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Dow Jones Private Equity News provides in-depth news and analysis of developments in Europe's fast-growing private equity industry, with a keen focus on regional and international trends in fund-raising, deals, debt and returns.

Why Advertise

- 85% of subscribers are director-level or above
- 85% of subscribers are based in Europe (59% in U.K., 7% in Germany, 5% in France)
- 20,000+ individuals receive our daily e-newsletters
- Bonus distribution at leading Dow Jones and Wall Street Journal conferences

Advertising Options

Weekly print edition – Europe's most timely private equity publication delivers insight on key fund-raising, deal and exit activity

Daily e-newsletter – roundup of editorially selected Top Stories

Supplements & reports – deep analysis of industry trends and hot topics, with quarterly trend reports, survey results, awards coverage and more.

The Marketplace – exclusive directory of private equity services published in each print issue and online daily

Advertise On Europe's Top Private Equity Website

PENews.com is the leading daily source of in-depth news on European private equity with more 6,500 paying subscribers and over 40,000 monthly visitors.

- 85% of subscribers are director-level or above
- Average site visit is 6 minutes; average page view is 2 minutes
- www.penews.com generates more than 500k ad impressions a month
- The PEN Daily Top Stories email alone has an average open rate of 60% and a click through rate of 9.5%

Private Equity News Awards & Conferences

We host two prestigious awards ceremonies and several specialized conferences each year. If you would like to raise your profile among the most senior people in European private equity, we can provide premier sponsorship opportunities.

Awards for Excellence in Private Equity Advisory Services 2011	PEN - Awards	Nov. 9	London
LP Brief II	PEN - Conference	Feb. 7	Stockholm
LP Brief III	PEN - Conference	April 3	London
Awards for Excellence in Private Equity	PEN - Awards	April 4	London
LP Brief IV	PEN - Conference	June 5	Paris

Private Equity News Editorial Calendar*

Date	Feature	Special Reports
1/9	Q4 Global	Global review of quarterly activity
	Big year for...	Which companies and individuals will be the key movers and shakers in the year ahead? Is PE turning a corner and who is best placed to pounce?
1/16	Q4 UK	Regional analysis
	Refinancings	What financings are due this year?
1/23	Q4 US	Regional analysis
	Profile #1	Profile of a top private equity firm
	Legal	Activity in the legal sector for private equity
1/30	Q4 Germany	Regional analysis
	Focus on mid market	Analysis on mid market sector from GP/LP perspective
2/6	Q4 Industry Sector - analysis	Sector analysis
	Human Capital	Where are firms hiring - and where are firms making cuts?
	Basel III	What impact is the incoming legislation having on the private equity sector at the moment?
2/13	Q4 France	Regional analysis
	PE hotspots	In light of recent regulation where are firms based and why?
2/20	Q4 Nordic	Regional analysis
	Mezzanine Investors	What are the current trends and prospects - how popular is it at the moment?
	Where hedge funds and private equity collide	Industries coming together?
2/27	Q4 Iberia	Sector analysis
	Profile #2	Profile of a top private equity firm
	Secondaries	An analysis of secondaries activity

*Subject to change

Date	Feature	Special Reports
3/5	Q4 Benelux	Regional analysis
	SuperReturn write-off	Coverage from conference
	Placement agents	The latest issues facing placement agents
3/12	Q4 Central-East Europe	Regional analysis
	Future of European VC	What are the latest trends in this sector - has there been a resurgence of any kind?
	SWFs	Are sovereign wealth funds ramping up their investment in private equity? If so, what are the drivers?
3/19	Q4 Southern Europe	Regional analysis
	Dry powder	Using Preqin data, we look at who is holding cash, and how well PE firms are positioned to use it
3/26	Q4 Industry Sector	Sector analysis
	Profile #3	Profile of a top private equity firm
3/26	Fund ratings	Research by Prof. Gottschalg
4/2	Q1 Global	Global review of quarterly activity
	Buy and Build	The latest trends in bolt-on deals
4/9	Q1 UK	Regional analysis
	Consolidation	To what extent has the industry contracted? What have been the major failures?
	Solvency II	The incoming EC insurance legislation is set to affect PE houses' fundraising efforts. How are PE houses adapting?
4/16	Q1 Industry Sector	Sector analysis
	Fundraising	What is the latest in European fundraising
4/23	Q1 Germany	Regional analysis
	Leveraged finance	The latest trends in lending
4/30	Q1 Industry Sector	Sector analysis
	First time funds	Raising a first-time fund is always difficult, but is it close to impossible in the current economic climate?
5/7	Q1 France	Regional analysis
	Best positioned firms so far	Research by Prof. Gottschalg on the best-placed firms
	Profile #4	Profile of a top private equity firm
5/14	Q1 Nordic	Regional analysis
	IPO markets	Review of stock market floatations in 2011 and future prospects
5/21	Q1 Iberia	Sector analysis
	Succession planning	How are PE firms planning?
5/28	Q1 Central-East Europe	Regional analysis
	Individual deal profile	We look at an interesting/unusual deal and its impact on the market
	Profile #5	Profile of a top private equity firm
6/4	Q1 Southern Europe	Regional analysis
	US v. Europe so far	How have the major markets compared?

