

MIDDLE MARKET **Growth** // MEDIA KIT



The official publication of [Association for Corporate Growth](#)

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OVERVIEW

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

// Gretchen B. Perkins, Partner, Huron Capital Partners

ABOUT ACG

Founded in 1954, the Association for Corporate Growth has 59 chapters and 14,500 members around the world. ACG serves 90,000 investors, owners, executives, lenders and advisers to growing middle-market companies. ACG's mission is to drive middle-market growth.

ABOUT MIDDLE MARKET GROWTH

Middle Market Growth® is the official suite of media offerings from ACG, including a quarterly magazine, website, weekly e-newsletter, daily newsfeed and more. *Middle Market Growth* goes beyond the numbers to showcase the human element of the industry as well as provide in-depth coverage that influences your next deal: growth stories, market trends, sector overviews, public policy and more. With content that reflects the diversity of the middle market, *MMG* is an ideal choice to reach a broad but focused readership.

Access to *MMG* media is named one of the top reasons members join ACG, giving them insight from top middle-market deal making professionals, up-to-date industry news, trends, best practices and thought leadership on all segments of the middle market.

WHY ADVERTISE?

- Position your firm alongside industry leaders, the latest middle-market news and trends in a sleek print and digital format.
- Connect to your next deal and build relationships by reaching a global network of more than 90,000 middle-market professionals.
- Leverage your brand using the *MMG* publication suite to launch a fully integrated marketing campaign to include print and digital advertising, articles, podcasts, webinars, videos, and more.

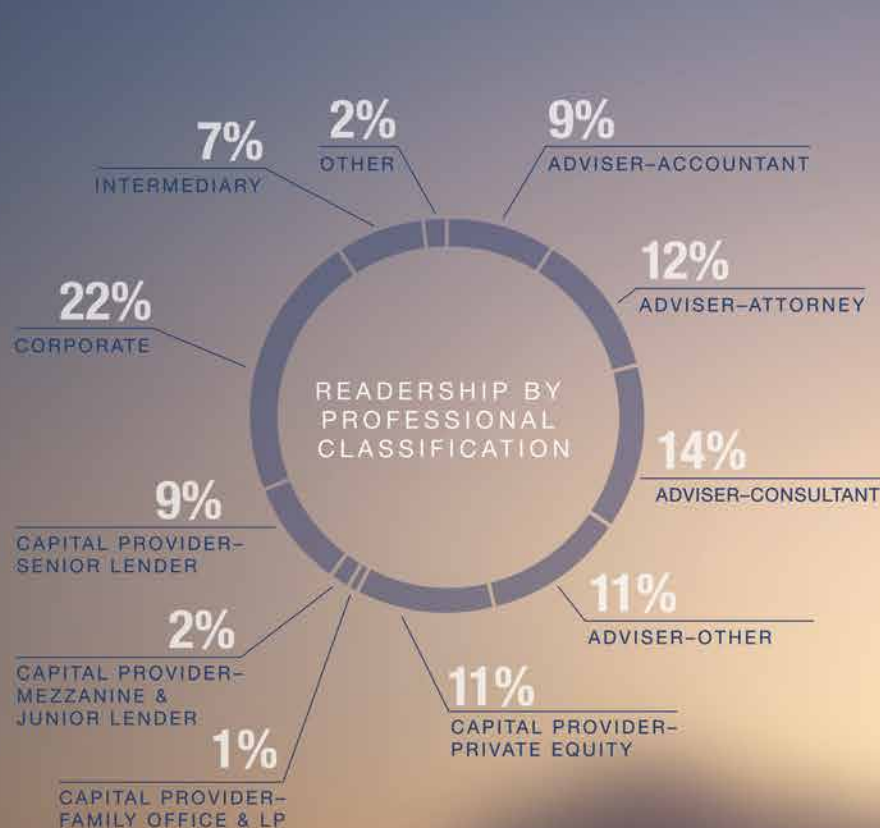
TOTAL COMBINED REACH

90,000

WITH READERS IN OVER 40 COUNTRIES GLOBALLY

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.

