

PRINT | ONLINE | DIGITAL

Media pack

The independent voice of European private equity

RealDeals



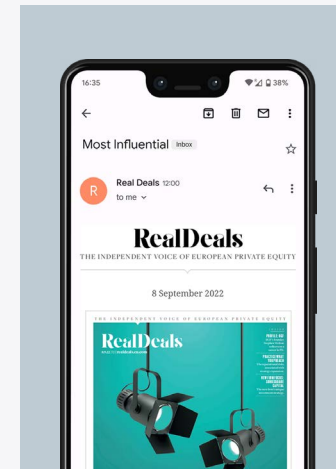
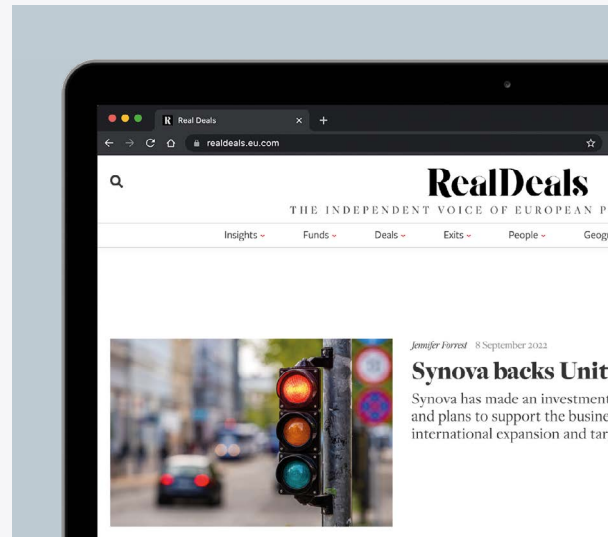
3	Why Real Deals?
4	Why advertise with Real Deals
5	Editorial Calendar
6	Readership
7	Audience
8	Some of our most engaged LP readers
9	Some of our most engaged GP readers
10	Print advertising
11	Online advertising
12	Daily news alert
13	Webinars and podcasts
14	Events
15	Attendee Breakdown
16	Contact

“Real Deals’ mix of intelligent editorial, comprehensive deals coverage and insightful interviews provide a thorough picture of European private equity today. In my view, it’s obligatory reading for anyone in this market.”

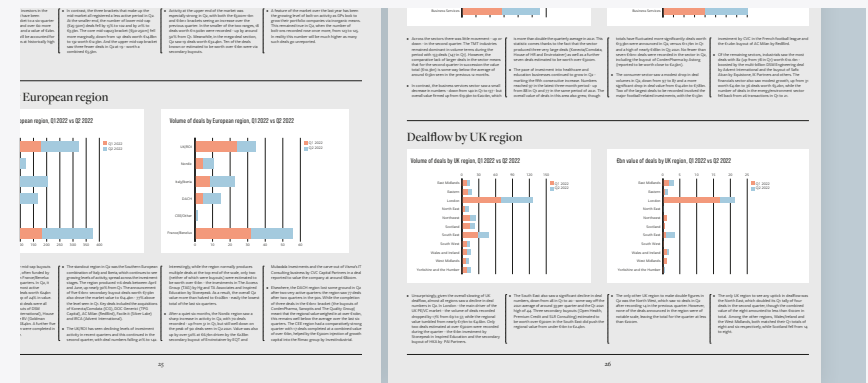
Ian Sale, Senior Director,
Leveraged Finance, Middle Market Financial
Sponsors, HSBC Banking Group

Why Real Deals

RealDeals



For more than 20 years, Real Deals has been the independent voice of European private equity, providing essential market intelligence, deal information and insights to Europe's leading private equity firms, their lawyers, advisers, service providers and LPs.



Why advertise with *Real Deals*?

RealDeals

Within functions like deal origination, operations, portfolio management or fundraising there are a multitude of relationships and target audiences for our advertisers. It can be equally important to reach decision makers who provide debt, advice or services to European private equity.

Real Deals' advertising proposition will communicate your firm's messages to a broader audience than any other private equity publication, more cost effectively and across more platforms.

The way in which these professionals consume information is changing rapidly; while some keenly await delivery of *Real Deals* in print, many are migrating to the tablet edition. While some choose to subscribe to our news alerts others arrive at our website via their desktop or mobile device. Online traffic has increased by 50% in the last year, so we have fully redesigned RealDeals.eu.com for mobile to keep up with the habits of our readers. It is increasingly important that your advertising

spend spans all these channels for you to most effectively communicate with the private equity community.

