

ADVERTISING & SPONSORSHIP

2027

Media Kit

Reach the partners, managing directors and deal teams who run the lower and middle market, every day of the week.

25,000+

Private equity professionals on every newsletter issue

520,000+

Page views and newsletter opens each month

63.5%

Of readers are senior partners, partners or managing directors

79%

Of readers work at private equity firms

WHY PRIVATE EQUITY PROFESSIONAL

The publication private equity reads first

Since 2007, Private Equity Professional has reported the new funds, platform acquisitions, add-ons, exits and financings that define the lower and middle market. The readers are the professionals who make those deals, and who choose the lenders, advisors and service providers behind them.

2007 Covering private equity for two decades	98%+ Of survey respondents rank PEP among the industry's top trade publications	188,800 Average monthly page views on peprofessional.com	333,300 Average monthly opens across three newsletters
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Tested

Private Equity Professional has been private equity's news leader since 2007, with a daily news operation built around the transactions and people that move the industry.

Targeted

More than 25,000 private equity professionals receive every newsletter issue. Nearly eight in ten work at private equity firms, and nearly two-thirds hold senior partner, partner or managing director titles.

Diversified

Nine ways to reach readers: the Private Equity Professional website, Morning Coffee, After Hours, The Week in Review, sponsored content, the League Tables, the Fundraising Roundup, PEP Webinars and the annual Carried Interest & Compensation Survey.

Trusted

In a September 2025 reader survey, more than 98% of respondents considered Private Equity Professional one of the top trade publications serving the private equity industry.

Diligent

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

NEW FOR 2027

Three new sponsorship programs: sponsored content, the PEP League Tables and the PEP Fundraising Roundup.

Details on page 9.

Sources: Constant Contact, average monthly newsletter opens, January–August 2026. Google Analytics, average monthly page views, January–August 2026. Reader survey, September 2025.

AUDIENCE

Decision-makers, not bystanders

The Private Equity Professional readership is concentrated at the top of private equity firms, the professionals who set strategy, approve investments and select the banks, lenders, law firms and service providers on every deal.

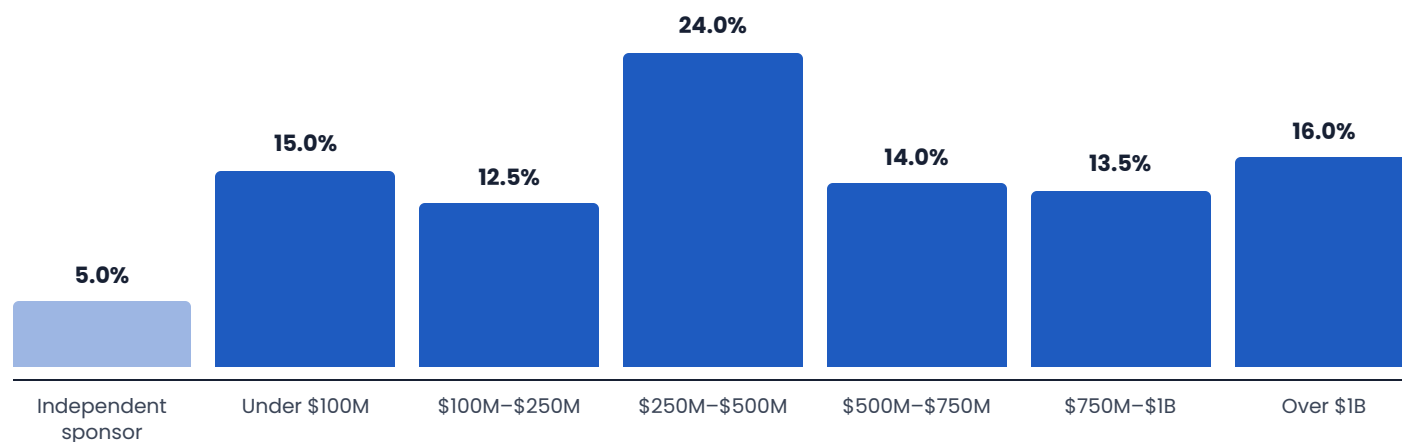
READERSHIP BY TITLE



READERSHIP BY FIRM TYPE



PRIVATE EQUITY FIRM READERS BY SIZE OF MOST RECENT FUND



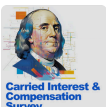
Private equity firm readers: 26,149

Readership distribution as of September 2025; fund size estimated. Percentages may not total 100% due to rounding.

