

# Media Offerings 2024

ACG®



# ACG Media Overview

ACG 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's offerings also span video, podcasts and webinars. Across its various platforms, ACG keeps more than 200,000 middle-market dealmaking and operating professionals up to date on news, trends and best practices.

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

## ACG'S COMMUNITY

ACG's membership represents 14,000 business leaders in a variety of industries across the middle market.

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

## MEMBER DEMOGRAPHICS



### ACG's Membership Breakdown

Advisor – 47%	Intermediary – 10%
Capital Provider – 27%	Other – 4%
Corporate – 12%	



### Job Title

CEO/President/ Owner – 9%	Managing Partner/ Director – 16%
Other C-Level/ Vice President – 23%	Director – 8%
Partner – 13%	Associate – 6%
	Other – 25%



### Chapters

ACG operates in 62 markets across the globe.





**ACG is the go-to organization for middle-market dealmaking. ACG has helped Grata reach a wide network of private equity firms, investment banks and M&A advisors. We've grown our relationship over the last several years through national and local events, awards, and print and digital media. ACG has been a true partner in furthering Grata's commitment to bring better technology and data to M&A business development.**

**NEVIN RAJ**  
Co-Founder, Grata



...h's greatest fear is being approached by an executive or board member inquiring about a company they've never heard of: the dreaded, "Hey, we saw Company X acquired Company Y. Why weren't we bidding on it?"

Quelling this fear requires extensive knowledge of the market and the right tools in the sourcing toolkit. The most common deal origination tools mentioned in our interviews were Pitchbook, Grata, Crunchbase, LinkedIn Pro and CapIQ.

For the large teams, consulting becomes a bigger part of the budget. The toolkit expanded to include Gartner, 451 Research, Forrester, GIG and Coleman Research.

While corp dev experts we interviewed used some combination of these resources, but we found technology use was expanding to solve three major problems felt by corp dev teams:

**1. Making the most of limited resources.**

Georg Gould, senior vice president of corporate development and partnerships at Azul, initially thought sourcing would require a dedicated person—someone to take lists of 50 or more companies and manually apply them to the organization's deal company profiles.

But with Grata, Gould didn't need another employee. The process that he anticipated taking days took hours instead.

"You need to be diligent in refining your targeted list, which requires continuous filtering and refinement at the top of your sourcing funnel. Vetting new companies can impact our growth optimization from our executive team to our product managers. Sourcing efficiency is everything," says Gould.

**2. Maintaining a single source of truth.**

When you're no longer a team of managing the stages of each deal's life

cycle becomes essential—a single source of truth that answers: Who's been contacted? Who signed an NDA? Which deals fell through and why?

Sixty percent of corp dev teams are tracking this through Excel, but a growing number of teams can no longer ignore that Excel doesn't offer reporting (on an individual and team level) or automatic notifications.

To solve this problem, teams have leaned on non-industry-specific project management tools like Smartsheet or Asana, or more expensive, but M&A-specific, deal flow trackers like Midsea.

From our interviews, there was no clear answer as to which platform was most helpful to corp dev project management. One of the corp dev vice

presidents at a large tech company put it best: "Your tool is only as good as your team. The biggest problem with tech tools is the data entry. There has to be a carrot-and-stick approach to new technology to make sure you're getting the most out of it."

**3. Establishing communication between departments.**

Maintaining communication between corp dev teams and their counterparts in sales, product and customer service is crucial. They are the boots on the ground, hearing about the organization's competitors and collaborators directly from clients. For a small team, the occasional Slack message or email from a coworker is manageable for larger

stage. Understand where you're spending the most and how it's contributing to your deal flow.

**Give your entire team a voice.**

Take a collaborative approach to adopting new technology. Develop processes for evaluating tools and allowing feedback to come from the bottom-up as well as top-down.

Excel spreadsheets can't convey all the information corp dev teams need to make informed decisions. M&A tech is no longer just nice to have, and the leaders embracing it will come out on top. //

**NEVIN RAJ** is the chief operating officer and co-founder of Grata, a private company intelligence engine for middle-market dealmakers.