With this in mind, we have designed a multi-platform advertising solution that enables you to reach the entire ecosystem of European private equity, across all its activities. *Real Deals* has simplified its advertising offer, bundling all our channels together to ensure you to reach all your audiences with minimal wastage and budget.

January

Annual Review
Q4 2022 Market Tracker
Future 40 ESG Leaders

February

Feature: Carried Interest
Secondaries Focus
The Private Equity Awards 2023:
Deals Shortlist
Roundtable: ESG & Sustainable
Investing
Sector Report: TMT
Region Report: CEE

March

Feature: First-Time Funds
Data Focus
The Private Equity Awards 2023:
House Shortlist
Mid-Market M&A Overview
Roundtable: ABL

April

Continuation Funds Focus
Country Report: Ireland
Country Report: Jersey
Q1 2023 Market Tracker
Sector Report – Healthcare
Most Influential: Healthcare
Investment Leaders

May

Co-Investments Focus
Region Report: DACH
The Private Equity Awards 2023:
Winners Announcement
Roundtable: Due Diligence In PE
Special: ESG & Sustainable Investing

June

Feature: Mid-Market Fundraising
Fund-of-Funds Focus
Feature: Private Equity
& Digitalisation
Region Report: Nordics
Future 40: Mid-Market Investment
Leaders
Feature: LP-GP Relationship
Roundtable: Mid-Market Growth
Investments
The Private Equity Awards 2023:
Special Edition

July

Country Report: Guernsey
Buy & Build Focus
Feature: Mid-Market Deals
Q2 Market Tracker
Roundtable: Mid-Market Debt
Sector Report: Business Services

August

Region Report: Southern Europe

September

2023 Most Influential
Feature: Reputational Risk
Cross-Border M&A Focus
Roundtable: UK Mid-Market
& Country Report
Country Report: France & Benelux

October

Fund Finance Focus
Special: Diversity, Equity
& Inclusion In PE
Roundtable: Deal Origination
Country Report: Luxembourg
Sector Report: Consumer
Q3 Market Tracker

November

Feature: Diversity & Inclusion Leaders
Feature: Distressed Deals
1: Special Sits & Turnarounds

