

2026 Media Kit

Why advertise with Private Equity Professional?

Tested

We have been private equity's news leader since 2007.

Trusted

In a September 2025 survey more than 98% of respondents consider us to be one of the top trade magazines serving the private equity industry.

Targeted

Our readership of more than 32,000 private equity professionals are your customers and your potential customers.

Diligent

Each day, each week and each month, Private Equity Professional provides feature articles and reports on new funds, acquisitions and exits, senior and mezzanine financings, and the latest news on the movers and shakers in private equity.

Diversified

We have a suite of six media products to reach our readers: Private Equity Professional website; Morning Coffee newsletter; After Hours newsletter; The Week in Review newsletter, PEP Webinars, and the annual Carried Interest & Compensation Survey.

Readership Distribution by Title as of September 2025

Firm Type	Percent
Senior Partner	24.0%
Partner	20.4%
Managing Director	19.1%
Director	3.3%
Managing Principal	0.7%
Principal	7.9%
Vice President	8.0%
Senior Associate	2.1%
Associate	6.3%
Senior Analyst	0.3%
Analyst	1.1%
Chief Financial Officer	3.3%
Chief Technology Officer	0.1%
Chief Marketing Officer	0.1%
Chief Operating Officer	1.0%
Chief Investment Officer	0.6%
Controller	0.3%
Other	1.4%
Total	100.0%

Our six media products



Our website is updated daily and averages more than 185,000 page views a month. The majority of the site's visitors are senior members of their private equity firms.



Morning Coffee is our digital newsletter that reports on recent top private equity news and transaction stories. Morning Coffee is sent 8x to 10x each month to more than 32,000 private equity professionals.



After Hours is Morning Coffee's evening counterpart and is sent 8x to 10x each month to more than 32,000 private equity professionals.



The Week in Review is a digital newsletter that reports on our most read articles of the past week. It is sent 4x each month on Sunday morning to more than 32,000 private equity professionals.



Our webinar series are 75-minute long online events hosted and supported by us. Our webinar content is developed to establish thought leadership identity for the sponsor, to generate qualified sales leads, and to maximize the educational value of the webinar.



Our Carried Interest & Compensation Survey is now in its seventeenth year and is a leading source of information on compensation amounts and trends in the private equity industry.

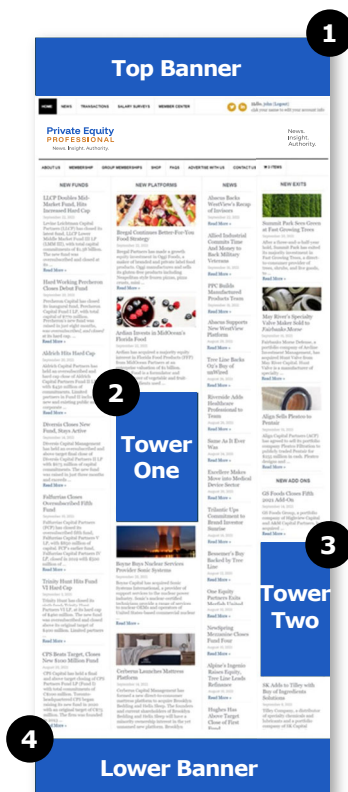
Platforms

	PRINT	ONLINE	DIGITAL NEWSLETTER	PDF DOWNLOAD
Private Equity Professional website		●		
Morning Coffee newsletter			●	
After Hours newsletter			●	
Week in Review newsletter			●	
PEP Webinars		●		
The Carried Interest & Compensation Survey	●	●		●

Private Equity Professional Website Takeover Monthly Net Advertising Rates & Sizes Effective November 1, 2025

AD POSITION	Ad#	CPM	Monthly Views (000's)	Monthly Net Ad Cost	Width x Height (pixels)
Impact Spread		\$18	185	\$10,000	
Top Banner	1			Included	1100 x 110
Tower One	2			Included	400 x 600
Tower Two	3			Included	350 x 525
Tower Three	4			Included	400 x 600
Lower Banner	5			Included	1100 x 110

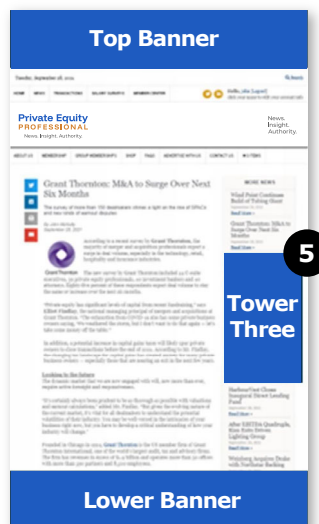
Home Page



Impact Spread Advantages

All ad positions within the WebsiteT takeover product are sold as one unit to provide a website-wide impact advertising spread. These multiple ad positions provide maximum design options to promote strong branding messages.

Inner Page



Morning Coffee

Our digital newsletter that reports on the top private equity news and transaction stories of the day. Morning Coffee is sent out 8x to 10x each month to more than 32,000 private equity professionals and is opened and read more than 155,000 times.



