



ACG<sup>®</sup> Media

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MEDIA OFFERINGS 2022

# ACG Media Overview

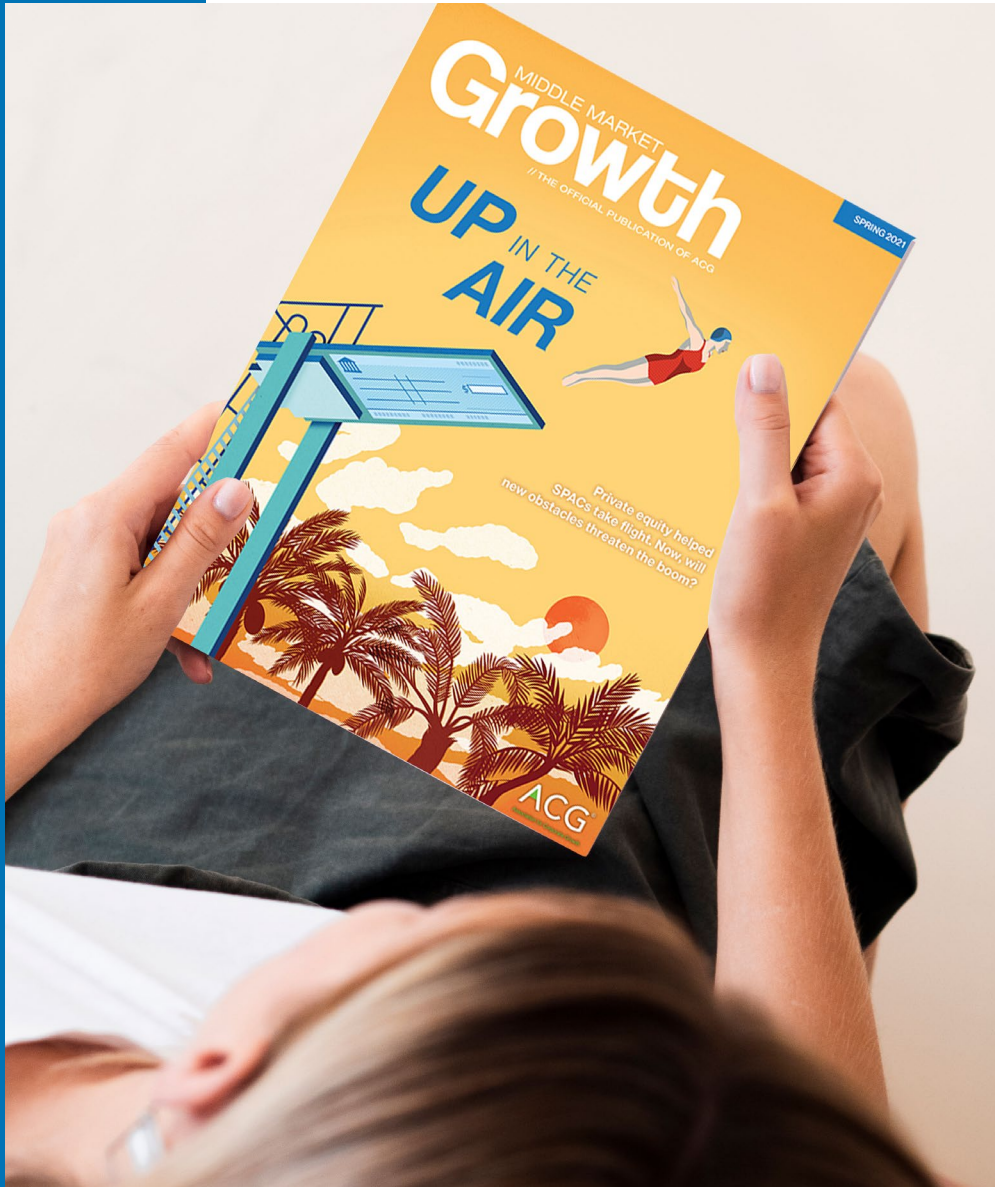
ACG Media produces content for middle-market M&A professionals and business operators across print, web and multimedia channels.