PLATFORMS AT A GLANCE

Nine ways to reach private equity

Each platform reaches the same senior audience at a different moment: the morning news, the evening wrap-up, the Sunday recap, and the reference data readers return to all year.

	PLATFORM	WHAT IT IS	REACH & FREQUENCY
	peprofessional.com	Updated daily with news on funds, platforms, add-ons, exits, financings and people	188,800 monthly page views
	Morning Coffee	The morning newsletter on the top private equity news and transactions of the day	132,500 monthly opens · 7–8 issues a month
	After Hours	Morning Coffee's evening counterpart, closing out the deal day	140,600 monthly opens · 7–8 issues a month
	The Week in Review	The most-read articles of the past week, sent every Sunday morning	60,200 monthly opens · every Sunday
	Sponsored Content NEW	Thought leadership published on peprofessional.com and featured in the newsletters	Per article website + newsletters
	PEP League Tables NEW	Rankings of the most active sponsors, advisors, lenders and law firms	Per edition one sponsor per edition
	PEP Fundraising Roundup NEW	New private equity funds tracked by strategy, from SEC Form D filings	Per edition one sponsor per edition
	PEP Webinars	Sponsored online events that build thought leadership and generate qualified leads	60–90 minutes plus Q&A · marketed to 25,000+
	Carried Interest & Compensation Survey	The industry benchmark on salary, bonus and carried interest	Annual published since 2008

Sources: Google Analytics and Constant Contact, monthly averages, January–August 2026.

PEPROFESSIONAL.COM

Website Takeover

All five ad positions on peprofessional.com are sold as one unit, giving one advertiser a site-wide impact spread across the home page and every article page. The multiple positions allow for maximum design options and strong brand messaging.

188,800 Average monthly page views	5 Ad positions, home page and article pages	\$10,000 Monthly net rate
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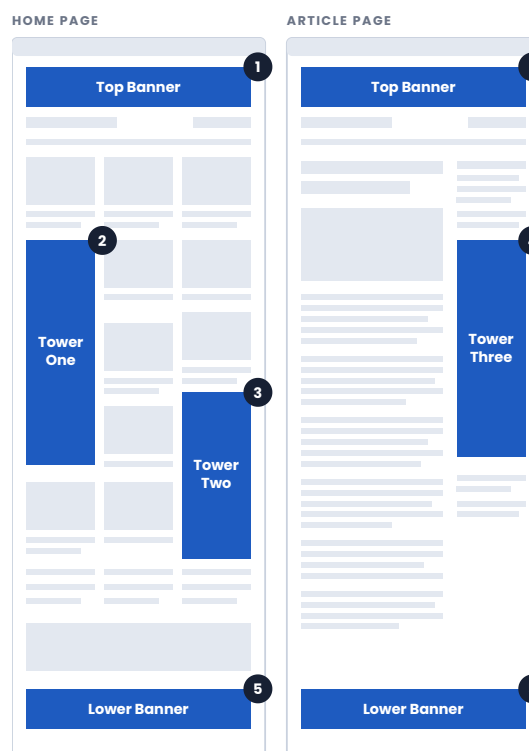
MONTHLY NET ADVERTISING RATE & SIZES

AD POSITION	SIZE (PX)	NET RATE / MONTH
Website Takeover (all positions)		\$10,000
1 Top Banner	1100 × 110	Included
2 Tower One	400 × 600	Included
3 Tower Two	350 × 525	Included
4 Tower Three	400 × 600	Included
5 Lower Banner	1100 × 110	Included

Impact spread advantages

- Brand presence on the home page and article pages
- Room for a coordinated creative campaign across five placements
- One purchase secures all five positions for the month

AD POSITIONS



Rates effective November 1, 2026. Page views: Google Analytics, monthly average, January–August 2026. Diagram is illustrative; positions shown are approximate.