Monthly Net Advertising Rates & Sizes Effective November 1, 2025

AD POSITION	CPM	Monthly Views (000's)	Monthly Net Ad Cost	Width x Height (pixels)
Top Banner	\$54	155	\$8,400	600 x 250
Letter Banner	\$48	155	\$7,400	550 x 250
Signature Banner	\$48	155	\$7,400	600 x 250
Today's Article Banner	\$44	155	\$6,800	500 x 425
Native Ad Logo				260 x 130
Native Ad Text	\$34	155	\$5,300	500 character limit
Popular Article Banner	\$34	155	\$5,300	600 x 250
Popular Article Lower Banner	\$30	155	\$4,700	600 x 250
Today's Great Quote Tower	\$23	155	\$4,200	225 x 375

Frequency Discounts

Frequency	3x	6x	9x	12x
Percent Discount	5.0%	7.5%	10.0%	12.5%

For an example of our Morning Coffee newsletter visit our website at www.peprofessional.com and go to the "Advertise with Us" page.

After Hours

After Hours is Morning Coffee's evening counterpart and is sent out 8x to 10x each month to more than 32,000 private equity professionals and is read and opened more than 151,000 times.



Monthly Net Advertising Rates & Sizes Effective November 1, 2025

AD POSITION	CPM	Monthly Views (000's)	Monthly Net Ad Cost	Width x Height (pixels)
Top Banner	\$56	151	\$8,400	600 x 250
Tonight's Article Banner	\$49	151	\$7,400	600 x 250
Popular Article Banner	\$49	151	\$6,800	600 x 250
Native Ad Text	\$35	151	\$5,300	500 character limit
Popular Article Lower Banner	\$31	151	\$4,700	600 x 250
Today's Great Quote Tower	\$23	151	\$3,500	225 x 375

Frequency Discounts

Frequency	3x	6x	9x	12x
Percent Discount	5.0%	7.5%	10.0%	12.5%

For an example of our After Hours newsletter visit our website at www.peprofessional.com and go to the "Advertise with Us" page.

Week in Review

Our digital newsletter that reports on our most read articles of the past week. It is sent to more than 32,000 private equity professionals each Sunday morning at 9:00 AM CST. It is sold to one advertiser per month. All ad positions are sold as one unit to provide a newsletterwide impact advertising spread. These multiple positions provide maximum design options to promote strong branding messages.



Monthly Net Advertising Rates & Sizes Effective November 1, 2025

AD POSITION	CPM	Monthly Views (000's)	Monthly Net Ad Cost	Width x Height (pixels)
Impact Advertising Spread	\$107	75	\$8,000	
Top Banner			Included	600 x 250
Box One			Included	425 x 500
Box Two			Included	425 x 500
Base Banner			Included	600 x 250

Frequency Discounts

Frequency	3x	6x	9x	12x
Percent Discount	5.0%	7.5%	10.0%	12.5%

For an example of our Week in Review newsletter visit our website at www.peprofessional.com and go to the “Advertise with Us” page.

PEP Webinars

Details and Pricing

Effective Content: Webinar content is developed by Private Equity Professional to establish thought leadership identity for the sponsor, to generate qualified sales leads, and to maximize the educational value of the webinar. Webinars can run for 60 to 90 minutes with an additional 15 minutes available for questions and answers.

Targeted Marketing: We actively market your webinar to our database of more than 32,000 private equity professionals to generate high webinar attendance. Sponsor's branding is incorporated into all marketing materials.

Qualified Data: To register for a webinar, attendees must provide complete contact information. This list is populated by targeted leads who are qualified and interested in your products and services. All attendee data is provided to the sponsor and can be used as a marketing and sales generation tool after the webinar.

Pricing: Please contact John McNulty, publisher of Private Equity Professional, for detailed pricing information



Contact Information

If you wish to advertise in Private Equity Professional or in any of our digital newsletters — Morning Coffee, After Hours, or The Week in Review — or sponsor a PEP Webinar please contact:

John McNulty
Publisher
Private Equity Professional
847-868-8807 (office direct)
john@peprofessional.com

Mailing Address:
Private Equity Professional
c/o Sun Business Media
P.O. Box 6610
Evanston, Illinois 60204

Readership Distribution by Firm Type as of September 2025

Firm Type	Readership	Percent
Private equity	26,149	79.0%
Investment bank	2,317	7.0%
Senior debt provider	1,986	6.0%
Subordinated debt provider	629	1.9%
Business intermediary	596	1.8%
Accounting firm	513	1.6%
Law firm	530	1.6%
Consulting firm	265	0.8%
High net worth individual	116	0.4%
Total	33,100	100.0%

Readership Distribution - Private Equity Firms By Size of Most Recent Fund Estimated as of September 2025

Most Recent Fund	Readership	Percent
Independent Sponsor	1,307	5.0%
Less than \$100 Million	3,922	15.0%
\$100 to \$250 Million	3,269	14.0%
\$250 to \$500 Million	6,276	24.0%
\$500 to \$750 Million	3,661	14.0%
\$750 to \$1 Billion	3,530	12.0%
More than \$1 Billion	4,184	16.0%
Total	26,149	100.0%