December

State of Mid-Market
Refinancing
Sector Report: Industrials

**Subject to changes*

REAL DEALS REACHES OUT TO

8k+

READERS EACH ISSUE*

AN AUDIENCE OF

45k+

RECEIVES THE DAILY
AND THE WEEK IN
REVIEW NEWSLETTERS

**print and digital magazine readers*

Newsletters

45k+

RECIPIENTS
OF THE DAILY
NEWSLETTER

45k+

RECIPIENTS
OF THE WEEK
IN REVIEW

Social Media

25k+

FOLLOWERS

95%+

LINKEDIN

6,455
Followers prior
to 1 August 2021

12,556
Total followers
as of 31 July 2022

Website traffic

1.185m+

PAGEVIEWS

498k+

UNIQUE VISITORS

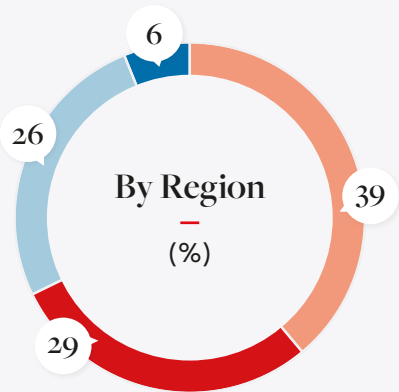
1:15min



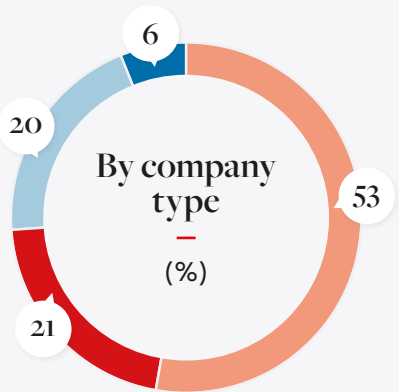
AVERAGE TIME SPENT

**12-month aggregate (Aug 2021 – Jul 2022)*

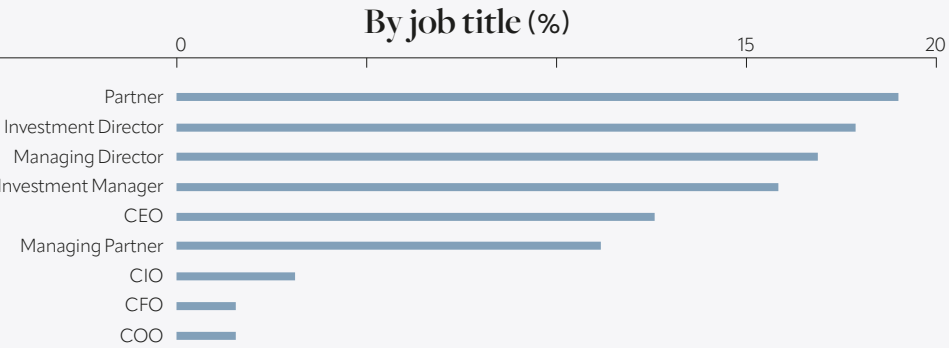
Subscribers



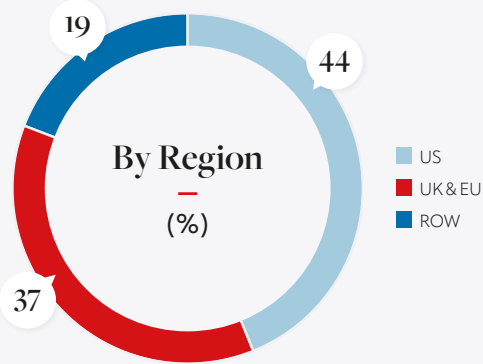
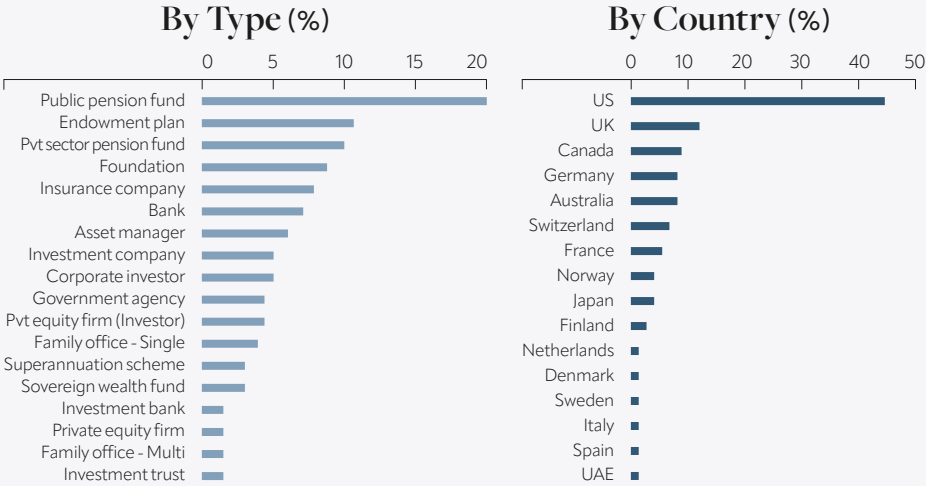
UK North America
Europe Rest of the World