READERSHIP



ACG – THE HOME FOR MIDDLE-MARKET BUSINESS



//

1,100 deals

closed in 2014



//

60%

of U.S. private equity deal flow



//

\$158 billion

of total capital invested



//

382

exits in 2014

2017 //

ISSUE	EDITORIAL FOCUS	CONTENT DEADLINE	AD DEADLINE
Winter (January, 2017)	Construction Construction is set to boom as the economy continues its recovery. In addition, U.S. national infrastructure, including roads, bridges, and tunnels, is in a state of disrepair, opening the door for investors.	September 19, 2016	November 11, 2016
Spring* (April, 2017)	Distressed Investing Distressed assets continue to be attractive in all sectors, and some industries, like energy—due to depressed prices in oil and gas—will likely be a focus for investors seeking opportunities for cheap assets to turn around.	December 16, 2016	February 17, 2017
Summer (July, 2017)	Automotive Supply, Service and Aftermarket Automotive M&A has steadily increased in recent years, boosted by moves for suppliers to align with OEM global platform strategies, recovery in the European market and the need for new and complementary technologies to address future automotive needs.	March 27, 2017	May 19, 2017
Fall** (October, 2017)	Agribusiness A growing number of PE firms are raising agribusiness funds. In 2015 alone, more than 30 such funds sought to raise a combined \$8.5 billion, according to recent data.	June 26, 2017	August 18, 2017

* Bonus distribution at InterGrowth® 2017

** Bonus distribution at fall ACG chapter events

ADVERTISING OPPORTUNITIES

PRINTED MAGAZINE



The entire suite of *Middle Market Growth* media is complimentary. However, the print quarterly edition is *exclusive* to ACG members. Each quarter, this award-winning magazine is dropped on the desks of nearly 15,000 ACG members worldwide. The magazine is also available digitally to over **90,000** M&A professionals.

PRINTED MAGAZINE ADVERTISING OPPORTUNITIES

ADS

- **Full-Page Ad**
- **Third-Page Ad**
- **Fold-Out Cover**

Maximize the impact of your message with a multi-page ad spread that opens up from the inside front cover.

OTHER

- **Belly Band**
A belly band is a furnished paper outsert with your messaging. Readers will see your piece first as it is attached to the front cover.
- **Polybag Insert**
Showcase your firm's thought leadership by adding a publication or insert into the magazine's plastic polybag.



➔ VISIT MIDDLEMARKETGROWTH.ORG

Middlemarketgrowth.org is the website of *Middle Market Growth* quarterly magazine. Middlemarketgrowth.org covers daily industry news and features exclusive web-only content. The site averages between 6,000-7,000 page views per month.

WEBSITE ADVERTISING OPPORTUNITIES

- **Leaderboard Banner Ad** (728x90)
- **Billboard Banner Ad** (970x250)
- **Right Sidebar Banner Ad** (300x250)
- **Video Feature**
Showcase videos on the middlemarketgrowth.org homepage. Videos will be archived on the site for viewing after their run.

ADVERTISING OPPORTUNITIES

EMAIL / NEWSLETTERS



MIDDLE MARKET GROWTH // DAILY EMAIL

MMG Daily is an opt-in news feed featuring the latest stories and headlines across the globe from top news outlets. *Leaderboard and secondary ads available.*

Sent: Monday – Friday

Circulation: 800+

MIDDLE MARKET GROWTH // WEEKLY EMAIL

MMG Weekly covers the latest middle-market news, ACG events, and timely industry content. *Leaderboard and secondary ad available.*

Sent: Thursdays

Circulation: 90,000+

Average Open Rate: 17%

THE LADDER NEWSLETTER

A monthly career focused publication focused on the latest professional development news, trends and job opportunities to help drive your career in middle-market M&A. *Leaderboard and secondary ad available.*

Sent: Monthly

Circulation: 90,000+

Average Open Rate: 15%

MIDDLE MARKET GROWTH ISSUE ANNOUNCEMENT EMAIL

Quarterly announcement email for each issue of *Middle Market Growth*, including an issue summary and editorial highlights. *Leaderboard ads available.*

Sent: Quarterly

Circulation: 90,000+

Average Open Rate: 15%

DEDICATED EMAILS

Leverage the power of *MMG's* network to send exclusive dedicated emails. Each email can be sent to our entire audience, or targeted to a specific group.

