

Media Offerings 2023

ACG[®] Media



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. 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.

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



ACG's Membership Breakdown

Advisors – 44%	Intermediary – 10%
Capital Providers – 27%	Other – 7%
Corporate – 12%	



Job Title

CEO/President/ Owner – 8%	Managing Partner/ Director – 24%
Other C-Level/ Vice President – 18%	Director – 8%
Partner – 11%	Associate – 6%
	Other – 25%



Chapters

ACG operates in 61 markets across the globe



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Working with ACG at both the national and local level is vital for any organization and anyone who is looking to engage with the middle market and in M&A. There are many opportunities to engage with the ACG audience, from networking events to thought leadership opportunities. Through sponsorship, Insuperity is able to connect and convey our value proposition to all of the right people in this community.

DANNIE DIEGO

Private Capital Development Director,
Brand and Marketing Strategy, Insuperity



2023 Production Calendar

EDITION	THEME	THOUGHT LEADERSHIP DUE	ADS DUE	IN-HOME
MIDDLE MARKET DEALMAKER – WINTER	Business Development	Dec. 1, 2022	Dec. 14, 2022	Feb. 23, 2023
SPECIAL REPORT – ACG IMPACT AWARDS*	Awards	Feb. 15, 2023	Mar. 14, 2023	May 11, 2023
MIDDLE MARKET EXECUTIVE - SUMMER	Technology	Apr. 12, 2023	May 3, 2023	July 6, 2023
MIDDLE MARKET DEALMAKER - FALL	Midyear Update	June 7, 2023	June 28, 2023	Aug. 31, 2023
MIDDLE MARKET EXECUTIVE - FALL	Talent	Aug. 2, 2023	Aug. 29, 2023	Oct. 30, 2023
SPECIAL REPORT – MIDDLE MARKET MULTIPLES	2024 Outlook	Oct. 4, 2023	Oct. 31, 2023	Dec. 28, 2023