GPs Lenders
LPs Service Providers



LPs



Some of our most engaged LP readers

RealDeals

Aberdeen Standard Investments

Alberta Teachers Retirement Fund

AMEC Pension Fund

BAE Systems Pension Funds Trustees

Bedfordshire County Council
Pension Fund

Belmont Global Advisors

Brederode

Bregal Investments

British Aerospace Pension Fund

Capital for Enterprise

City of London Corporation
Pension Fund

Clwyd Pension Fund

Deutsche Asset Management

Development Bank of Wales

East Riding Pension Fund

EIF

Environment Agency Pension Funds

Esmee Fairbairn Foundation

European Bank for Reconstruction
and Development

Fleming Family & Partners

Gonville and Caius College
Cambridge

Government of Singapore
Investment Corporation

IMI Pension Fund

Keble College (Oxford) Endowment

Khazanah

Kent County Council
Superannuation Fund

Kuwait Investment Office

Legal and General Group

Leicestershire County Council
Pension Fund

Lincolnshire County Council
Pension Fund

London Borough of Islington
Pension Fund

London Borough of Lambeth
Pension Fund

Lothian Pension Fund

Mercer Investment Consulting

Merseyside Pension Fund

Morgan & Morgan Trust Corporation

Ontario Teachers' Pension Plan

PPM Managers

Railways Pension Trustee Company

Rolls-Royce Pension Fund

Royal County of Berkshire
Pension Scheme

Somerset County Council
Pension Fund

South Yorkshire Pensions Authority

St. Catherine's College (Oxford)
Endowment

Staffordshire County Council
Pension Fund

Suffolk County Council Pension Fund

Sumac Pension Fund

TfL Pension Fund

Trafalgar House Pension Trust

Universities Superannuation Scheme

University of Oxford Endowment

Wellcome Trust

West Midlands Pension Fund

Some of our most engaged GP readers

RealDeals

Palamon Capital Partners Ltd

Epiris LLP

3i

Ares Management

Inflexion Private Equity Partners LLP

ARDIAN

Synova Capital LLP

FPE Capital

Bregal Capital LLP

Rutland Partners LLP

BC Partners

Astorg

Maven Partners

Mid Europa Partners LLP

Tenzing Private Equity

Keyhaven Capital Partners

NVM Private Equity

Innova Capital

Equistone

Omers Private Equity Europe Ltd

Activa Capital

Advent International

Apposite Capital

LDC

Northedge Capital LLP

EMK Capital

Bowmark Capital LLP

Tosca Debt Capital LLP

Solingen Private Equity Ltd

Panoramic Growth Equity

Portobello Capital S L

Alcuin Capital

Quilvest Capital Partners UK Limited

Schroder Adveq Management Ag

Mobeus Equity Partners

Adams Street Partners

Access Capital Partners

Aberdeen Standard Investments

Foresight Group

Bridges Community Ventures

Montagu Private Equity

Primary Capital Partners

Soho Square Capital

AEA Investors

Alpha Private Equity Funds

Cinven Partners LLP

Tikehau Capital

Graphite Capital

Deutsche Asset Management

KKR

Mayfair Equity Partners

M&G Investments

Aliter Capital LLP

Blackfin Capital Partners

Gimv

Lonsdale Capital Partners

Apiary Capital LLP

LGT European Capital Ltd

Growth Capital Partners LLP

Intermediate Capital Group Plc

Real Deals magazine rates and mechanical specifications.*

** Please note:*

Real Deals is a portrait publication and all sizes are specified as Width x Height Please ensure no fine text runs across the gutter (centre of the spread) Where possible please supply as separate left and right hand pages Binding method is saddle stitching

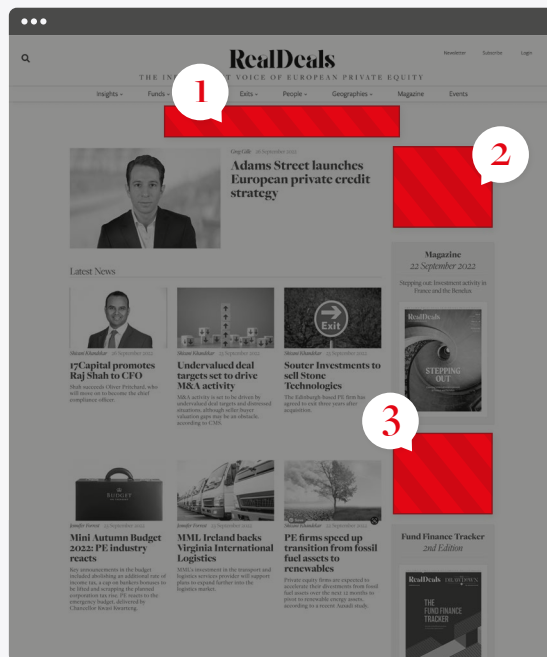
<div>Single Page</div> <div>ARTWORK AREA</div> <div>240 x 310mm</div> <div>TYPE AREA</div> <div>216 x 280mm</div> <div>WORD COUNT</div> <div>800 - 850</div> <div>BLEED</div> <div>3mm</div> <div>COLOUR MODE</div> <div>CMYK</div> <div>RESOLUTION</div> <div>300dpi</div> <div>FILE FORMAT</div> <div>PDF</div> <div>Exported at PDF/X-3</div> <div>£4,500</div>	<div>Double page spread</div> <div>ARTWORK AREA</div> <div>480 x 310mm</div> <div>TYPE AREA</div> <div>456 x 280mm</div> <div>WORD COUNT</div> <div>1600 - 1700</div> <div>BLEED</div> <div>3mm</div> <div>COLOUR MODE</div> <div>CMYK</div> <div>RESOLUTION</div> <div>300dpi</div> <div>FILE FORMAT</div> <div>PDF</div> <div>Exported at PDF/X-3</div> <div>£8,500</div>	<div>Quarter page DPS</div> <div>ARTWORK AREA</div> <div>456 x 74mm</div> <div>TYPE AREA</div> <div>456 x 74mm</div> <div>BLEED</div> <div>3mm</div> <div>COLOUR MODE</div> <div>CMYK</div> <div>RESOLUTION</div> <div>300dpi</div> <div>FILE FORMAT</div> <div>PDF</div> <div>Exported at PDF/X-3</div> <div>£3,000</div>
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Online advertising

RealDeals

www.realdeals.eu.com rates, reach and specifications

RealDeals.eu.com provides access to our archive of news & features, deal coverages and exclusive online-only content on Europe's top private equity firms. With a powerful search engine, access to over twenty years of essential information is only seconds away.