Its offerings include two print magazines – *Middle Market DealMaker* and *Middle Market Executive* – along with special reports, e-newsletters and web-exclusive content at [middlemarketgrowth.org](http://middlemarketgrowth.org). ACG Media also spans video, with its GrowthTV channel, and audio, with the *Middle Market Growth* Conversations podcast. Across its various platforms, ACG Media keeps more than 200,000 middle-market dealmaking and operating professionals up to date on news, trends and best practices.

By partnering with ACG Media, you'll increase your visibility and showcase your expertise to a diverse audience of middle-market professionals.







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**We work with *Middle Market Growth* because, for years, *MMG*’s digital and print advertising opportunities have been an effective choice in communicating our message and value proposition to a relevant middle-market audience.**

**KAREN A. BUBROWSKI**  
Marketing Director, Hilco Global

# ACG's Community

ACG's membership represents 15,000 business leaders in a variety of industries across the middle market.

ACG's influence extends beyond the core membership, with a total reach of an estimated 200,000+, including all media consumers, event attendees and their portfolio companies.

## MEMBER DEMOGRAPHICS



### JOB TITLE

CEO/President/Owner: 21%  
Other C-level/Vice President: 18%  
Managing Partner/Director: 19%  
Partner: 15%  
Director: 11%  
Associate: 5%  
Other: 11%



### AGE

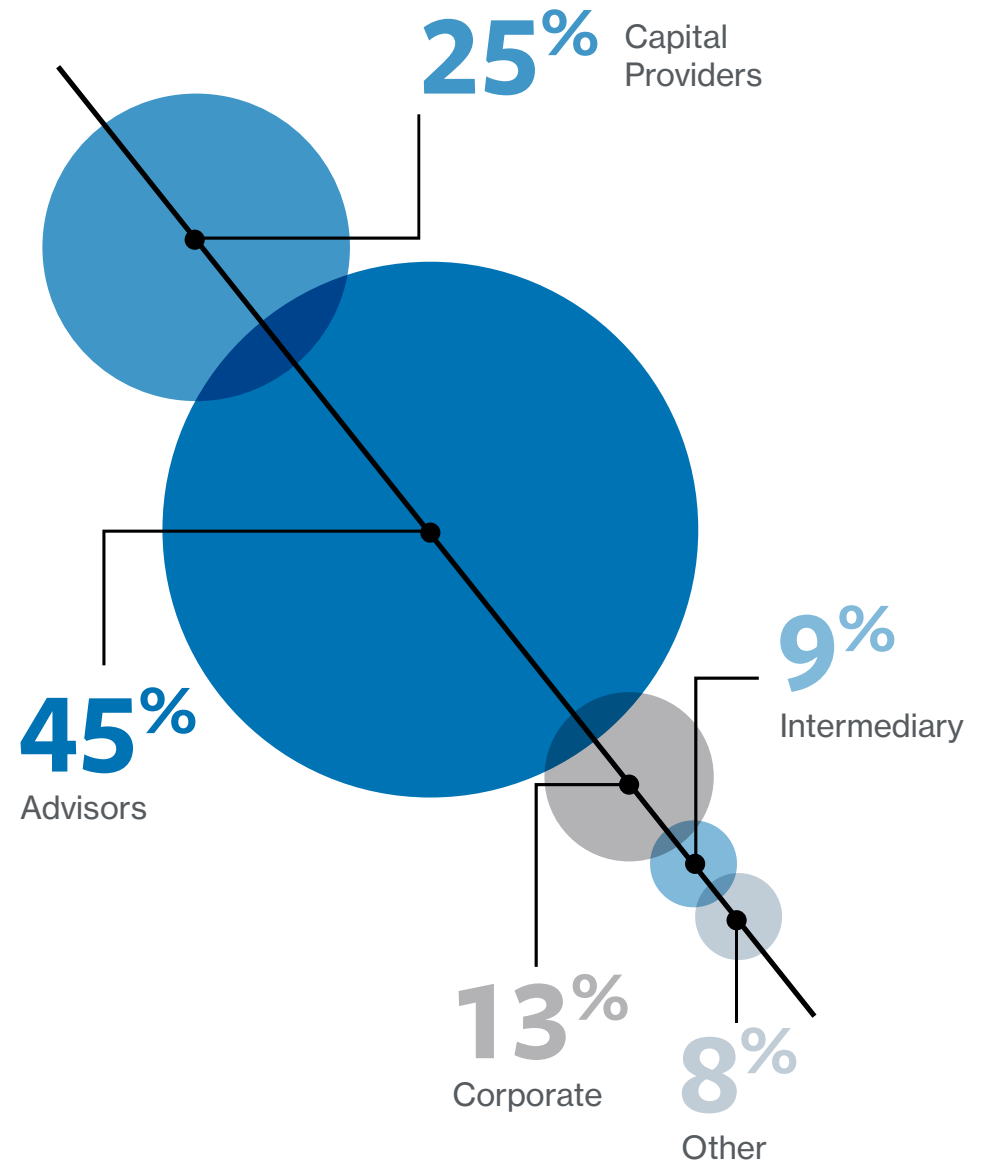
65+: 9%	43-49: 15%
61-65: 12%	36-42: 12%
56-60: 16%	Under 35: 9%
50-55: 22%	



