COST |
|-----------------|------------------|---------------------|
| Full-page | 8.375" x 10.875" | \$5,000 |
| Half-page | 7" x 4.5" | \$3,000 |
| Third-page | 8.5" x 2.0625" | \$2,500 |
| Two-page spread | 16.75" x 10.875" | contact for pricing |

HIGH-IMPACT PRINT ADVERTISING

| TYPE | SPECIFICATIONS | COST |
|-----------------|------------------|---------------------|
| Belly Band | 16.75" x 5" | contact for pricing |
| Fold-Out Cover | 16.75" x 10.875" | contact for pricing |
| Polybag Insert | 8.375" x 10.875" | contact for pricing |
| Magazine Insert | 8.375" x 10.875" | contact for pricing |

THOUGHT LEADERSHIP ADVERTISING

| TYPE | COST |
|--|---------------------|
| In Focus Article | contact for pricing |
| Executive Suite | \$4,500 |
| Portfolio | \$3,500 |
| Deal Spotlight | \$2,000 |
| Writing Services (consultation, writing, editing) | contact for pricing |

WEBSITE ADVERTISING

| TYPE | SPECIFICATIONS | COST |
|-------------|----------------|---------------|
| Leaderboard | 728px x 90px | \$1,500/month |
| Billboard | 970px x 250px | \$1,000/month |
| Sidebar | 300px x 250px | \$1,000/month |

WEEKLY E-NEWSLETTER ADVERTISING

| TYPE | SPECIFICATIONS | COST |
|-------------|----------------|---------|
| Leaderboard | 728px x 90px | \$2,500 |
| Full Banner | 468px x 60px | \$1,000 |
| Sidebar | 300px x 250px | \$1,000 |

CAREER E-NEWSLETTER ADVERTISING

| TYPE | SPECIFICATIONS | COST |
|-----------------------|----------------|---------|
| Primary Leaderboard | 728px x 90px | \$2,000 |
| Secondary Leaderboard | 728px x 90px | \$1,000 |

Print Ad Submission Specifications

All print advertising files must be supplied with an 1/8" bleed and saved in the PDF/X-1a:2001 format. Images must be converted to CMYK format for print.

Ad templates are available upon request.

Digital Ad Submission Specifications

All digital advertising files must be saved in a web-optimized JPG or GIF format. Animated GIFs and JPGs are acceptable for the website. Static JPGs are required for any newsletter advertising.



CONTACT US

INTERESTED IN ADVERTISING OR THOUGHT LEADERSHIP OPPORTUNITIES?

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