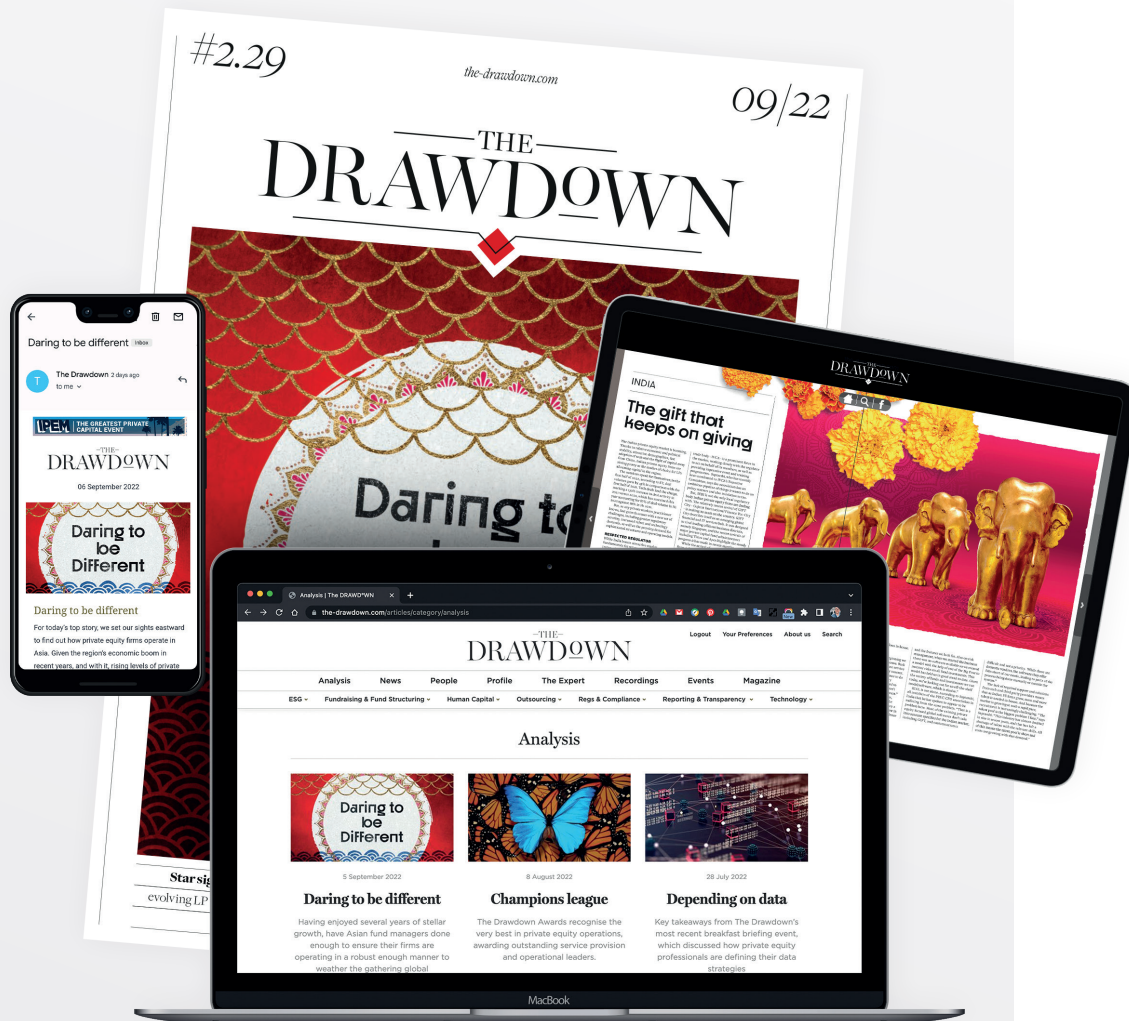




MEDIA PACK

Providing vital insight and analysis for operational professionals
in private equity and venture capital.