*Edition will be at ACG's Annual Conference

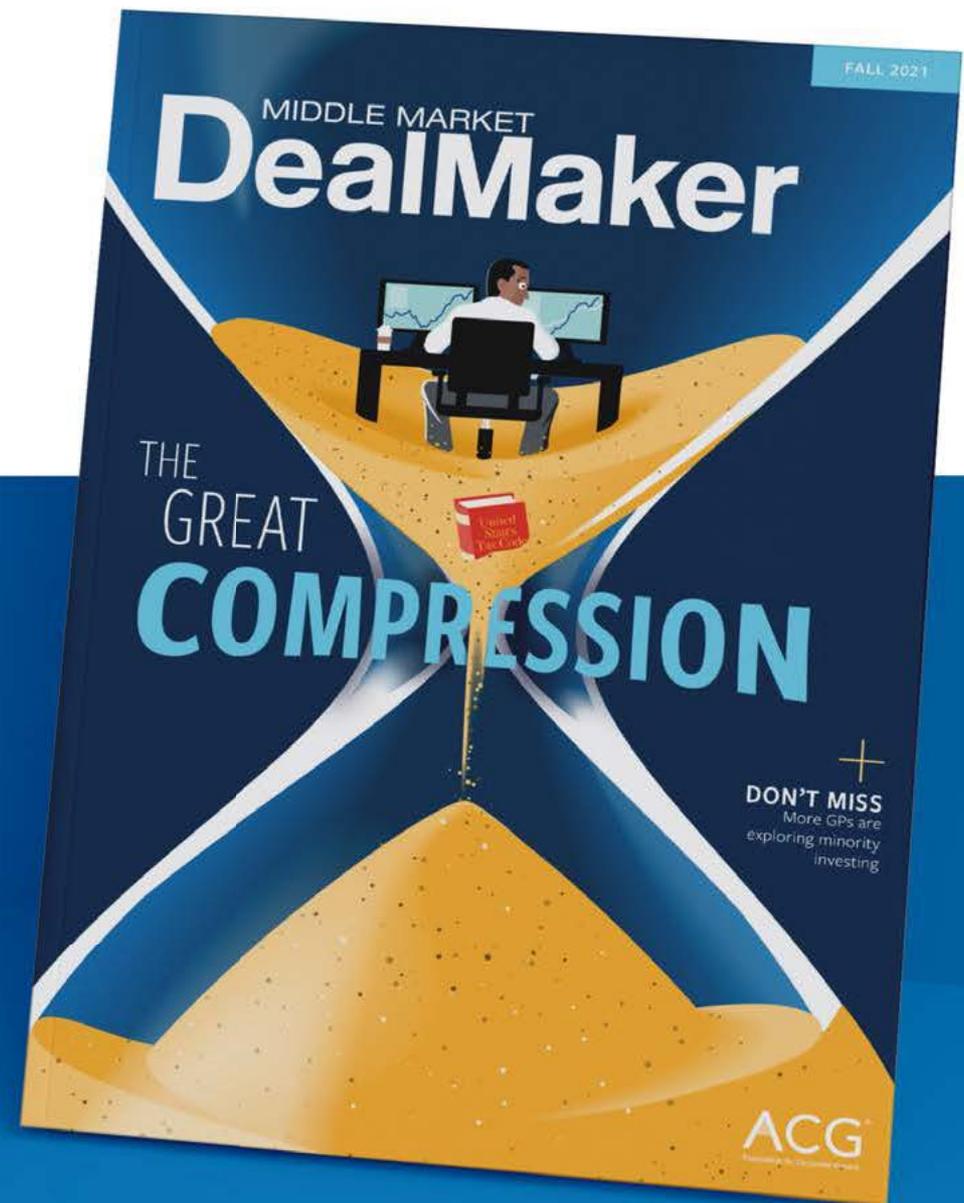
DealMaker Edition

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.

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



DealMaker Edition: Sponsored Content Opportunities

DEPARTMENT	SPONSORED SECTION	LENGTH	IMAGERY	PLACEMENTS	PRICE
TREND WATCH	Inside the Deal: 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 per issue	\$12,500
	Backstage: Original Q&A or transcript of a roundtable discussion from an event, GrowthTV episode or other forum, written and produced by ACG.	4-6 pages: Varies by project.	Varies by project.	2 per issue	Pricing based on event or episode
WHAT'S NEXT	On the Horizon: Contributed opinion piece about an emerging trend. Requires ACG editorial approval of topic.	Option 1 - 1 page: 500 words Option 2 - 2 pages: 850-950 words	Stock art provided by ACG; and/or simple chart or graphic provided by client.	2 per issue	1 page: \$6,500 2 pages: \$12,500
FEATURES	In Focus: 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, plus 1-page ad.	Photoshoot or illustrations commissioned and coordinated by ACG.	1 per issue	\$25,000
ADVERTORIAL	Advertorial: 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 per issue	\$6,000 per page