Sent: Monthly

Circulation: 90,000+



MMG Conversations are real-time interviews, conducted by *MMG's* editor, with middle-market industry leaders presented to listeners in a dial-in webinar format. The introduction and conclusion of each program includes a short, scripted promotional message from the sponsoring firm that is read by the moderator. Additional branding includes logo placement on promotional emails and middlemarketgrowth.org.



LISTEN TO A MIDDLE MARKET GROWTH CONVERSATIONS PODCAST

THOUGHT LEADERSHIP OPPORTUNITIES



FEATURED FIRM

A four-page spread in the style of a cover story, showcasing your firm through a powerful narrative, along with a series of photographs of your partners and office. ACG will manage the editorial and a professional photographer will be sent to your office or location of your choosing.

Print Reach: 14,500 **Digital Reach:** 90,000+

MIDDLEMARKETGROWTH.ORG ORIGINAL CONTENT SERIES

Utilize ACG's editorial team to develop content that bridges the gap between thought leadership and advertising. Deliver your message in a format that positions your firm as an industry expert and provides in-depth brand exposure. ACG will manage the editorial.

WRITING SERVICES

**Interested in thought leadership,
but don't have time to write an article?**

Our editorial team will work with you to source, write and edit your article for the magazine. Writing services are available for an additional fee.

EXECUTIVE SUITE

A one-page interview with a firm's senior leader. Three questions are posed to the expert who can respond with answers of up to 200 words each. The questions are provided to the expert by the *Middle Market Growth* editor or by the marketing team at the expert's firm.

Print Reach: 14,500

Digital Reach: 90,000+

PORTFOLIO

A one-page article featuring thought leadership from firms engaged in the middle market. Firms are able to submit original feature-length articles on the topics of M&A, private equity trends, access to capital, accounting, law and other topics that showcase expert knowledge of private equity and the middle market.

Print Reach: 14,500

Digital Reach: 90,000+

DEAL SPOTLIGHT

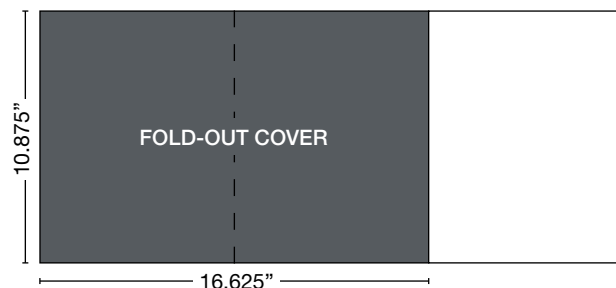
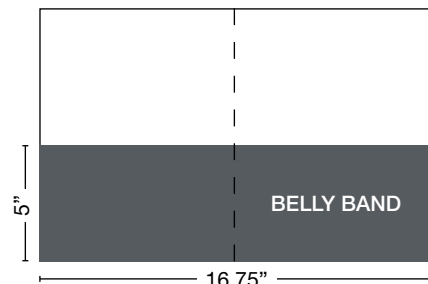
The DealSpotlight section features one middle market deal each week in the *Middle Market Growth Weekly* newsletter. It includes a tombstone with logo placement and promotion in the newsletter, and a 200-word deal summary written by our ACG editors. Summary will feature deal highlights and quotes from the key players, and be featured on middlemarketgrowth.org.

Digital Reach: 90,000+



SPECS

PRINT MAGAZINE



Important Note: It is highly recommended that all ads should be created **ONLY** in InDesign or Photoshop.

BELLY BAND

Ad dimensions:	17" (w) x 5.25" (h) including .125" bleed
Image resolution:	All images must be 300 dpi.
Trim Size:	16.75" (w) x 5" (h)
Fonts:	All fonts must be embedded. All text should be searchable—no text outlines or rendered as image.
Color:	Color must be CMYK for print.
PDF Format:	Must be saved as a <i>PDF/X-1a:2001</i> format

We recommend keeping all live text elements at least 3/8 inches from all edges. If the bellyband has a background, it should bleed all the way out to the full length of the band as to not have "white space" in the flap area.