PRINT | ONLINE | DIGITAL



About The Drawdown

The Drawdown provides vital insight and analysis for operational professionals in private equity and venture capital. Our mission is to empower and celebrate these often overlooked roles. In our opinion, operational leaders ensure funds are managed in a robust and compliant manner, thereby protecting investors and the wider economy.

More than that, operational professionals lead in-house technology strategies, regulation and compliance, fund structuring, ESG, cybersecurity, and many more vital functions that ensure the well-being of the industry. It is against this backdrop that The Drawdown strives to shine a light on this vital work and increasingly complex work.

The Drawdown's advertising proposition will communicate your firm's messages to operating professionals from across the spectrum of the private equity industry

Our family

The Drawdown is part of Real Deals Media, a private equity and growing business focused information provider



Growing Business Intelligence is a one-stop hub of practical advice, information and resources to help businesses grow. We offer a range of essential tools and guides including expert market insights, entrepreneur interviews and a year round programme of events.

Growing Business Intelligence was developed out of the prestigious Growing Business Awards, the most established awards for businesses in the UK which is now in its 25th year. The Awards are a key benchmark and barometer in the entrepreneurial business community and we recognised that there was a huge and critical need to provide ongoing support and advice to this community right through the year, rather than just around the time of awards.

Audience

Growing Business Intelligence reaches 40,000+ senior decision makers from growing businesses predominantly in the UK, including Business Owners, CFOs, CEOs, Finance Directors, Founders and Managing Directors.

RealDeals

For over 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.

REAL DEALS REACHES OUT TO

8K⁺

READERS EACH ISSUE*

AN AUDIENCE OF

45K⁺

RECEIVES THE DAILY & THE WEEK IN REVIEW NEWSLETTERS

Audience

45K⁺

RECIPIENTS OF THE DAILY NEWSLETTER

45K⁺

RECIPIENTS OF THE WEEK IN REVIEW

Social Media

25K⁺

FOLLOWERS

6,455

FOLLOWERS PRIOR TO 1 AUGUST 2021

95%⁺

LINKEDIN

12,556

TOTAL FOLLOWERS AS OF 31 JULY 2022

Website Traffic

1.185M⁺ 498K⁺

PAGE VIEWS

UNIQUE VISITORS

1:15MIN

AVERAGE TIME SPENT

Editorial Calendar 2023*

ISSUE	PRODUCTION DEADLINE	PRINT DEADLINE	CONTENT
DECEMBER / JANUARY 2.32	MONDAY 5TH DECEMBER	FRIDAY 9TH DECEMBER	Fundraising compliance
FEBRUARY 2.33	MONDAY 23TH JANUARY	FRIDAY 27TH JANUARY	Regulation
MARCH 2.34	MONDAY 20TH FEBRUARY	FRIDAY 24TH FEBRUARY	Fund Finance
APRIL 2.35	MONDAY 20TH MARCH	FRIDAY 24TH MARCH	SPECIAL REPORT: The Techwork - rising tech stars in PE
MAY 2.36	MONDAY 17TH APRIL	FRIDAY 21ST APRIL	Fund administration
JUNE 2.37	MONDAY 15TH MAY	FRIDAY 19TH MAY	Fund structuring
JULY / AUGUST 2.38	MONDAY 26TH JUNE	FRIDAY 30TH JUNE	Awards Special
SEPTEMBER 2.39	MONDAY 21ST AUGUST	FRIDAY 25TH AUGUST	Emerging Markets Special
OCTOBER 2.40	MONDAY 18TH SEPTEMBER	FRIDAY 22ND SEPTEMBER	Valuations
NOVEMBER 2.41	MONDAY 16TH OCTOBER	FRIDAY 20TH OCTOBER	SPECIAL REPORT: Fund domiciles
DECEMBER / JANUARY 2.42	MONDAY 4TH DECEMBER	FRIDAY 8TH DECEMBER	Operational optimisation