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Private Equity News Editorial Calendar* (cont.)

Date	Feature	Special Reports
6/11	Q1 Industry Sector	Sector analysis
	Leveraged finance v. other forms of finance	What are the latest trends?
6/18	Q1 Benelux	Regional analysis
	Financial Advisers	Which are the best?
	Mega-buyouts	Will they return?
6/25	Q1 India	Review of activity in one of the world's fastest growing economies
	Fund ratings	Research by Prof Gottschalg
	High Yield	
7/2	Q2 Global	Global review of quarterly activity
	Real Estate	
	Infrastructure	An analysis of infrastructure activity
7/9	Q2 UK	Regional analysis
	FN 100 most influential	The most influential people in private equity
7/16	Q2 US	Regional analysis
	European Venture Capital	What is the future of European VC?
	Debt funds	An analysis of debt fund activity
7/23	Q2 Germany	Regional analysis
	Gatekeepers	The latest issues facing gatekeepers
7/30	Q2 Latin America	A number of firms set up in Latin America over the last 18 months - but how are they faring?
	Human Capital	HR trends - who is hiring and who is firing?
8/6	Q2 Iberia	Sector analysis
	Take privates	Are global markets facilitating a growing number of public to private deals?
	Mezzanine	What role is Mezz playing?
8/13	Q2 France	Regional analysis
	Fund administration	What are the latest developments?
8/20	Q2 Nordic	Regional analysis
	Individual deal profile	Profile of an interesting/unusual deal and its impact on the market
	Top VC firms	Research by Prof. Gottschalg
8/27	NO ISSUE	
9/3	Q2 Benelux	Regional analysis
	Top 25 LPs	Who is having the biggest impact on fundraising?
9/10	Q2 Central-East Europe	Regional analysis
	Diversification	Branching out - how are PE firms faring - and are other firms considering this?
	Deal profile	We look at an interesting/unusual deal and its impact on the market
9/17	Q2 Turkey	Regional analysis

*Subject to change

Date	Feature	Special Reports
9/17	Future of PE returns	What should investors expect?
9/24	Q2 Industry Sector	Sector analysis
	Fund ratings	Research by Prof. Gottschalg
	Green investments	To what extent are green-focused investments flourishing?
10/1	Q3 Global	Global review of quarterly activity
	ILPA Guidelines	What are investors demanding and are GPs listening?
	FN top 100 women	The most influential women in private equity
10/8	Q3 UK	Regional analysis
	Turnaround	What turnaround firms have cropped up? What have they actually done and how do they compete with existing firms?
10/15	Q3 China	Regional analysis
	Secondaries	An analysis of the latest trends in secondaries
	Future of buyout financing	What are the latest trends?
10/22	Q3 Iberia	Sector analysis
	Exit routes: IPO markets	State of global IPO markets and knock-on effect to exits/public to private deals
	Fund of funds	How are they faring?
10/29	Q3 Middle East	What is the Middle East contributing to PE activity?
	Exit routes: trade sales	How are they faring?
11/5	Q3 US	Regional analysis
	AIFMD latest	An update in the regulatory saga
	Exit routes: secondary buyouts	How are they fairing
11/12	Q3 Southern Europe	Regional analysis
	Restructuring	What are the latest trends?
11/19	Q3 Germany	Regional analysis
	Secondaries	The latest trends in secondaries
	Most active investors	What areas and regions are they found in?
11/26	Q3 Industry Sector	Sector analysis
	Leveraged finance	Which banks are lending?
12/3	Q3 France	Regional analysis
	Performance rankings	Research by Prof. Gottschalg
	FN rising stars	The rising stars in private equity
12/10	Q3 Nordic	Regional analysis
	Fund ratings	Research by Prof Gottschalg
12/17	Q3 Industry Sector	Sector analysis
	Year-end Review	

Private Equity News

	1-12	13-25	26-49	Annual Review
Full page	£3,450	£3,275	£3,100	£4,450
Half Page	£2,100	£1,995	£1,890	£3,100
Quarter Page	£1,250	£1,188	£1,125	£2,250
Front Page Strip	£3,750	£3,600	£3,450	£4,750
First right-hand	£3,950	£3,753	£3,555	£4,950
Back Cover	£4,100	£3,900	£3,700	£5,100
Two-Page Spread	£5,850	£5,558	£5,265	£6,850
Cover Wrap	£7,650	£7,268	£6,885	£8,650
Databank strips (3 per issue, min. 12 issues)	£1,650	£1,250	£1,000	£3,300
Focus Report	1x	2x	3x	4x
Partner Sponsor	£4,950	£4,700	£4,465	£4,240
Partner Sponsor w/Cv Wrap	£7,650	£6,900	£6,555	£6,225
Exclusive Partners Sponsor	£9,950	£9,450	£8,975	£8,526