# 2024 Print Calendar

EDITION	THEME	THOUGHT LEADERSHIP DUE	ADS DUE	IN-HOME
<b>SPECIAL REPORT – MIDDLE MARKET MULTIPLES</b>	2024 Outlook	Oct. 11, 2023	Nov. 7, 2023	Jan. 18, 2024
<b>MIDDLE MARKET DEALMAKER – SPRING*</b>	M&A Business Development Professionals to Watch	Feb. 8, 2024	Feb. 29, 2024	May 1, 2024
<b>MIDDLE MARKET EXECUTIVE - SUMMER</b>	Value Creation	April 11, 2024	April 30, 2024	July 8, 2024
<b>MIDDLE MARKET DEALMAKER - FALL</b>	ESG and DEI	June 5, 2024	June 25, 2024	Aug. 30, 2024
<b>MIDDLE MARKET EXECUTIVE - FALL</b>	Limited Partners	Aug. 7, 2024	Aug. 27, 2024	Oct. 30, 2024

\*Edition will be at ACG's annual DealMAX conference

# Magazine Editions

## DEALMAKER

The *DealMaker* edition of *Middle Market Growth* provides every member of the M&A team with 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.

## EXECUTIVE

The *Executive* edition of *Middle Market Growth* is designed for business operators and corporate development professionals. *Executive* covers topics ranging from operational best practices, value creation and recruitment strategies, to tax and regulatory issues, exit preparation and more.

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**Distribution:** Print magazines are mailed in print to approximately 15,000 recipients, including North American ACG members along with a select group of M&A and corporate growth professionals from ACG's broader network.



# DealMaker Edition: Sponsored Content Opportunities

DEPARTMENT	SPONSORED SECTION	LENGTH	IMAGERY	PLACEMENTS	PRICE
<b>TREND WATCH</b>	<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 per issue	\$12,500
<b>WHAT'S NEXT</b>	<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 per issue	<b>1 page:</b> \$6,500 <b>2 pages:</b> \$12,500
<b>FEATURES</b>	<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, plus 1-page ad.	Photoshoot or illustrations commissioned and coordinated by ACG.	1 per issue	\$25,000
<b>ADVERTORIAL</b>	<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 per issue	\$6,000 per page

# Executive Edition: Sponsored Content Opportunities

DEPARTMENT	SPONSORED SECTION	LENGTH	IMAGERY	PLACEMENTS	PRICE
<b>THE STAND-UP</b>	<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 per issue	<b>1 page:</b> \$6,500 <b>2 pages:</b> \$12,500
<b>PEOPLE FIRST</b>	<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 per issue	\$12,500
<b>PERFORMANCE REVIEW</b>	<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 per issue	\$7,500
	<b>Executive Suite:</b> Contributed Q&A featuring insights into operational or performance-related issues.	1 page: 400 words	Author headshot	2 per issue	\$7,000
<b>FEATURES</b>	<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 per issue	\$25,000
<b>ADVERTORIAL</b>	<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 per issue	\$6,000 per page

# Print Advertising

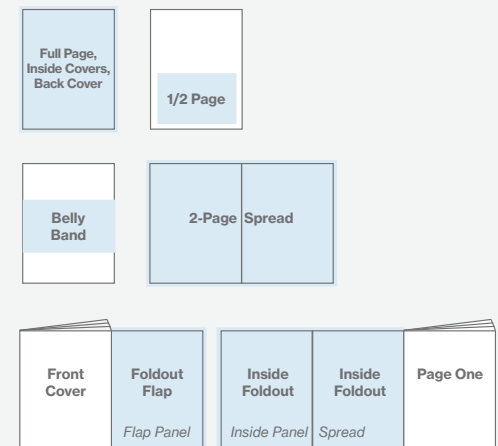
ADVERTISEMENT	PRICE	TRIM SIZE
<b>FULL PAGE AD</b>	\$6,000	8.375" (w) x 10.875" (h) <i>Add a 0.125" bleed on all sides of file</i>
<b>1/2 PAGE AD</b>	\$3,500	7" (w) x 4.5" (h) <i>No bleed required</i>
<b>ADVERTISING SPREADS AVAILABLE</b>	Starting at \$12,000	16.75" (w) x 10.875" (h)** <i>Add a 0.125" bleed on all sides of file</i>
<b>BACK COVER</b>	\$9,000	8.375" (w) x 10.875" (h) <i>Add a 0.125" bleed on all sides of file</i>
<b>INSIDE FRONT COVER</b>	\$9,000	8.375" (w) x 10.875" (h) <i>Add a 0.125" bleed on all sides of file</i>
<b>INSIDE BACK COVER</b>	\$7,000	8.375" (w) x 10.875" (h) <i>Add a 0.125" bleed on all sides of file</i>
<b>BELLY BAND</b>	\$11,000 <i>(Wrap the cover with a custom belly band)</i>	Contact the ACG sales team for instructions.**
<b>INSERT</b>	\$15,000 for 16 pages <i>(Client provides insert and covers printing costs)</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>
<b>POLYBAG</b>	\$15,000 for 16 pages <i>Polybag your stand-alone marketing content. (Client provides printed piece and covers printing costs)</i>	Contact the ACG sales team for instructions.**
<b>FOLDOUT COVER</b>	\$17,500 <i>Tell your story with an extra page using the foldout 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>

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

## 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.





# Special Reports

Beyond *DealMaker* and *Executive*, ACG's special reports offer opportunities to showcase your firm's thought leadership and expertise.