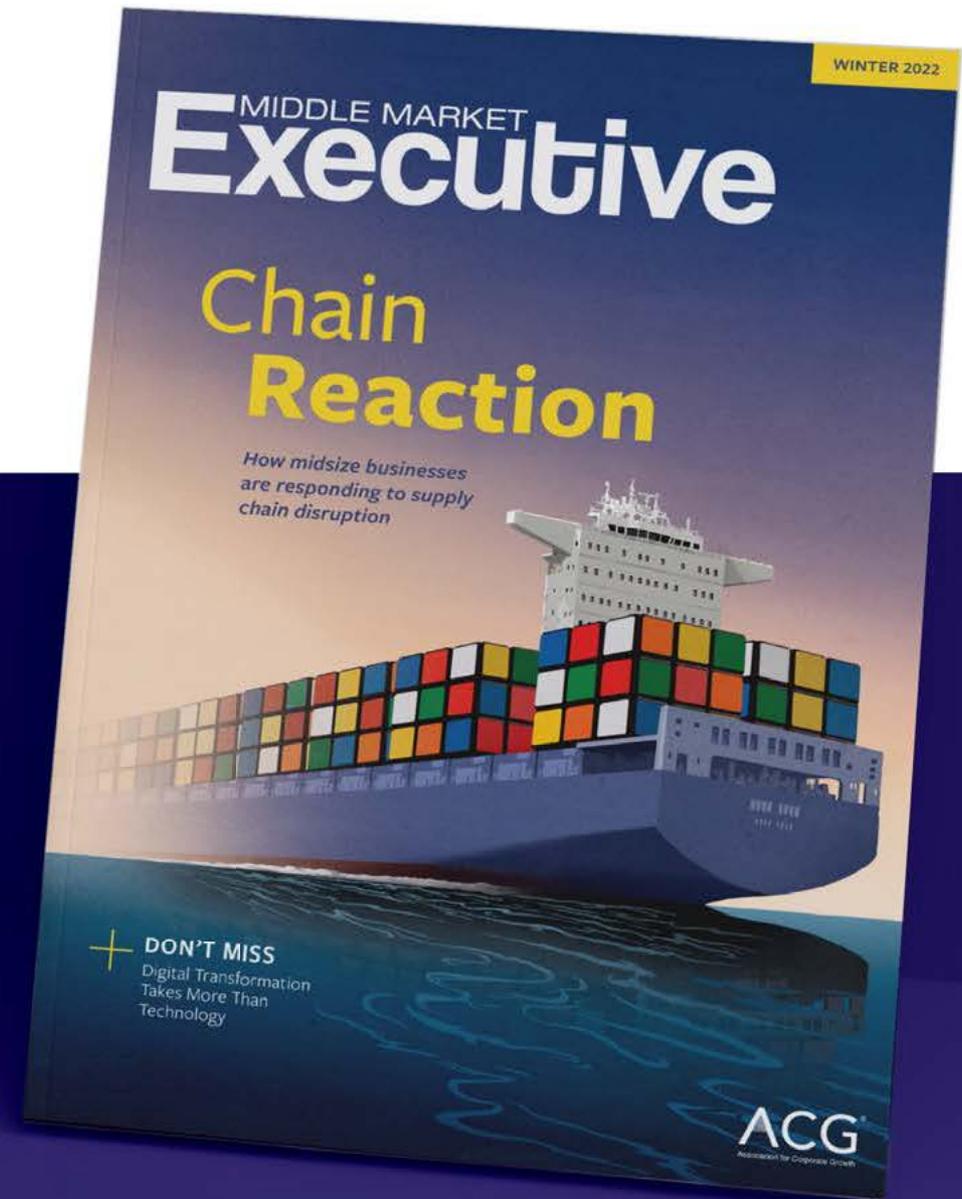
Executive Edition

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.

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



Executive Edition: Sponsored Content Opportunities

DEPARTMENT	SPONSORED SECTION	LENGTH	IMAGERY	PLACEMENTS	PRICE
THE STAND UP	Watch List: Contributed opinion piece about a current trend. Requires ACG editorial approval of topic.	Option 1 - 1 page: 500 words	Stock art provided by ACG; and/or chart or graphic provided by client.	2 per issue	1 page: \$6,500
		Option 2 - 2 pages: 850-950 words			2 pages: \$12,500
PEOPLE FIRST	All-Hands: 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 per issue	\$12,500
PERFORMANCE REVIEW	Best Practice: 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 per issue	\$7,500
	Executive Suite: Contributed Q&A featuring insights into operational or performance-related issues.	1 page: 400 words	Author headshot	2 per issue	\$7,000
FEATURES	In Focus: 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 per issue	\$25,000
THE WRAP-UP	Backstage: Original Q&A or transcript of a roundtable discussion from an event, GrowthTV episode or other forum, written and produced by ACG.	4-6 pages: Varies by project.	Varies by project.	2 per issue	Pricing based on event or episode
ADVERTORIAL	Advertorial: 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 per issue	\$6,000 per page

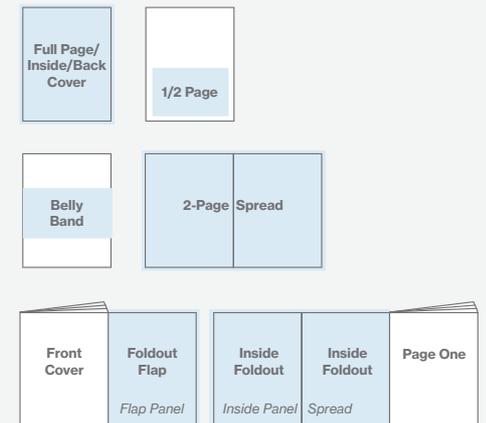
Print Advertising

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 \$12,000	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. (Client provides printed piece)</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.