FOLD-OUT COVER

Ad dimensions:	16.625"(W) x 11.25"(H) including .125" bleed
Image resolution:	All images must be 300 dpi.
Trim Size:	16.375"(W) x 10.875"(H)
Fonts:	All fonts must be embedded. All text should be searchable—no text outlines or rendered as image.
Color:	Color must be CMYK for print.
PDF Format:	Must be saved as a <i>PDF/X-1a:2001</i> format

Please supply creative as a hi-res PDF file. We cannot accept any native application file formats (Word, InDesign, Publisher, etc.) or any other file format. PDF must be a hi-res, publish-ready file. All raster images should be 300 dpi. All fonts must be embedded. If ad is more than one page, provide one PDF that includes each single page.

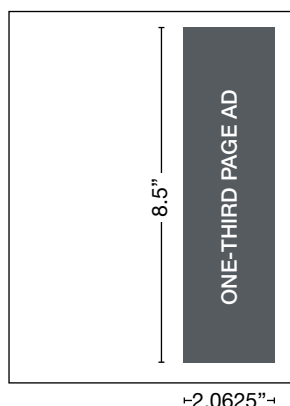
Printer marks: Do not include bleed, crop or any other printer marks in your file. PDF must be made at the page size.



FULL-PAGE AD

Ad dimensions:	8.625\"(W) x 11.25\"(H) including .125\" bleed
Image resolution:	All images must be 300 dpi.
Trim Size:	8.375\"(W) x 10.875\"(H)
Fonts:	All fonts must be embedded. All text should be searchable— no text outlines or rendered as image.
Color:	Color must be CMYK for print.
PDF Format:	Must be saved as a <i>PDF/X-1a:2001</i> format

Please supply creative as a hi-res PDF file. We cannot accept any native application file formats (Word, InDesign, Publisher, etc.) or any other file format. PDF must be a hi-res, publish-ready file. All raster images should be 300 dpi. All fonts must be embedded. If ad is more than one page, provide one PDF that includes each single page.



ONE-THIRD PAGE AD

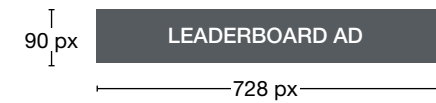
Ad dimensions:	2.0625\"(W) x 8.5\"(H)
Image resolution:	All images must be 300 dpi.
Fonts:	All fonts must be embedded. All text should be searchable— no text outlines or rendered as image.
Color:	Color must be CMYK for print.
PDF Format:	Must be saved as a <i>PDF/X-1a:2001</i> format

Please supply creative as a hi-res PDF file. We cannot accept any native application file formats (Word, InDesign, Publisher, etc.) or any other file format. PDF must be a hi-res, publish-ready file. All raster images should be 300 dpi. All fonts must be embedded.

Printer marks: Do not include bleed, crop or any other printer marks in your file. PDF must be made at the page size.

SPECS

MIDDLEMARKETGROWTH.ORG



LEADERBOARD

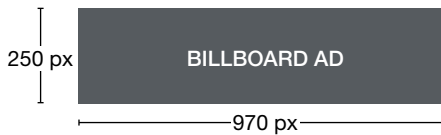
Will display on middlemarketgrowth.org homepage and interior pages.

Ad dimensions: 728 px (W) x 90 px (H)

Image resolution: All images must be 72 dpi.

Color: RGB

File type: JPEG, GIF or animated GIF



BILLBOARD AD

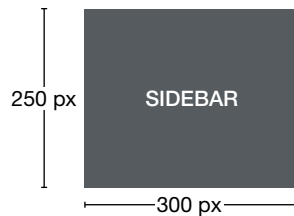
Will display on middlemarketgrowth.org homepage.

Ad dimensions: 970 px (W) x 250 px (H)

Image resolution: All images must be 72 dpi.