### CHAPTERS

46 U.S. Chapters  
10 International Chapters, including Toronto, Quebec, Edmonton, Calgary, U.K, Holland, Madrid, France, China and Austria

## ACG'S MEMBERSHIP BREAKDOWN





# MIDDLE MARKET DealMaker

The *DealMaker* edition of *Middle Market Growth* provides every member of the M&A team with valuable insight into the middle-market dealmaking landscape, including buy-side considerations for sourcing, due diligence and financing, and sell-side strategies for finding the right buyer and preparing for a sale.

## Audience & Distribution

*DealMaker* is distributed to middle-market M&A professionals within ACG's membership, including dealmakers from private equity firms, investment banks, law firms, accounting firms, advisory firms, lenders, family offices and strategic acquirers. *DealMaker* is also mailed to a select audience of non-member transaction professionals sourced from ACG events, collaborations with other organizations and audience-building efforts on [middlemarketgrowth.org](http://middlemarketgrowth.org).

Estimated print distribution before bonus distribution at chapter events: **15,000 recipients**

# MIDDLE MARKET DealMaker

## Sponsored Content Opportunities

DEPARTMENT	SPONSORED SECTION	LENGTH	IMAGERY	PLACEMENTS PER ISSUE	PRICE
TREND WATCH	<b>Inside the Deal:</b> Narrative case study written by ACG showcasing how your firm partnered with an investor or acquirer on a deal, or highlighting the expertise of a professional within your practice.	2 pages: 850-900 words	Headshots or photos tied to the story, provided by client. Stock imagery available by request.	2	\$12,500
	<b>Backstage:</b> Original Q&A or transcript of a roundtable discussion from an event, GrowthTV episode or other forum, written and produced by ACG.	2 pages: 700 words	Screenshots from recorded interviews. For in-person events, images provided by client.	2	Pricing based on event or episode
WHAT'S NEXT	<b>On the Horizon:</b> Contributed opinion piece about an emerging trend. Requires ACG editorial approval of topic.	<b>Option 1</b> - 1 page: 500 words <b>Option 2</b> - 2 pages: 850-950 words	Stock art provided by ACG; and/or simple chart or graphic provided by client.	2	<b>1 page:</b> \$6,500 <b>2 pages:</b> \$12,500
FEATURES	<b>In Focus:</b> Profile of your firm and/or a partner written and produced by ACG, placed directly behind the issue's two feature stories and featuring custom photography or illustrations. Also includes one full-page ad.	4 pages: 1,200 words	Photoshoot or illustrations commissioned and coordinated by ACG.	1	\$25,000
ADVERTORIAL	<b>Advertorial:</b> Contributed article that is written and designed according to specifications provided by ACG's design team to run in the magazine as a text-based advertorial.	Varies	Provided by client	3	\$6,000 per page