Readership

THE DRAWDOWN REACHES

2.8K⁺

READERS EACH ISSUE

BI-WEEKLY NEWSLETTER

15K⁺

RECIPIENTS

Social Media

5.5K⁺ 56% 3,149 4,902

FOLLOWERS

LINKEDIN

FOLLOWERS PRIOR
TO 1 AUGUST 2021

TOTAL FOLLOWERS
AS OF 31 JULY 2022

Website

12 MONTH_{AVG}

AUG' 21 – JULY' 22

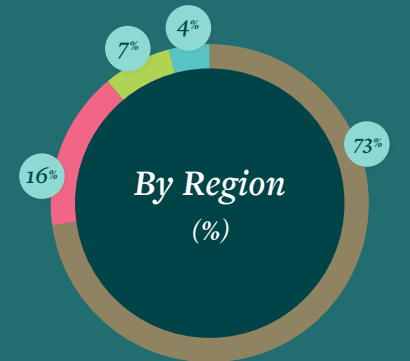
97.5K⁺ 35.8K⁺ 1:31_{MIN}

PAGE VIEWS

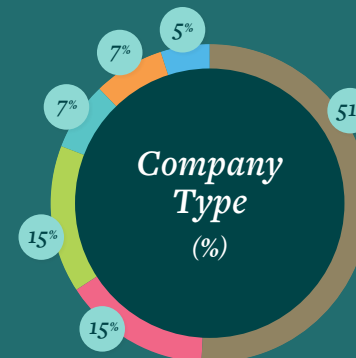
UNIQUE VISITORS

AVG. TIME SPENT

Subscribers

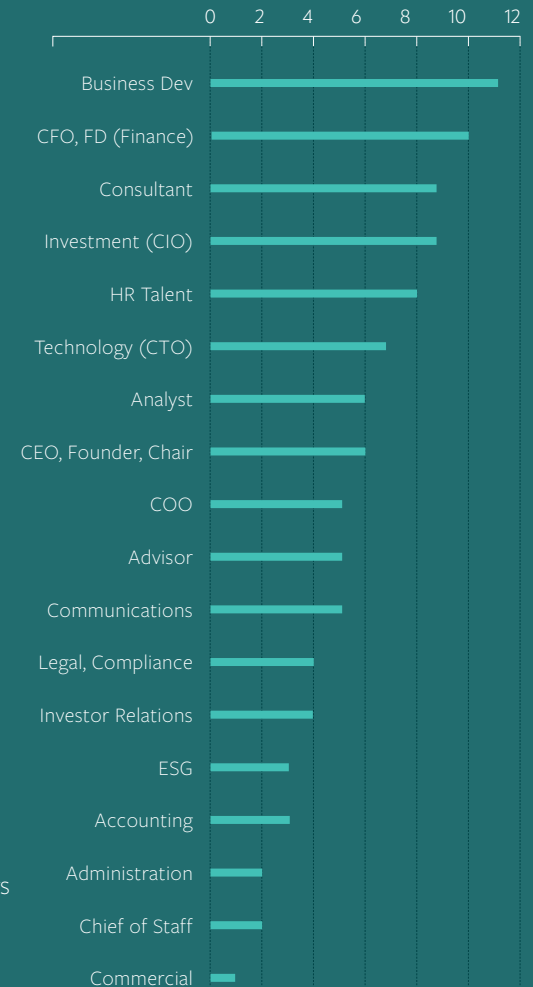


UK North America
Europe Rest of the World



GPs Fund administrators
Law firms LPs
Other Consultancy

By Job Title (%)



Why The Drawdown?

We are the only publication exclusively focused on European operational leaders, including the CFO, COO, CTO, CDO, General Counsel, Head of Legal, HR and ESG roles within private capital funds. Given the decision making capabilities and influence of these roles on all matters throughout a fund, we provide the most direct means of accessing this typically hard to reach group.