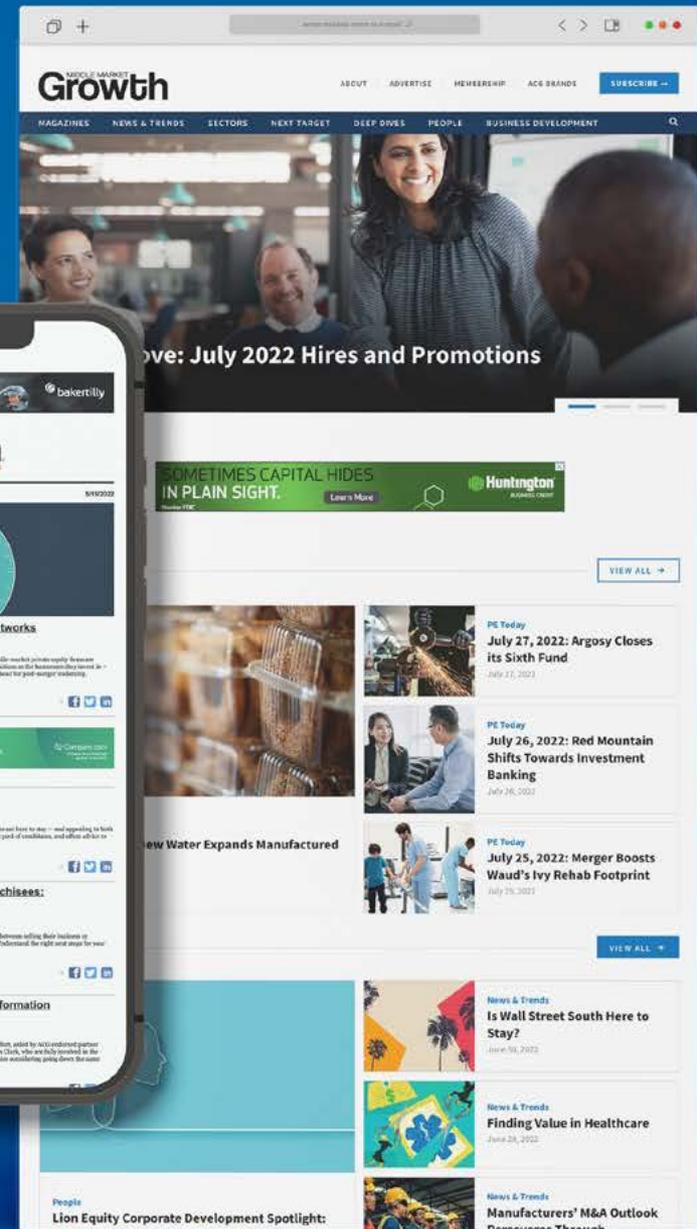
**Instruction sheets and InDesign templates available on request

Digital Products

The *Middle Market Growth* Weekly newsletter is sent each Thursday to ACG's network of 60,000 recipients, featuring the latest reporting and expert insights from middlemarketgrowth.org. ACG's Media newsletter, sent on Mondays to 63,000-78,500 recipients, includes the latest videos and podcasts produced by ACG.