Color: RGB

File type: JPEG, GIF or animated GIF



SIDEBAR

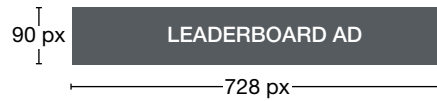
Will display on middlemarketgrowth.org homepage and interior pages.

Ad dimensions: 300 px (W) x 250 px (H)

Image resolution: All images must be 72 dpi.

Color: RGB

File type: JPEG, GIF or animated GIF



LEADERBOARD BANNER AD

Dimensions:	728 px (W) x 90 px (H)
Image Resolution:	All images must be 72 dpi.
File size:	30K or less
File type:	Static JPEG or GIF (No animated GIFs. Not all email clients display the animation properly.)



WEEKLY SECONDARY FULL BANNER AD

Dimensions:	468 px (W) x 60 px (H)
Image Resolution:	All images must be 72 dpi.
File size:	30K or less
File type:	Static JPEG or GIF (No animated GIFs. Not all email clients display the animation properly.)

FEATURED VIDEO

Will display on middlemarketgrowth.org homepage and in *Middle Market Growth* weekly e-newsletter.

Format: The video will be streamed from YouTube, and can be in the following formats:

- .MPEG4 (3ivx, DivX, Xvid)
- .MOV (Sorenson Video 3, H263, H264, animation)
- .FLV (VP6 and Sorenson Spark)

If available, make sure to export the video as “Optimized for Internet Streaming.” This will help with the video playing smoother online.

Auto-play: Videos will not automatically play.

Initial image: Video’s initial image will default to first frame of video.

Source: Provide external URL.

Captions: Title of the video and 2-3 sentences as a video caption/description.

RATES

MAGAZINE ADVERTISING	
Full-Page	\$5,000
Third-Page	\$3,000
Belly Band	contact for pricing
Fold-Out Cover	contact for pricing
Polybag Insert	contact for pricing
Premium Ad – Inside front cover	\$6,200
Premium Ad – Inside back cover	\$6,200
Premium Ad – Outside back cover	\$6,500

MIDDLEMARKETGROWTH.ORG	
Top Leaderboard	\$2,500 /month
Homepage Billboard	\$1,500 /month
Sidebar	\$2,000 /month
Video Feature	\$2,000 /week

NEWSLETTER ADVERTISING	
Daily Primary Leaderboard	\$2,000 /month
Daily Secondary Leaderboard	\$1,300 /month
Weekly Leaderboard	\$2,500
Weekly Secondary Banner Ad	\$1,500
The Ladder Primary Leaderboard	\$2,500
The Ladder Secondary Leaderboard	\$1,500
MMG Announcement Email Leaderboard	\$2,500
Dedicated Email	contact for pricing

THOUGHT LEADERSHIP	
Featured Firm	contact for pricing
Executive Suite	\$4,500
Portfolio	\$3,500
MiddleMarketGrowth.org Web Series	contact for pricing
Deal Spotlight	\$2,000
Writing Services (consultation, writing and editing)	contact for pricing

AD PREPARATION CHARGES

If you would like assistance in producing your ad, please inquire for current creative freelance rates. If electronic files are not submitted correctly, any necessary changes will be billed to advertiser as a separate charge.

Contact John Cahill at jcahill@acg.org or 312-957-4276 for pricing.

EDITORIAL DISCRETION: ACG reserves the right to deny any advertisement that does not meet editorial standards.

contact us //

JOHN CAHILL | SENIOR MANAGER, NATIONAL ADVERTISING SALES

E-mail // jcahill@acg.org | Direct // 312-957-4276

MAGGIE ENDRES | DIRECTOR, STRATEGIC DEVELOPMENT

E-mail // mendres@acg.org | Direct // 312-957-4257



Association for Corporate Growth

ASSOCIATION FOR CORPORATE GROWTH

125 S. WACKER DRIVE, SUITE 3100
CHICAGO, ILLINOIS 60606

WWW.ACG.ORG

WWW.MIDDLEMARKETGROWTH.ORG

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