# MIDDLE MARKET DealMaker

## Production Calendar 2022

ISSUE	CONTENT DUE	ADS DUE	IN-HOME
SPECIAL ISSUE - TRENDS OUTLOOK REPORT 2022	October 18, 2021	November 8, 2021	December 30, 2021
DEALMAKER - SPRING 2022	January 11, 2022	February 1, 2022	March 24, 2022
SPECIAL ISSUE - MMG AWARDS 2022	February 15, 2022	March 8, 2022	April 28, 2022
DEALMAKER - SUMMER 2022	April 19, 2022	May 10, 2022	June 30, 2022
DEALMAKER - FALL 2022	July 26, 2022	August 16, 2022	October 6, 2022
SPECIAL ISSUE - MIDDLE MARKET MULTIPLES	September 27, 2022	November 2, 2022	December 22, 2022



# MIDDLE MARKET **Executive**

The *Executive* edition of *Middle Market Growth* is designed for PE-backed and independent operators who are focused on growing middle-market businesses, along with back-office private equity professionals. *Executive* covers topics ranging from operational best practices, value creation, and recruitment and retention strategies, to tax and regulatory issues, exit preparation and more.

## Audience & Distribution

*Executive* is distributed to all ACG members. It is also mailed to a select group of C-suite business leaders and operators of middle-market portfolio companies and CFOs and COOs of private equity firms using lists sourced from ACG events, collaborations with other organizations and audience-building efforts on [middlemarketgrowth.org](http://middlemarketgrowth.org)

Estimated print distribution before bonus distribution at chapter events: **15,000 recipients**



# MIDDLE MARKET Executive

## Sponsored Content Opportunities

DEPARTMENT	SPONSORED SECTION	LENGTH	IMAGERY	PLACEMENTS PER ISSUE	PRICE
THE STAND UP	<b>Watch List:</b> Contributed opinion piece about a current trend. Requires ACG editorial approval of topic.	<b>Option 1</b> - 1 page: 500 words  <b>Option 2</b> - 2 pages: 850-950 words	Stock art provided by ACG; and/or chart or graphic provided by client.	2	<b>1 page:</b> \$6,500  <b>2 pages:</b> \$12,500
PEOPLE FIRST	<b>All-Hands:</b> Contributed article focused on a human resources- or people-related topic. Requires ACG editorial approval of topic.	2 pages: 850 words	Stock art provided by ACG; and/or simple chart or graphic provided by client.	2	\$12,500
PERFORMANCE REVIEW	<b>Best Practice:</b> Tutorial-based article written by ACG that highlights how your organization helped a client improve performance or achieve a goal.	1 page: 500 words	Headshots or photos tied to the story, provided by client. Stock imagery available by request.	2	\$7,500
	<b>Executive Suite:</b> Contributed Q&A featuring insights into operational or performance-related issues.	1 page: 400 words	Author headshot	2	\$6,000
FEATURES	<b>In Focus:</b> Profile of your firm and/or a partner, placed directly behind the issue's two feature stories and featuring custom photography or illustrations. Also includes one full-page ad.	4 pages: 1,200 words, plus 1-page ad.	Photoshoot or illustrations commissioned and coordinated by ACG.	1	\$25,000
ADVERTORIAL	<b>Advertorial:</b> Contributed article that is written and designed according to specifications provided by ACG's design team to run in the magazine as a text-based advertorial.	Varies	Provided by client	3	\$6,000 per page