NEWSLETTER · MORNINGS

Morning Coffee

Morning Coffee reports the top private equity news and transaction stories of the day. It reaches more than 25,000 private equity professionals 7 to 8 times each month, and readers open it more than 130,000 times a month.



25,000+ Recipients per issue	7–8 Issues each month	132,500 Average monthly opens	53.2% Average open rate
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MONTHLY NET ADVERTISING RATES & SIZES

AD POSITION	SIZE (PX)	NET RATE / MONTH
Top Banner	600 × 250	\$5,900
Letter Banner	550 × 250	\$5,200
Signature Banner	600 × 250	\$5,200
Today's Article Banner	500 × 425	\$4,800
Native Ad (logo + text)	260 × 130 logo; 500-character text	\$3,700
Popular Article Banner	600 × 250	\$3,700
Popular Article Lower Banner	600 × 250	\$3,300
Today's Great Quote Tower	225 × 375	\$3,000

FREQUENCY DISCOUNTS	5.0% 3 months	7.5% 6 months	10.0% 9 months	12.5% 12 months
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To see a recent issue of Morning Coffee, visit peprofessional.com/advertise-with-us.

Rates effective November 1, 2026. Monthly opens and open rate: Constant Contact, January–August 2026 averages.

NEWSLETTER • EVENINGS

After Hours

After Hours is the evening counterpart to Morning Coffee, closing out the deal day. It reaches more than 25,000 private equity professionals 7 to 8 times each month, and readers open it more than 140,000 times a month.



25,000+ Recipients per issue	7-8 Issues each month	140,600 Average monthly opens	56.5% Average open rate
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MONTHLY NET ADVERTISING RATES & SIZES

AD POSITION	SIZE (PX)	NET RATE / MONTH
Top Banner	600 × 250	\$5,900
Tonight's Article Banner	600 × 250	\$5,200
Popular Article Banner	600 × 250	\$4,800
Native Ad Text	500-character text	\$4,500
Popular Article Lower Banner	600 × 250	\$3,300
Today's Great Quote Tower	225 × 375	\$3,000

FREQUENCY DISCOUNTS	5.0% 3 months	7.5% 6 months	10.0% 9 months	12.5% 12 months
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To see a recent issue of After Hours, visit peprofessional.com/advertise-with-us.

Rates effective November 1, 2026. Monthly opens and open rate: Constant Contact, January–August 2026 averages.

NEWSLETTER • SUNDAYS

The Week in Review

The Week in Review recaps the most-read Private Equity Professional articles of the past week. It reaches more than 25,000 private equity professionals every Sunday at 9:00 a.m. Central Time and is sold to one advertiser per month. All four positions are sold as one unit, a newsletter-wide impact spread with maximum design options for strong brand messaging.



25,000+ Recipients per issue	Sundays Every week at 9:00 a.m. Central Time	60,200 Average monthly opens	1 Advertiser per month
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MONTHLY NET ADVERTISING RATES & SIZES

AD POSITION	SIZE (PX)	NET RATE / MONTH
Impact Advertising Spread (all positions)		\$8,000
Top Banner	600 × 250	Included
Box One	425 × 500	Included
Box Two	425 × 500	Included
Base Banner	600 × 250	Included

FREQUENCY DISCOUNTS	5.0% 3 months	7.5% 6 months	10.0% 9 months	12.5% 12 months
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To see a recent issue of The Week in Review, visit peprofessional.com/advertise-with-us.

Rates effective November 1, 2026. Monthly opens: Constant Contact, January–August 2026 averages.

NEW FOR 2027

Sponsorships that put a brand on the data

Three new programs place sponsors alongside Private Equity Professional's most-referenced content.

SPONSORED CONTENT

Sponsored Content

Put a sponsor's expertise in front of private equity decision-makers. Sponsored articles appear on peprofessional.com, clearly labeled, and are promoted to more than 25,000 newsletter readers.