Online ads* (W x Hpx)

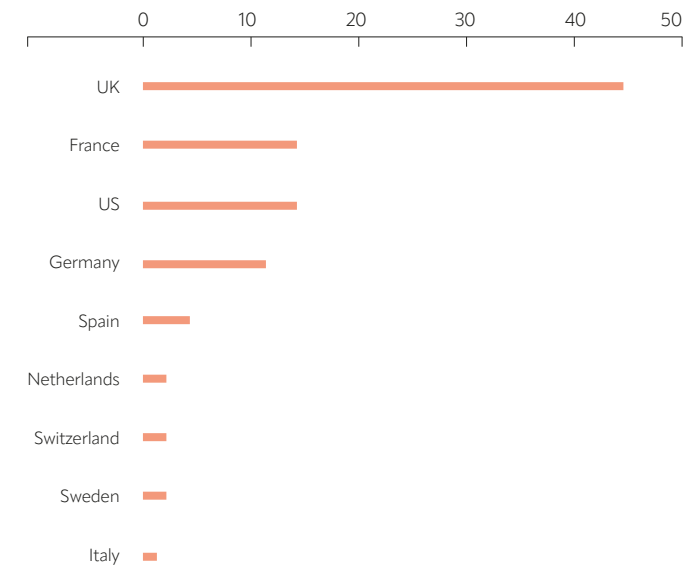
1	Leaderboard (728 x 90px)	
2 weeks		£3,000
4 weeks		£4,000
2	Top MPU (300 x 250px)	
2 weeks		£2,850
4 weeks		£3,825
3	Bottom MPU (300 x 250px)	
2 weeks		£1,900
4 weeks		£2,550

*For bespoke advertising packages, please contact a member of the team

Website traffic*

PAGEVIEWS	UNIQUE VISITORS	AVERAGE TIME SPENT
1,185k+	498k+	1:15min
*12-month aggregate		

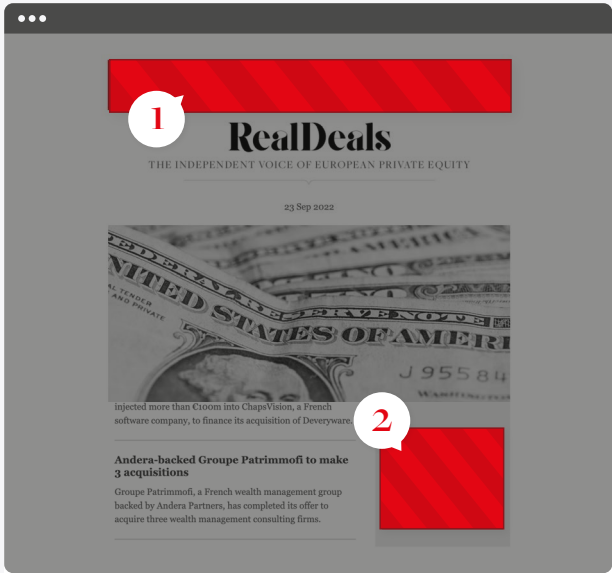
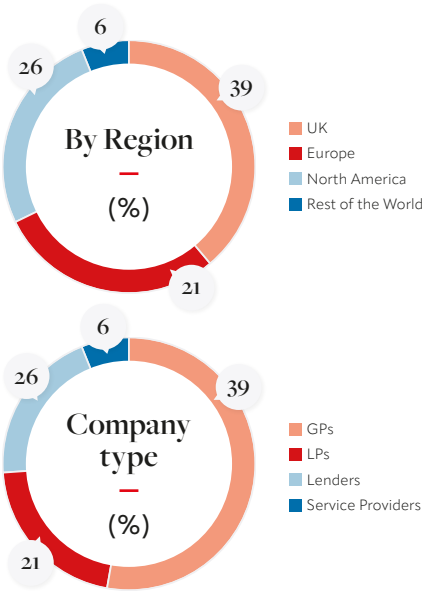
Website readership by countries



Daily news alert

This is why more than 45,000+ now receive our service. With over 200 new registrants a month, advertising on the Real Deals news alerts enables you to reach a select - and rapidly growing - group of market practitioners.