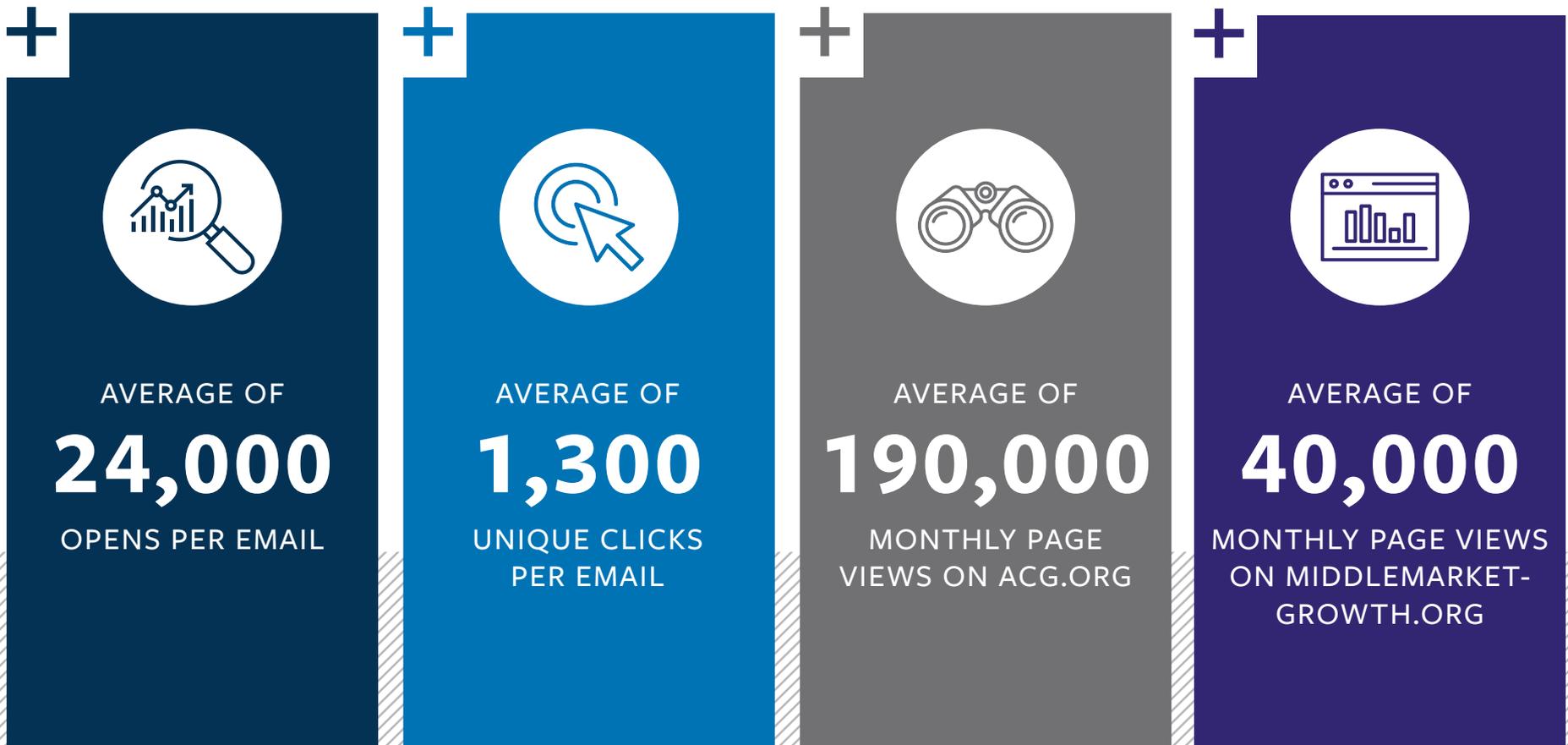
EMAIL	PRICE
MMG Weekly Newsletter Sponsored Article Placement**	\$2,000
MMG Weekly Newsletter Primary Leaderboard Banner	\$3,000
MMG Weekly Newsletter Secondary Banner	\$1,500
Media Newsletter Leaderboard Banner	\$3,000
WEBSITE	PRICE
ACG.org Display Ads	\$2,500 per month
Middlemarketgrowth.org Display Ads	\$2,500 per month

**Must be at a \$10,000 spend or above to purchase an article placement



How the Numbers Stack Up

Reach an informed and engaged audience through the Weekly and Media newsletters, and on the *Middle Market Growth* and ACG websites.



Regional Newsletters

ACG now offers the opportunity to target your marketing geographically through our quarterly regional newsletters.

PACKAGES

TIMING	PRICE	REGIONS
Sent quarterly (in early January, April, July and October)	\$3,000 per newsletter. Includes article placement and banner ad.	West, South, South Central, Great Lakes, Midwest, Mid-Atlantic/ Carolinas, Northeast



AVERAGE OF
**10,000-
23,000**

RECIPIENTS, DEPENDING
ON REGION SIZE



AVERAGE OF
**35%-
45%**

GROSS OPEN RATE

Digital Advertising

ADVERTISEMENTS FOR MIDDLEMARKETGROWTH.ORG

FILE 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

FILE SIZE

LEADERBOARD BANNER AD

728px (w) x 90px (h)

MOBILE LEADERBOARD AD

320px (w) x 50px (h)