## Production Calendar 2022

ISSUE	CONTENT DUE	ADS DUE	IN-HOME
EXECUTIVE - WINTER 2022	November 30, 2021	December 16, 2021	February 19, 2022
EXECUTIVE - SPRING 2022	March 15, 2022	April 6, 2022	May 26, 2022
EXECUTIVE - SUMMER 2022	May 17, 2022	June 7, 2022	August 4, 2022
EXECUTIVE - FALL 2022	September 6, 2022	September 27, 2022	November 17, 2022

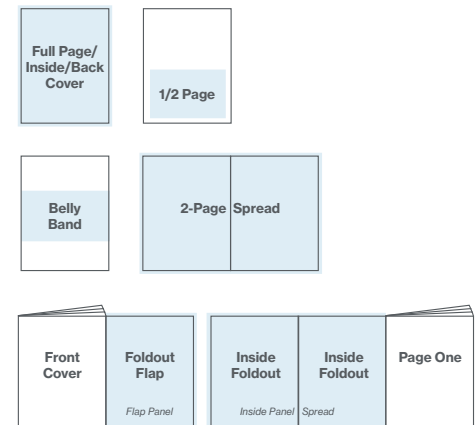
# Print Advertising

ADVERTISEMENT	PRICE	TRIM SIZE
FULL PAGE AD	\$6,000	8.375" (w) x 10.875" (h) <i>Add a 0.125" bleed on all sides of file</i>
1/2 PAGE AD	\$3,500	7" (w) x 4.5" (h) <i>No bleed required</i>
ADVERTISING SPREADS AVAILABLE	Starting at \$10k	16.75" (w) x 10.875" (h)** <i>Add a 0.125" bleed on all sides of file</i>
BACK COVER	\$9,000	8.375" (w) x 10.875" (h) <i>Add a 0.125" bleed on all sides of file</i>
INSIDE FRONT COVER	\$9,000	8.375" (w) x 10.875" (h) <i>Add a 0.125" bleed on all sides of file</i>
INSIDE BACK COVER	\$7,000	8.375" (w) x 10.875" (h) <i>Add a 0.125" bleed on all sides of file</i>
BELLY BAND	\$11,000 <i>(Wrap the cover with a custom belly band)</i>	Contact the ACG sales team for instructions.**
INSERT	\$15,000 for 16-pages <i>(Client provides insert)</i>	Maximum size: 7.875" (w) x 10.375" (h) Minimum size: 5" (w) x 7" (h)** <i>Add a 0.125" bleed on all sides of file</i>
POLYBAG	\$15,000 for 16-pages <i>(Polybag your stand-alone marketing content)</i>	Contact the ACG sales team for instructions.**
FOLDOUT COVER	\$17,500 <i>Tell your story with an extra page using the fold-out cover, includes inside front cover. (3 pages in total of advertising)</i>	Flap: 7.625" (w) x 10.875" (h) Inside Foldout: 15.75" (w) x 10.875" (h)** <i>Add a 0.125" bleed on all sides of file</i>

## ARTWORK FORMAT

Please supply creative files as a high-res PDF file (PDF X1A). We cannot accept any native application file formats (Word, InDesign, Publisher, etc.) or any other file format. PDF must be a high-res, publish-ready file.

Make sure that fonts and images are embedded and image backgrounds are set to 'NONE.' Images must be CMYK, at least 300 dpi, and all image trapping values correctly set as either knockout or overprint. When exporting PDF, under "Marks and Bleeds", change "Offset" to .125. Color Bars can be turned off.



\*\*Instruction sheets and InDesign templates available on request



# ACG Media Digital Products

The Middle Market Growth Weekly newsletter is sent each Thursday to ACG's network of 60,000 recipients, featuring the latest articles from [middlemarketgrowth.org](http://middlemarketgrowth.org), expert commentary, and other insights for middle-market transaction professionals and operators.