## MIDDLE MARKET MULTIPLES

This annual print report offers a data-driven look at the year to come using information from GF Data, ACG surveys and original reporting. It includes deep dives into topics like valuation trends, deal terms, the lending climate and more.

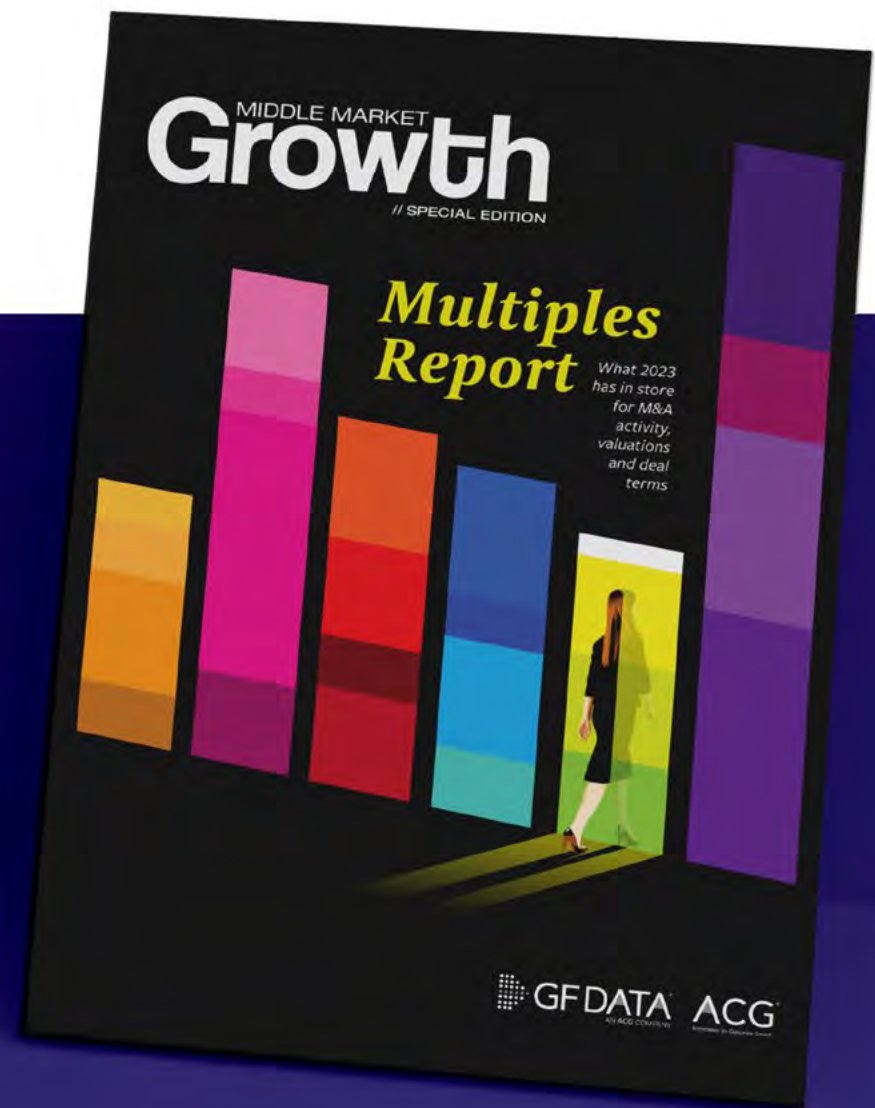
## BUSINESS DEVELOPMENT SPECIAL REPORT

Featuring a who's who of M&A business development professionals across private equity, investment banking and corporate development, this report also highlights trends and best practices in deal origination.

## INDUSTRY-FOCUSED DIGITAL REPORTS

Published exclusively online, these reports each spotlight a single sector, with a look at M&A activity, trends within various subsectors and promising investment opportunities. Upcoming reports may focus on software, industrials, consumer products, and aerospace and defense, among other industries.