Private Equity News Online

Top Stories - 65% Share of Voice (SOV)	1-4 weeks	5-12 weeks	13-25 weeks	26-52 weeks
Leaderboard - 728x90	£1,350	£1,280	£1,215	£1,155
Skyscraper - 120x600	£1,350	£1,280	£1,215	£1,155
Vertical Skyscraper - 120x240	£1,050	£995	£945	£895
MPU - 300x250	£750	£715	£680	£645
Top Stories buy-out	£2,025	£1,925	£1,830	£1,740
Top Stories Email (4,500)	£1,250	£1,185	£1,125	£1,068
Top Stories Premium email (14,000)	£1,750	£1,665	£1,580	£1,500
Today - 25% Share of Voice (SOV)	1-4 weeks	5-12 weeks	13 - 25 weeks	26-52 weeks
Leaderboard - 728x90	£520	£495	£470	£445
Skyscraper - 120x600	£520	£495	£470	£445
Vertical Skyscraper - 120x240	£400	£380	£360	£340
MPU - 300x250	£290	£275	£260	£245
Today buy-out	£1,050	£995	£945	£510
News alert email (4,000)	£750	£715	£680	£645
This Week - 10% Share of Voice (SOV)	1-4 weeks	5-12 weeks	13-25 weeks	26-52 weeks
Leaderboard - 728x90	£250	£235	£225	£215
Skyscraper - 120x600	£250	£235	£225	£215
Vertical Skyscraper - 120x240	£200	£190	£180	£170
MPU - 300x250	£150	£145	£140	£135
This week buy-out	£500	£475	£450	£430
This Week email (4,500)	£750	£715	£680	£645

Private Equity News

Ad Requirements

A high-resolution PDF file with all images and fonts embedded or outlined is preferred. All art should be at least 300 dpi. Remove all crop marks and other extraneous matter. For complete instructions or to download our job options for Distiller, see:

<http://www.dowjones.com/advertise-financial.asp>

Files must be sent electronically.

Contact fisads@dowjones.com for ftp information for files over 15MB.

Full color ads must be in 4-color process (CMYK). Do not use PMS colors and do not submit ad in RGB. Non-conforming ads will be converted to CMYK; as a result some color integrity may be lost.

Black and White ads must be built from grayscale (not CMYK or RGB).

Print Ad Submission

fisads@dowjones.com
(email for FTP information)

Please include publication name and issue date for insertion, as well as advertiser name and contact information in case of questions about materials.

The publisher reserves the right to reject any advertising that we deem inappropriate for any reason. Advertisers and agencies assume liability for all content of advertisements, including text, representation and illustrations, and also assume responsibility for any claims against publisher. Publisher will not be held responsible for quality or correctness of ad reproductions that do not meet the specifications outlined on this page, or ads that are submitted without a proof.

Agency Commission

15% of gross billing for space is allowed to recognized advertising agencies, provided the invoice is paid within 30 days of invoice date. "In-house" agencies serving the client company only, graphic designers, and design studios are not considered recognized agencies.

Frequency Rates

Frequency rates are based on the number of cumulative ad insertions used within 12 months of the date of the first insertion of a contract. If no

contract year is specified, it begins the month of the first insertion. Advertisers will be rebated if, within 12 months of the first insertion, they have used sufficient additional space to earn a lower rate. If an advertiser specifies billing at a frequency rate and does not run sufficient space during the contract year to earn the frequency discount, the advertiser will be billed for the difference between the rate earned and the rate billed. Cancellations received after the closing date (insertion order deadline) will be billed at the full rate.

Payment Terms

Net 30 days. The publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for monies due the publisher.

Private Equity News Online

Ad Requirements: Online

GIF, JPEG, SWF, Approved HTML (3rd Party Tags), file size is limited to 35K. No exceptions to file size limit.

Animation is 30 seconds max with a maximum of 3 loops (e.g. 3 x 10 sec loops = 30 secs).

Ad Requirements: Email Banner

GIF or JPEG only.

No animation allowed on e-mail placements.

1x1 pixel border is required for creative with a light or white background.

Only simple redirects and Doubleclick internal redirects are accepted.

Static GIF/JPG and click through URL.

Ad Submission

All creative need to be submitted at least 3-5 working days before the campaign is due to go live. This turnaround is required for the ad ops team to test and approve all creative and troubleshoot should there be any creative out of spec.

The Publisher reserves the right to reject any advertising that we deem inappropriate for any reason.

All creative and queries can be directed to:

Cat Fezas Vital
Catherine.fezasvital@dowjones.com
Tel (w): +44 (0)20 3426 1209

Private Equity News, Special Reports, Survey and Roundtable Supplements

	Non-Bleed	Bleed
Two-Page Spread	297 mm x 420 mm	+3 mm
Full Page	297 mm x 210 mm	+3 mm
Half-Page	180 mm x 126 mm	N/A
Quarter Page Horizontal	180 mm x 63 mm	N/A
Front Cover Strip/Strip	30 mm x 180 mm	N/A
Databank DPS Strip	30 mm x 380 mm	N/A
Business Card	57 mm x 90 mm	N/A

Private Equity News Online

Ad Dimensions

Leaderboard	728 x 90
Skyscraper	120 x 60
MPU	300 x 250
Vertical Skyscraper	120 x 40
Email Banner	728 x 90

For more opportunities, contact your sales representative

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