The way in which these professionals consume information is changing rapidly; while some keenly await delivery of The Drawdown in print, others prefer digital versions, online articles, as well as our bi-weekly email newsletters, containing editorial leaders that highlight the most relevant matters facing operational leaders.

Our website is fully responsive, meaning our readers can access all of our content on their chosen device - mobile, tablet or desktop - in response to the increasingly tech-enabled and remote working conditions.

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 operations. The Drawdown has simplified its advertising offering, bundling all our channels together to ensure you reach your desired audience with minimal wastage and budget.

“The Drawdown’s content is unparalleled when it comes to understanding the key issues facing private equity operational professionals.”

412

THERE ARE 412 SIGNIFICANT
PRIVATE EQUITY FIRMS
IN EUROPE, WHOSE 913
FUNDS ACCOUNT FOR 6,437
PORTFOLIO COMPANIES.

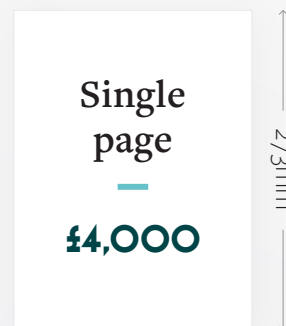


Print advertising

The Drawdown magazine rates
and mechanical specifications

PLEASE NOTE:

All sizes quote **HEIGHT** first.
The Drawdown is a **PORTRAIT** publication



TYPE AREA

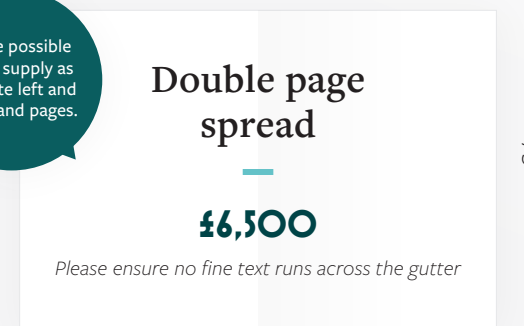
239 x 176mm

BLEED

3mm

BINDING

Perfect Bound



TYPE AREA

239 x 382mm

BLEED

3mm

BINDING

Perfect Bound

Half page

HORIZONTAL

£2,500

TYPE AREA

172 x 261mm

Quarter page

HORIZONTAL

£1,500

TYPE AREA

82 x 261mm

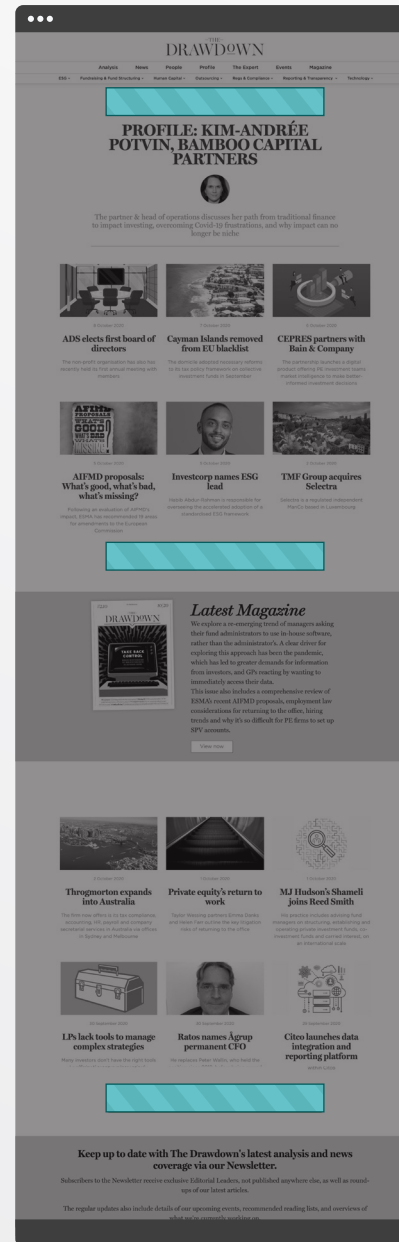


Online advertising

the-drawdown.com rates, reach and mechanical specifications

the-drawdown.com provides access to our archive of news, analysis, insight, expert commentary and profiles of leading European private equity operational professionals. With a powerful search engine, access to four years of essential information is only seconds away.