Contact ACG about sponsorship opportunities and pricing.



# Custom Content

Collaborate with ACG on content to reach an engaged audience while showcasing your firm's expertise.

## OPPORTUNITIES



### Custom emails

Whether you want to generate business in a particular region or reach a certain category of professional, ACG can help you achieve your goals by sending a customized email featuring your content to a curated recipient list. Your call to action will be front and center with 100% share of voice. Average open rates range from 45%-75%.

**PRICE:** \$12,500 per email (Bundled packages available)



### Roundtables

ACG will facilitate and moderate an intimate in-person discussion about a topic of your choice, featuring two members of your organization along with four to six other high-profile panelists. The transcript for this half-day event will be used as the basis for a four- to six-page article written by ACG and distributed and promoted to ACG's network.

**PRICE:** Starts at \$25,000



### Webinars

Live webinar broadcasts developed in collaboration with ACG enable your firm to showcase its thought leadership. Your firm will gain exposure beyond the presentation itself, through branding on the ACG website, promotion of the event via email, and a recording of the broadcast available for viewing online.

**PRICE:** \$12,000



### Podcasts

As a guest on the Middle Market Growth Conversations podcast, your thought leader will engage in thought-provoking conversations with an ACG editor in a series of episodes focused on your chosen topics. Podcast episodes are posted online and distributed to ACG's extended network through email and social media, and via Apple Podcasts, Spotify and Soundcloud.

**PRICE:** \$17,500 for 3 episodes; \$25,000 for 5 episodes

# GrowthTV

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

## PACKAGES

Partner with ACG to produce custom videos 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



