

OVERVIEW

UNRIVALED, COMPREHENSIVE REACH TO ENGAGED AUDIENCE OF ACTIVE DEALMAKERS



THE AUTHORITATIVE VOICE OF THE DEAL ECONOMY



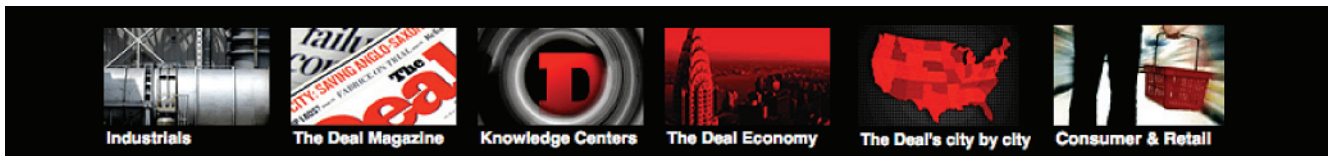
For over a decade The Deal LLC has been a recognized leader as a source for dealmaking professionals. We provide access to an elite group of corporate and financial executives, private equity and hedge fund investors, practice chairs and leaders from the deal advisory community; investment bankers, lawyers and management consultants.

These key decision makers, colleagues and advertisers rely on The Deal LLC for our 360 degrees of M&A coverage and exclusive analysis. We keep your competitive edge sharp by constantly providing you, our audience, with the critical data that is necessary to stay on the radar of some of the biggest names in deal economy.

Content platforms include:

- The Deal Magazine
- The Deal Pipeline
- The Deal Custom Services
- The Deal Economy Event

Making sure The Deal LLC is a part of your 2012 advertising plans will help your firm achieve a maximum ROI in reaching clients and prospects.



PRODUCT AUDIENCE SNAPSHOT

	SUBSCRIBERS/USERS (INCLUDES PASS-ALONG READERS)	EMAIL CAMPAIGN SUBSCRIBERS	DIRECT MAIL CAMPAIGN SUBSCRIBERS
The Deal	88,000	33,157	40,000
The Deal Magazine Enewsletterz	35,446	21,958	
The Deal Pipeline	31,403	31,403	
The Daily Deal		20,851*	
Marketing Services			
Webcasts	9,511	7,331	
Third Party Opt-ins	23,781	23,309	
Marketing Prospects	28,381	6,128	
The Deal Events	440		440
TOTAL REACH	216,962	123,286	

*Daily Deal subscribers are a sub-set of The Deal Pipeline

SOURCE: THE DEAL LLC REACH REVIEW SEPTEMBER 2011

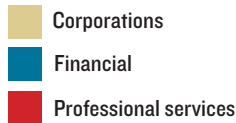
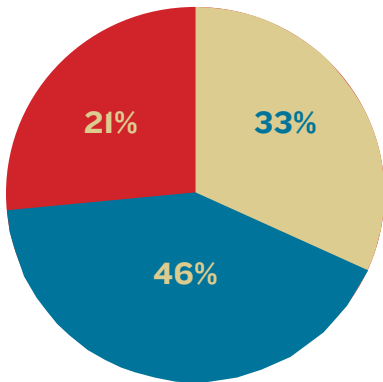
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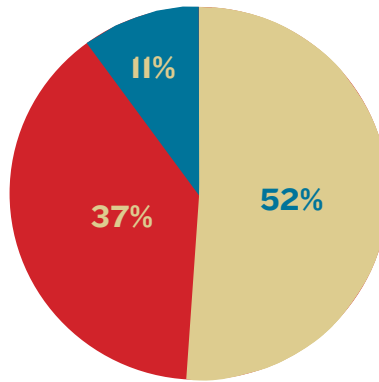
AUDIENCE BREAKOUT

PARTNER WITH THE DEAL LLC AND TARGET THE RIGHT DEALMAKERS

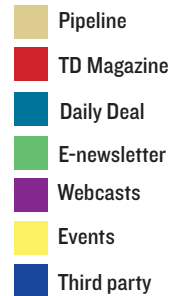
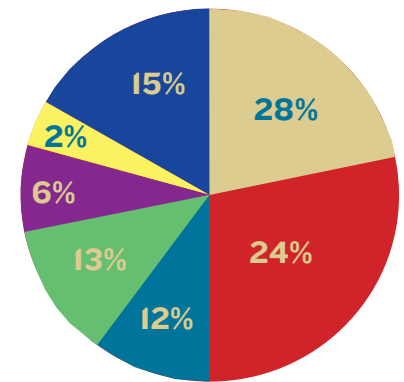
BUSINESS & INDUSTRY
SNAPSHOT



JOB FUNCTION
SNAPSHOT



PRODUCT BREAKDOWN
SNAPSHOT



Key Industry Sectors include:

Corporations: Advertising/Marketing, Aerospace, Biotechnology, Energy, Healthcare, Manufacturing, Technology
Financial: Private Equity, Hedge Funds, Investment Bank, Lender, Insurance, Institutional Fund Management
Professional Services: Law Firms, Consulting Firms, Restructuring, Diversified Services

Key Job Function Titles:

C-Level: Board Member, Chairman, Chief Investment Officer, President, Founder, Managing Partner, General Partner
B – Level: Vice President, Executive, Portfolio Manager, Corporate Communications
A – Level: Analyst, Research Director, Senior Associate, Head Trader, Librarian

SOURCE: THE DEAL LLC REACH REVIEW 2011