



MIDDLE MARKET Growth

// THE OFFICIAL PUBLICATION OF ACG

MEDIA KIT 2020



About Middle Market Growth



As the official publication of the Association for Corporate Growth®, *Middle Market Growth*® (MMG) goes behind the scenes with midsize companies to tell their stories, including how they were founded, the challenges they’ve faced, and the role private capital has played in their growth. The magazine also features expert insight and analysis of the industry trends impacting private equity investment and M&A.

MMG’s suite of assets includes a bimonthly print magazine, website, podcast and weekly e-newsletter. The MMG audience comprises nearly 100,000 middle-market professionals involved in M&A and corporate growth, including C-suite executives, capital providers, intermediaries and transaction advisers.

The mainstream press frequently overlooks middle-market businesses, yet companies like Greyston Bakery, Fishpeople, Argenbright Holdings and Triangle Rock Club, all recently featured on the cover of MMG, represent the most dynamic segment of the U.S. economy.

By partnering with ACG’s award-winning publication, you’ll increase your visibility with a diverse audience of middle-market professionals.

Grow your business and broaden your reach with MMG.

“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

READERSHIP

Middle Market Growth's print edition is delivered exclusively to ACG's 14,500 members across 14 countries. MMG's digital reach extends to nearly 100,000 M&A professionals in all areas of the middle market, including C-suite executives, capital providers, intermediaries and transaction advisers.



- 14% Corporate
- 11% Private Equity
- 2% Family Office & LP
- 3% Mezzanine & Junior Lender
- 9% Investment Bank and Intermediary
- 9% Accountant
- 13% Attorney
- 10% Consultant
- 14% Other Adviser
- 15% Other

*These numbers reflect ACG's membership as of 8/15/19



PRINT MAGAZINE

Subscribers: **14,500**
Bonus Distribution:
1,000 – 2,000
per issue to ACG
chapter events



MMG WEBSITE

Monthly Avg. Unique Users:
5,727
Monthly Avg. Page Views:
11,036

ACG WEBSITE

Monthly Avg. Unique Users:
17,787
Monthly Avg. Page Views:
65,713



E-NEWSLETTERS

Distribution: **98,847**
MMG Weekly
Average Open Rate:
14.4%
The Ladder Monthly
Average Open Rate:
14.5%



Tell Your Story

Middle Market Growth offers a variety of unique thought leadership opportunities to advance your marketing strategy. Leverage MMG's channels to build your brand and generate leads.

◀ Suneera Madhani, founder and CEO of Fattmerchant, profiled on the cover of MMG's Sep/Oct 2019 issue



THOUGHT LEADERSHIP

Welcome home. Your company’s thought leaders will like it here; *Middle Market Growth* offers engaging opportunities to feature their expertise, including:

- **In Focus:** Customized multi-page profile of your firm written by a seasoned business reporter and featuring professional photography (Limited to one per issue)
- **Executive Suite:** Q&A showcasing an executive’s expertise on a particular subject (Limited to one per issue)
- **Portfolio:** Thought leadership article spotlighting a firm’s perspective on an industry trend
- **Middle Market Growth // Conversations:** Multimedia opportunities including video interviews and podcast underwriting



ADVERTISING

MMG offers thoughtful marketers the opportunity to build a consistent brand presence across various channels. Consider underwriting the *MMG* podcast, polybagging your stand-alone marketing content, wrapping *MMG*’s cover with a custom belly band, and telling your story with an extra page using the fold-out cover. Every option offers a unique tactic for your ad campaigns.



BRAND AWARENESS

MMG reaches nearly 100,000 middle-market professionals and provides advertisers with an effective platform to reach clients. Create an integrated marketing campaign that showcases your brand using *MMG*’s digital, print and multimedia channels.



CUSTOM CONTENT

Leverage your firm’s content and experts by hosting a webinar promoted to ACG Global’s audience. Benefit from lead generation, branding and a year-round content presence on ACG’s website.

Also available are custom video packages, podcast sponsorships and more.

Ready to execute? Let’s talk!
Joy Meredith // 312-957-4271 // jmeredith@acg.org

Middle Market Growth is mailed to all ACG members and **distributed at all major ACG Global events** and **participating chapter events**.