EMAIL	PRICE
MMG Weekly Newsletter Sponsored Article Placement**	\$2,000
MMG Weekly Newsletter Primary Leaderboard Banner	\$3,000

MMG Weekly Newsletter Secondary Banner \$1,500

WEBSITE	PRICE
ACG.org Display Ads	\$2,500 per month
Middlemarketgrowth.org Display Ads	\$2,500 per month



AVERAGE OF  
**10,900**  
OPENS PER EMAIL



AVERAGE OF  
**1,300**  
UNIQUE CLICKS PER EMAIL



AVERAGE OF  
**190,000**  
MONTHLY PAGE  
VIEWS ON ACG.ORG



AVERAGE OF  
**30,000**  
MONTHLY PAGE VIEWS ON  
MIDDLEMARKETGROWTH.ORG

*\*\*Option available to sponsors at a \$10,000 spend or above*



# Digital Advertising

## ADVERTISEMENTS FOR MIDDLEMARKETGROWTH.ORG

### SIZE

LEADERBOARD BANNER AD 728px (w) x 90px (h)

MOBILE LEADERBOARD AD 300px (w) x 250px (h)

RIGHT RAIL RECTANGLE AD 300px (w) x 250px (h)

## ADVERTISEMENTS FOR ACG.ORG

### SIZE

LEADERBOARD BANNER AD 728px (w) x 90px (h)

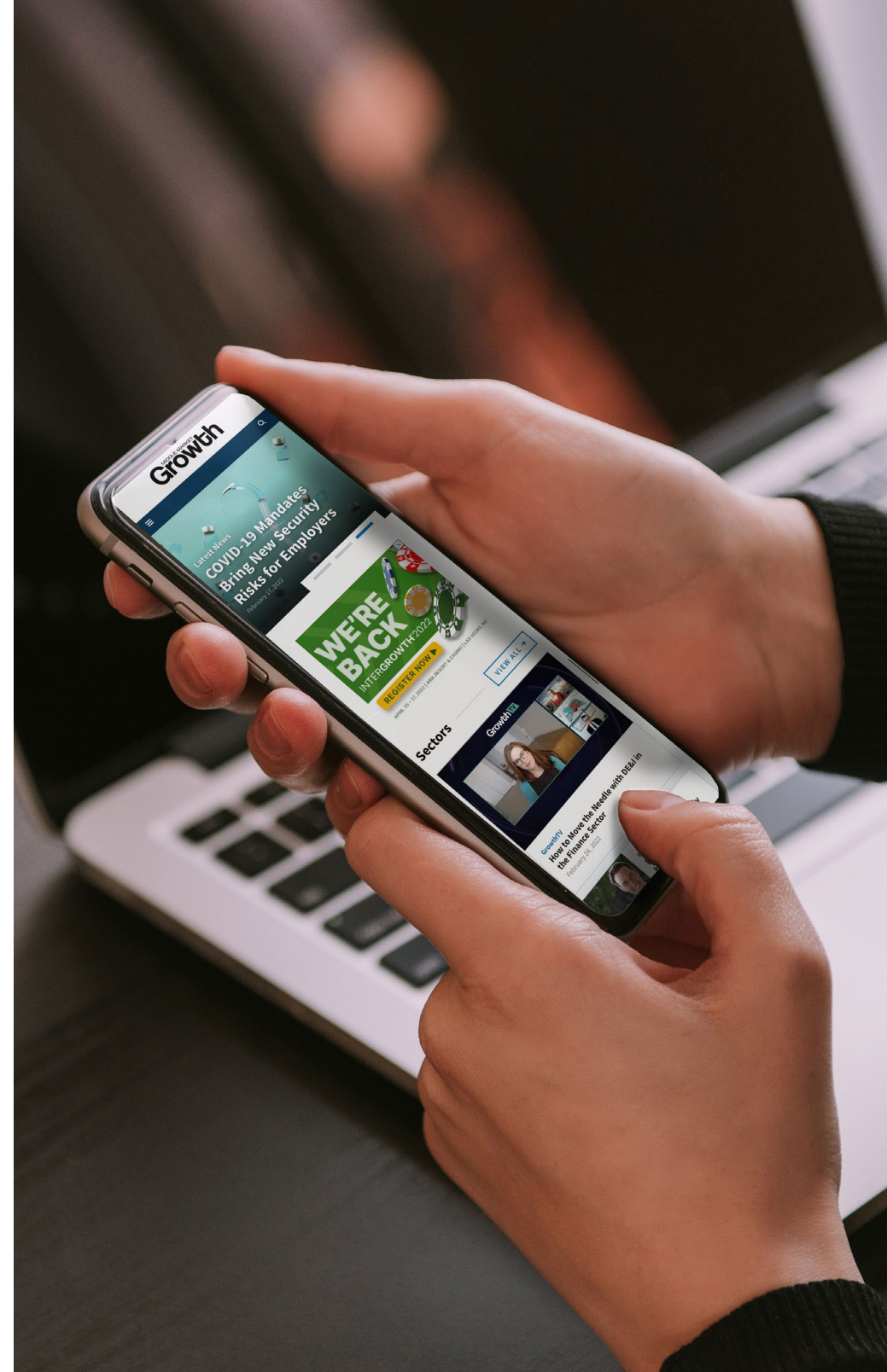
MOBILE LEADERBOARD AD 320px (w) x 50px (h)