News Alert Subscribers



Advertising rates

1	Leaderboard (728 x 90px)	2	MPU (300 x 250px)
2 weeks	£2,500	2 weeks	£2,850
4 weeks	£4,250	4 weeks	£3,825

Please note: All sizes are specified as Height x Width For bespoke advertising packages, please contact a member of the team



Webinars and podcasts are an increasingly popular content format, and provide a vital means of staying up to date with rapid industry developments, learning new ways of improving your processes and reaching targets.

Hosted by the editorial team, our webinars and podcasts explore a wide range of industry topics including key developments and insights, evolving approaches and processes, origination strategies, technological innovations, valuations, reporting and transparency, fund finance, liquidity and ESG to name a few areas.

Some clients we have worked with to create bespoke podcasts and webinars





29-30 MAR 2023, LONDON

Tech Innovation

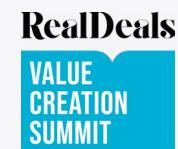
[Find out more](#)



20 APR 2023, LONDON

Real Deals Private Equity Awards

[Find out more](#)



6-7 JUN 2023, HERTS

Real Deals Value Creation Summit

[Find out more](#)



SEP 2023 (TBC), LONDON

Real Deals Mid-Market Debt

[Find out more](#)



10 OCT 2023, STOCKHOLM

Real Deals Nordic Summit

[Find out more](#)



OCT 2023 (TBC), LONDON

Real Deals ESG Awards

[Find out more](#)



NOV 2023 (TBC), LONDON

Real Deals Value Creation

[Find out more](#)



30-31 JAN 2024, LONDON

ESG: Explore Strategise & Grow

[Find out more](#)



FEB 2024 (TBC), LONDON

Real Deals Mid-Market

[Find out more](#)

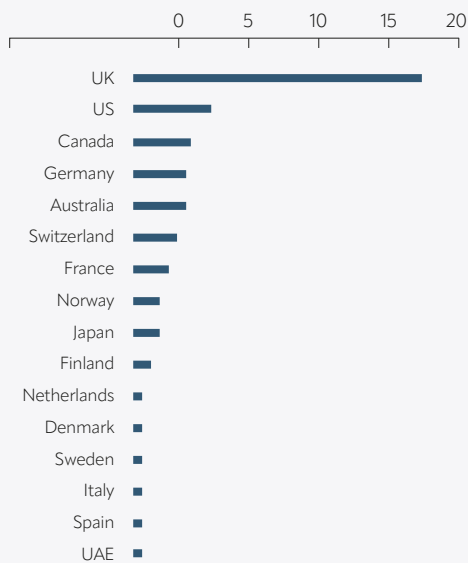
“Real Deals Mid-Market is the perfect place to connect with the right people, at the right time. Its outstanding agenda ensures that you’ll know all you need to know about the dynamic world of private equity”

David Ewing, Managing Partner, ECI Partners

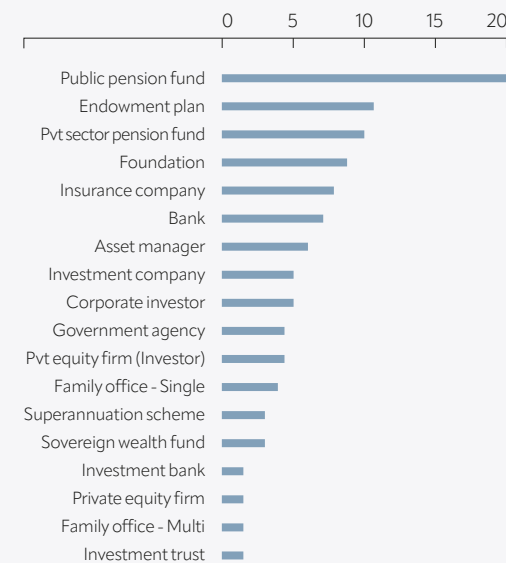
By Job Title %



By Country %



By Type %



UK Mid-Market was an excellent event. Congratulations to the Real Deals team for hosting a very useful and interesting day.”

David Ewing, Managing Partner ECI Partners

PRINT | ONLINE | DIGITAL

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RealDeals