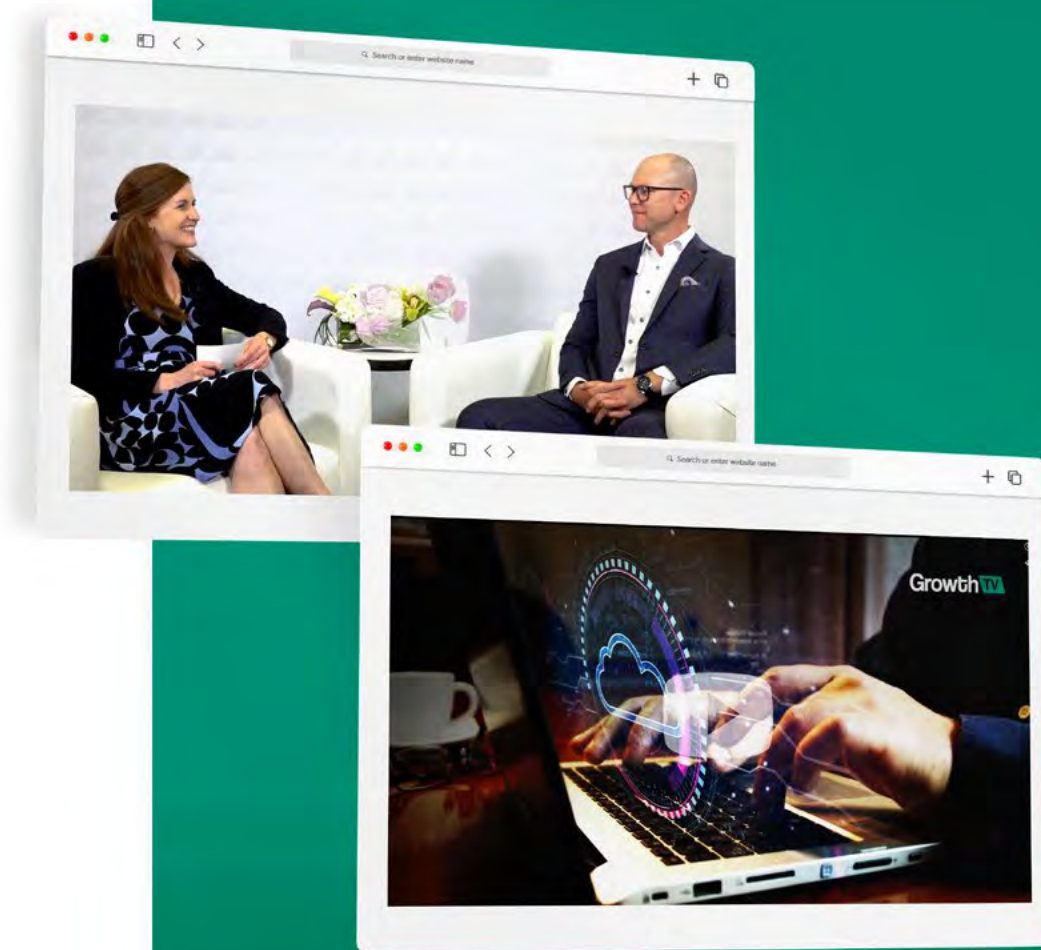
**80,000-150,000**

video impressions across social media, email (delivered) and Vimeo/web



**10,000-20,000**

video views across social media and Vimeo/web



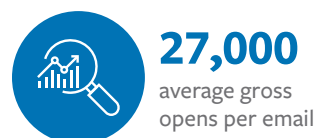
# Digital Advertising

The *Middle Market Growth Weekly* newsletter is sent each Thursday to ACG's network of 58,000 recipients, featuring the latest reporting and expert insights from middlemarketgrowth.org. ACG's Media newsletter, sent on Mondays to more than 70,000 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

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

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





# 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)

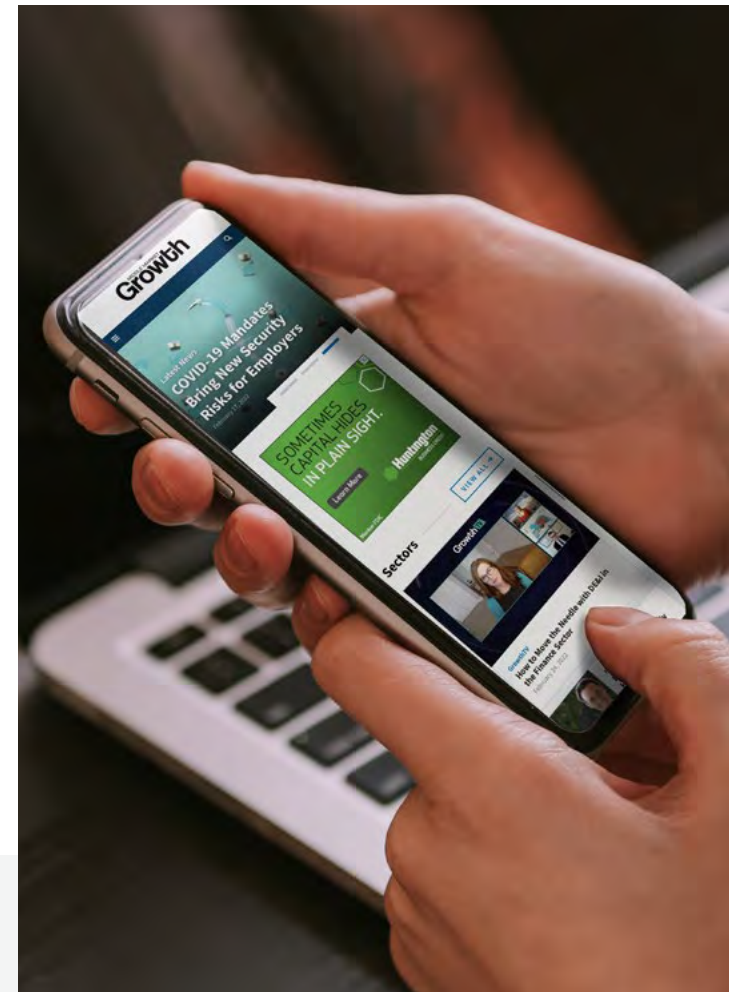
#### RIGHT RAIL RECTANGLE AD

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.



# Beyond Media

## PRIVATE EQUITY C-SUITE NETWORK (PECS)

An invitation-only group with about 70 members, ACG's PECS group gathers CFOs, COOs, CCOs and GCs of middle-market private equity firms to interpret and navigate the financial, operational, compliance and regulatory issues affecting the industry.

## OPERATING PARTNERS

As private equity firms have expanded their operating partner teams, ACG has become the go-to place for these professionals to exchange best practices and recommendations for service providers during in-person events open exclusively to operating partners.

## GF DATA

GF Data provides the most reliable data on private equity-sponsored M&A transactions with enterprise values between \$10 million-\$500 million.

## EVENTS

ACG and its chapters host over 1,000 focused networking events annually. DealMAX, ACG's largest conference with nearly 3,000 attendees, is a can't-miss event for anyone looking to connect with middle-market dealmakers.

*Contact ACG about sponsorship opportunities in each of these areas.*



# Contact Us

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