RIGHT RAIL RECTANGLE AD 240px (w) x 400px (h)

### ARTWORK FORMAT

Please supply creative files as a JPEG, GIF, or animated GIF. All image resolutions must be set to 72 dpi. The color blend space of files must be RGB.

We cannot accept any native application file formats (InDesign, Illustrator, Photoshop, etc.) or any other file format.



# GrowthTV

GrowthTV delivers video content to ACG's membership and beyond. The videos cover industry trends and best practices and feature leading middle-market dealmakers, leaders and business operators.

## Packages

Partner with ACG's Media Team to produce custom video(s) featuring your organization's opinion leaders. Each video includes social media and email promotion.

NUMBER OF EPISODES	PRICE
Six episodes	\$54,000
Three episodes	\$30,000
One episode	\$12,000







# Custom Content & Research

Partner with ACG to develop custom research reports, videos highlighting your firm's expertise, thought leadership articles and more.



MARKET  
RESEARCH



PODCASTS



WHITEPAPERS



WEBINARS



LINKEDIN  
EVENTS



ROUNDTABLES

# Custom Audience

Continue the conversation with a custom audience program. This targeted audience opportunity allows you to pinpoint the people you want to reach in the ACG network for maximum impact. ACG will then identify our audience that has engaged with your brand, giving you an opportunity to reach a highly targeted and engaged audience directly through media placements dedicated to your brand.

## Packages

Package prices vary based on content and promotion. Base packages start at \$25,000.





# Beyond Media:

## Additional Opportunities Through ACG

We pride ourselves on market intelligence and are constantly launching new ways to connect with our members. Sponsors can deliver insightful content and thought leadership year-round through ACG Media, but our robust community of M&A professionals also engage with ACG through our signature events and networking opportunities.

We focus on creating environments that foster meaningful networking, and present attendees with engaging programming. Through sponsorship, your brand is placed squarely at the center of the conversation. ACG and its chapters host over one thousand focused networking events annually. InterGrowth, ACG's largest conference with more than 2,000 attendees, is a can't miss event for anyone looking to connect with middle market deal makers.

In addition to events, ACG offers a new Middle Market Professional certification program, which can help strengthen your knowledge of – and standing within – the middle market. Check out if it is right for you or your team at the link below.

[LEARN MORE ABOUT MMP CERTIFICATION](#)

[VIEW ACG'S UPCOMING EVENTS](#)

[LEARN MORE ABOUT INTERGROWTH](#)





# Contact Us

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