ISSUE	EDITORIAL FOCUS	DESCRIPTION	DEADLINES
Jan/Feb	Buildings & Infrastructure	Middle-market companies play an important role in the built environment, providing environmental, engineering and construction services for commercial and public projects. Increasingly, these businesses are leveraging innovative technology to enable automated control, real-time monitoring and predictive maintenance to boost efficiency, lower costs and improve safety.	Content: 9/18/19 Ad: 10/24/19
March/April*	Health & Wellness	Widespread consumer interest in leading a healthy lifestyle has increased demand for meat alternatives, natural beauty products, new fitness concepts and holistic health care offerings, creating opportunities for companies and investors that tap into the growing wellness market.	Content: 12/4/19 Ad: 1/9/20
May/June	Automotive & Mobility	The automotive business model is changing amid technological disruption, prompting companies and investors in the auto industry and aftermarket to adjust their strategies for the future. At the same time, alternative mobility options are on the rise—from ride-hailing services to bike-sharing and electric scooters.	Content: 1/29/20 Ad: 2/27/20
July/Aug	Energy	Fundamental shifts in the energy sector have steered investors toward new opportunities and led companies to innovate in order to compete in today’s market. Meanwhile, renewable and clean energy assets are increasingly attracting investor dollars.	Content: 3/25/20 Ad: 4/30/20
Sept/Oct	Consumer Products	Companies that sell fashion, beauty and luxury products are adopting new marketing and consumer engagement strategies to compete in the age of social media. At the same time, businesses must balance demand for new styles and fast delivery with consumer preferences to buy from companies that demonstrate corporate social responsibility.	Content: 5/20/20 Ad: 6/25/20
Nov/Dec	Manufacturing	Middle-market manufacturers face myriad challenges in the form of political uncertainty, global competition, a growing skills gap and worker shortages. In response, many are turning to new training programs, innovative recruitment strategies and technology solutions to remain competitive in today’s environment.	Content: 7/30/20 Ad: 8/26/20

*Special distribution at InterGrowth® 2020

OPPORTUNITIES

PRINT MAGAZINE ADVERTISING

TYPE	SPECIFICATIONS	COST
Full-page	8.375" x 10.875"	\$5,000
Half-page	7" x 4.5"	\$3,000
Third-page	8.5" x 2.0625"	\$2,500
Two-page spread	16.75" x 10.875"	Contact for pricing

PREMIER PRINT ADVERTISING

TYPE	SPECIFICATIONS	COST
Belly Band	16.75" x 5"	Contact for pricing
Fold-Out Cover	16.125" x 10.875"	Contact for pricing
Polybag Insert	8.375" x 10.875"	Contact for pricing
Magazine Insert	8.375" x 10.875"	Contact for pricing

THOUGHT LEADERSHIP CONTENT

TYPE	COST
In Focus Article	\$20,000
Executive Suite	\$4,500
Portfolio	\$3,500

Print Ad Submission Specifications
All print advertising files must be supplied with a 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.

MMG AND ACG WEBSITE ADVERTISING*

TYPE	SPECIFICATIONS	COST
Leaderboard	728px x 90px	\$2,500/month
Billboard	970px x 250px	\$1,000/month
Sidebar	300px x 250px	\$1,000/month

MMG WEEKLY E-NEWSLETTER ADVERTISING

TYPE	SPECIFICATIONS	COST
Primary Leaderboard	728px x 90px	\$2,500
Secondary Leaderboard	728px x 90px	\$1,000

THE LADDER CAREER E-NEWSLETTER ADVERTISING

TYPE	SPECIFICATIONS	COST
Primary Leaderboard	728px x 90px	\$2,000
Secondary Leaderboard	728px x 90px	\$1,000

Digital Ad Submission Specifications
All digital advertising files must be saved in a web-optimized JPG or GIF format. Animated GIFs and JPGs are acceptable for the website. Static JPGs are required for any newsletter advertising.

**Digital ads submitted for MiddleMarketGrowth.org and ACG.org must also include a 300x250 ad size for mobile.*



Contact Us

INTERESTED IN ADVERTISING OR THOUGHT LEADERSHIP OPPORTUNITIES?


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INTERESTED IN SHARING YOUR STORY IDEAS?

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A full-page photograph of two men, Joel Graybeal and Andrew Kratz, standing in front of a rock climbing wall. Joel Graybeal, on the left, is wearing a black short-sleeved button-down shirt and olive green cargo pants. Andrew Kratz, on the right, is wearing a blue short-sleeved button-down shirt and tan cargo pants. Both are wearing climbing harnesses. Joel is holding a red rope, and Andrew is holding a red rope. The climbing wall is dark gray with various colored handholds (red, blue, yellow, black) and a shark head-shaped hold at the top left. The floor is blue.

“REACHING ACG’S AUDIENCE IS AN INTEGRAL PART OF TWIN BROOK’S MARKETING STRATEGY. FROM BELLY BANDS TO FOLD-OUT COVERS TO CREATING MEANINGFUL THOUGHT LEADERSHIP PIECES, WE UTILIZE MIDDLE MARKET GROWTH TO HELP US **TELL OUR UNIQUE STORY TO CLIENTS, PARTNERS AND PROSPECTS.**”

GARRETT RYAN
Partner, Twin Brook Capital Partners

◀ Joel Graybeal (left) and Andrew Kratz, managing partners of Triangle Rock Club, profiled in the Jan/Feb 2019 issue of *MMG*



Association for Corporate Growth

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