- Sponsor-provided article, reviewed by Private Equity Professional editors before publication
- Published on peprofessional.com and labeled "Sponsored"
- Featured in one Morning Coffee issue and one After Hours issue

\$5,500

per article

LEAGUE TABLES

PEP League Tables

The PEP League Tables rank the most active private equity sponsors, M&A advisors and investment banks, lenders, and law firms in the lower and middle market by deal count over a trailing twelve-month period.

- Exclusive "presented by" sponsorship, one sponsor per edition
- Sponsor logo on the League Tables page and the downloadable edition
- Sponsor recognition in the Morning Coffee and After Hours issues announcing the edition

\$7,500

per edition

FUNDRAISING ROUNDUP

PEP Fundraising Roundup

The PEP Fundraising Roundup tracks new private equity funds from SEC Form D filings across nine strategies, from buyout and growth to credit, secondaries and continuation funds, with final and partial closes confirmed.

- Exclusive "presented by" sponsorship, one sponsor per edition
- Sponsor logo on the Fundraising Roundup page and the downloadable edition
- Sponsor recognition in the Morning Coffee and After Hours issues announcing the edition

\$5,000

per edition

Rates effective November 1, 2026. Sponsored content is subject to editorial review and Private Equity Professional's acceptance.

EVENTS

PEP Webinars

Private Equity Professional develops, markets and hosts webinars that position the sponsor as a thought leader and deliver qualified leads. Webinars run 60 to 90 minutes, plus time for questions and answers.



Effective content

Content is developed by Private Equity Professional to establish thought leadership for the sponsor, generate qualified sales leads and maximize the educational value of the webinar.

Targeted marketing

Each webinar is marketed to more than 25,000 private equity professionals to drive attendance. Sponsor branding is incorporated into all marketing materials.

Qualified data

Registrants provide complete contact information. All attendee data is delivered to the sponsor for use in marketing and sales after the webinar.

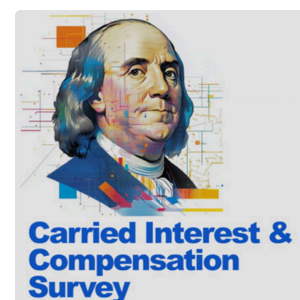
Pricing

Contact John McNulty, Founder & Publisher, for webinar pricing and available dates.

RESEARCH

Carried Interest & Compensation Survey

Published annually since 2008, the Carried Interest & Compensation Survey is a leading source of information on compensation amounts and trends in the private equity industry.



2008 First edition published	327 Participating funds in the 2025 edition	11 Employee classes analyzed	97 Pages of salary, bonus and carry data
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The report also includes five-year historical averages, staffing levels and remote-work trends, making it a year-round reference for private equity firms.

Survey figures: 2025 Carried Interest and Compensation Survey, Private Equity Professional.

RATES AT A GLANCE

2027 rate summary

All rates are net and effective November 1, 2026. Full position details and sizes appear on pages 5 through 10.

PLATFORM	PROGRAM	NET RATE
peprofessional.com	Website Takeover, all five positions	\$10,000 / month
Morning Coffee	Eight display and native positions	\$3,000–\$5,900 / month
After Hours	Six display and native positions	\$3,000–\$5,900 / month
The Week in Review	Impact Advertising Spread, all four positions	\$8,000 / month
Sponsored Content NEW	Article plus two newsletter features	\$5,500 / article
PEP League Tables NEW	Exclusive "presented by" sponsorship	\$7,500 / edition
PEP Fundraising Roundup NEW	Exclusive "presented by" sponsorship	\$5,000 / edition
PEP Webinars	Developed, marketed and hosted by PEP	Contact for pricing

NEWSLETTER FREQUENCY DISCOUNTS	5.0% 3 months	7.5% 6 months	10.0% 9 months	12.5% 12 months
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HOW TO BOOK

- 1 Choose platforms and months.**
Select positions, sponsorships or a webinar date.
- 2 Reserve with the publisher.**
Confirm positions, dates and rates with John McNulty.
- 3 Deliver creative.**
Send artwork at the sizes listed, with a click-through URL for each position.

CONTACT

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