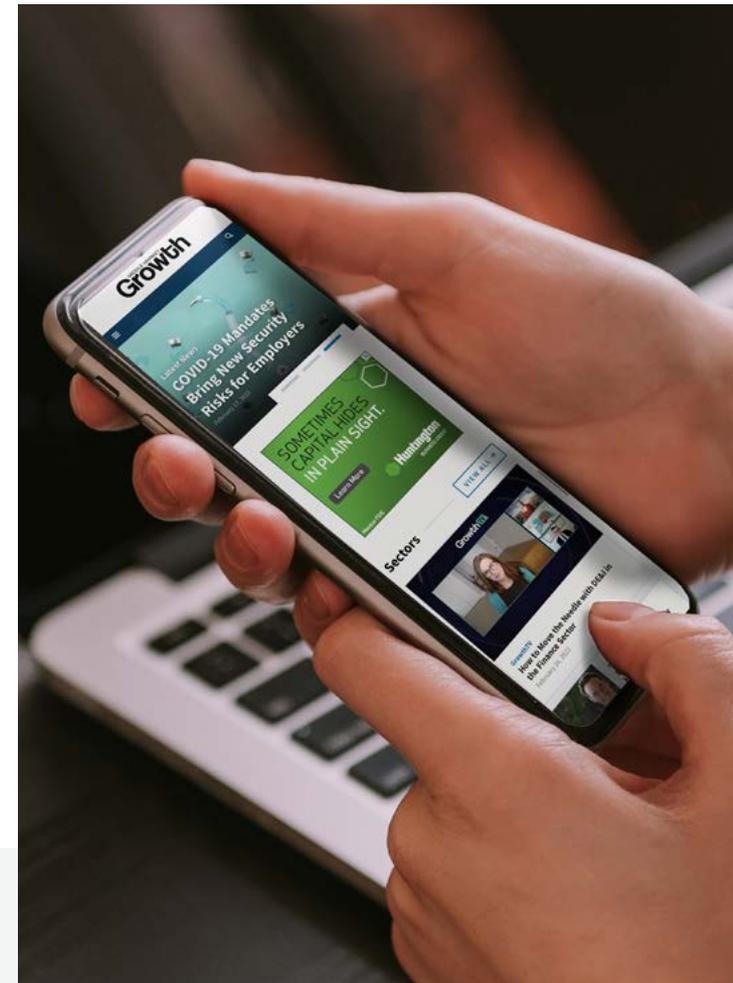
RIGHT RAIL RECTANGLE AD

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



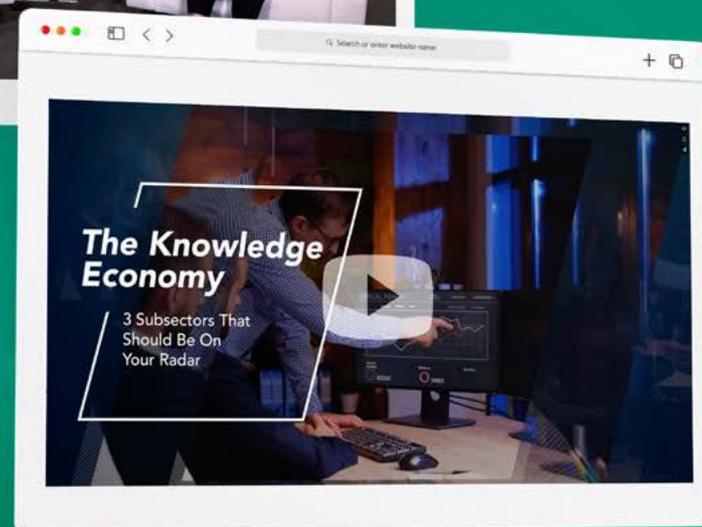
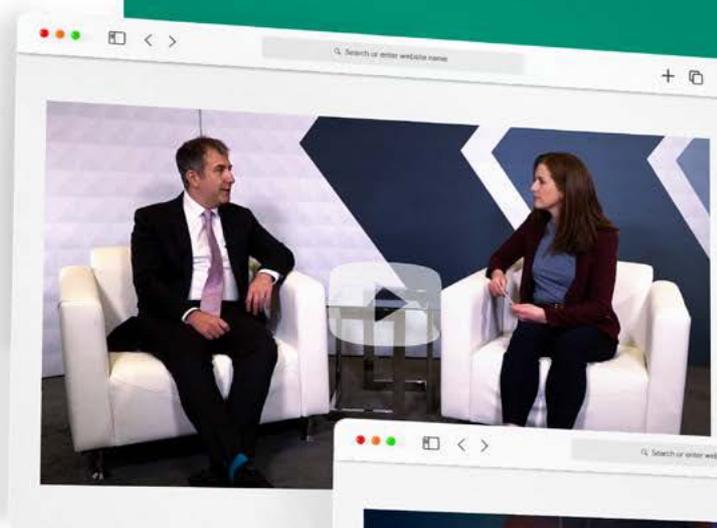
90,000-125,000
video impressions range



5,000-15,500
social media views range



300-650
video views range



Custom Content & Research

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

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.

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



OPPORTUNITIES



Market Research



Podcasts



Webinars



Whitepapers

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 engages 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. The ACG Annual Conference, ACG's largest conference with nearly 3,000 attendees, is a can't-miss event for anyone looking to connect with middle-market dealmakers.

[VIEW ACG'S
UPCOMING EVENTS](#)

[LEARN MORE ABOUT THE
ACG ANNUAL CONFERENCE](#)



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