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



728 X 90PX

LEADERBOARD

1 week	£1,500
2 weeks	£2,850
4 weeks	£3,825

Website traffic

12 MONTH AVG

AUG' 21 - JULY' 22

97.5K+

PAGE VIEWS

35.8K+

UNIQUE VISITORS

1:31 MIN

AVG. TIME SPENT



- UK
- North America
- Europe
- Rest of the World



Bi-weekly Newsletter

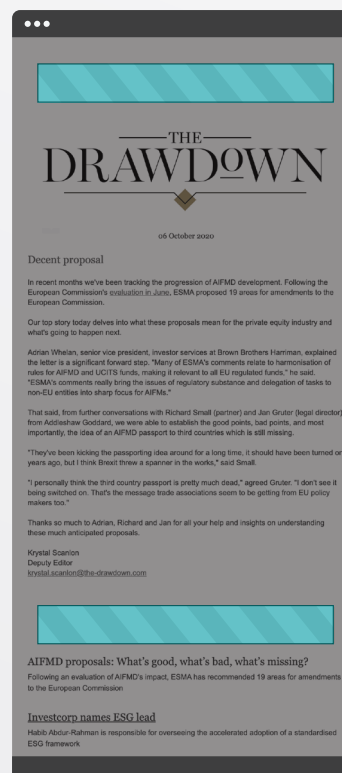
No other provider covers the operational
space quite like The Drawdown.

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

728 X 90PX

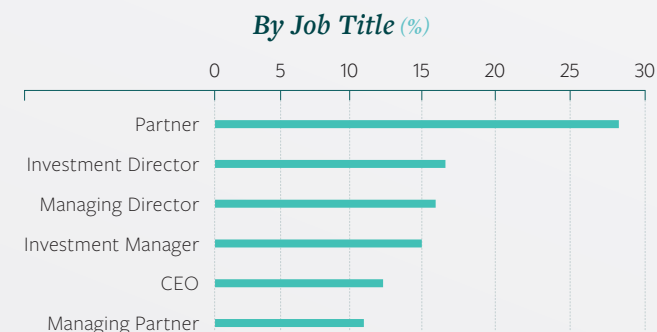
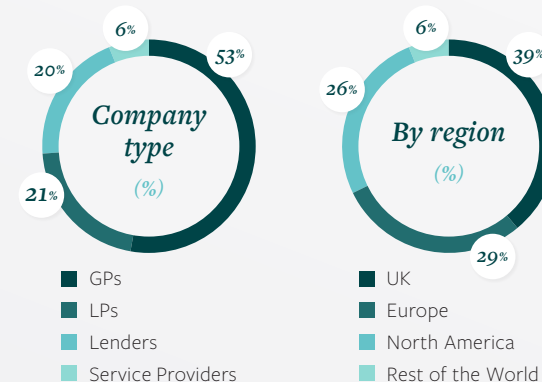
LEADERBOARD

1 week	£1,500
2 weeks	£2,850
4 weeks	£3,825



Thanks to their expert knowledge and understanding of the mid and back office spheres, plus an unparalleled book of contacts, our Editors carefully curate each newsletter with need-to-know updates and analysis, accompanied by exclusive content reserved only for this audience.

This is why more than 19,000 now receive our newsletter service. With more than 200 new registrants a month, advertising on The Drawdown newsletters enables you to reach a select - and rapidly growing - group of hard to reach market practitioners.





Webinars and Podcasts

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 of our clients with whom we have worked to create bespoke podcasts and webinars



To know more, please contact a member of the team

THE DRAWDOWN



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PRINT | ONLINE | DIGITAL