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.
“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

READERSHIP BY PROFESSIONAL CLASSIFICATION
- 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

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
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.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL FOCUS</th>
<th>DESCRIPTION</th>
<th>DEADLINES</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
</table>
| 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 |
### ADVERTISING OPPORTUNITIES

#### PRINT MAGAZINE ADVERTISING

<table>
<thead>
<tr>
<th>TYPE</th>
<th>SPECIFICATIONS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>8.375&quot; x 10.875&quot;</td>
<td>$5,000</td>
</tr>
<tr>
<td>Half-page</td>
<td>7&quot; x 4.5&quot;</td>
<td>$3,000</td>
</tr>
<tr>
<td>Third-page</td>
<td>8.5&quot; x 2.0625&quot;</td>
<td>$2,500</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>16.75&quot; x 10.875&quot;</td>
<td>contact for pricing</td>
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#### WEEKLY E-NEWSLETTER ADVERTISING

<table>
<thead>
<tr>
<th>TYPE</th>
<th>SPECIFICATIONS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728px x 90px</td>
<td>$2,500</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468px x 60px</td>
<td>$1,000</td>
</tr>
<tr>
<td>Sidebar</td>
<td>300px x 250px</td>
<td>$1,000</td>
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#### CAREER E-NEWSLETTER ADVERTISING

<table>
<thead>
<tr>
<th>TYPE</th>
<th>SPECIFICATIONS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Leaderboard</td>
<td>728px x 90px</td>
<td>$2,000</td>
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<tr>
<td>Secondary Leaderboard</td>
<td>728px x 90px</td>
<td>$1,000</td>
</tr>
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</table>

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 of GIF format. Animated GIFs and JPGs are acceptable for the website. Static JPGs are required for any newsletter advertising.

#### HIGH-IMPACT PRINT ADVERTISING

<table>
<thead>
<tr>
<th>TYPE</th>
<th>SPECIFICATIONS</th>
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<tbody>
<tr>
<td>Belly Band</td>
<td>16.75&quot; x 5&quot;</td>
<td>contact for pricing</td>
</tr>
<tr>
<td>Fold-Out Cover</td>
<td>16.75&quot; x 10.875&quot;</td>
<td>contact for pricing</td>
</tr>
<tr>
<td>Polybag Insert</td>
<td>8.375&quot; x 10.875&quot;</td>
<td>contact for pricing</td>
</tr>
<tr>
<td>Magazine Insert</td>
<td>8.375&quot; x 10.875&quot;</td>
<td>contact for pricing</td>
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#### THOUGHT LEADERSHIP ADVERTISING

<table>
<thead>
<tr>
<th>TYPE</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>In Focus Article</td>
<td>contact for pricing</td>
</tr>
<tr>
<td>Executive Suite</td>
<td>$4,500</td>
</tr>
<tr>
<td>Portfolio</td>
<td>$3,500</td>
</tr>
<tr>
<td>Deal Spotlight</td>
<td>$2,000</td>
</tr>
<tr>
<td>Writing Services (consultation, writing, editing)</td>
<td>contact for pricing</td>
</tr>
</tbody>
</table>

#### WEBSITE ADVERTISING

<table>
<thead>
<tr>
<th>TYPE</th>
<th>SPECIFICATIONS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728px x 90px</td>
<td>$1,500/month</td>
</tr>
<tr>
<td>Billboard</td>
<td>970px x 250px</td>
<td>$1,000/month</td>
</tr>
<tr>
<td>Sidebar</td>
<td>300px x 250px</td>
<td>$1,000/month</td>
</tr>
</tbody>
</table>
INTERESTED IN ADVERTISING OR THOUGHT LEADERSHIP OPPORTUNITIES?

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