

# OVERVIEW

UNRIVALED, COMPREHENSIVE REACH TO ENGAGED AUDIENCE OF ACTIVE DEALMAKERS



THE AUTHORITATIVE VOICE OF THE DEAL ECONOMY

**T**he Deal LLC is recognized by leaders and senior level executives from acquisitive large-cap, and middle market corporations, Private Equity funds, Hedge Funds, Investment Banks, Professional Service Advisors and Lenders as the premier information source for dealmaking. We provide analysis and commentary required to stay current with the strategies and tactics being employed in today's highly competitive deal making environment. Content coverage that is crucial to our readers and users includes:

- M&A Deals
- Middle Market Deals
- Private Equity Deals
- Corporate Governance
- Bankruptcy & Restructuring
- Regulation & Anti-trust
  - Deal Financing
- Corporate Development

## The Deal LLC's reach - *in print, on-line and in-person*

**T**he Deal LLC provides you and your organization unrivalled reach into the deal making community - those hard-to-reach corporate and financial executives, private equity and hedge fund investors as well as the practice chairs and leaders from the deal advisory community; investment bankers, lawyers and management consultants.

On a daily and weekly basis, they use our exclusive news, sophisticated analysis and commentary, our critical data and leading event to maintain and enhance their competitive edge. They rely extensively on content across all The Deal LLC's platforms including The Deal Magazine, The Deal Pipeline and The Deal Economy; in print, on-line and in-person. They are key decision-makers, charged with defining the investment and growth strategies for their organizations. They are the people you want to target and The Deal LLC is the perfect one stop shop for innovative, integrated brand, thought leadership and lead generation solutions that boost your marketing ROI and help you attain your sales and marketing goals.

### PRODUCT AUDIENCE SNAPSHOT

	SUBSCRIBERS/USERS (INCLUDES PASS-ALONG READERS)	EMAIL CAMPAIGN SUBSCRIBERS	POSTAL CAMPAIGN SUBSCRIBERS
The Deal	90,174	32,462	40,000
The Deal Magazine Enewsletter	17,911	5,015	
The Deal Pipeline	30,377	18,530	
The Daily Deal	19,360	12,584	
Marketing Services			
Webcasts	9,138	8,041	
Third Party Opt-ins	23,930	23,451	
Marketing Prospects	23,973	5,754	
The Deal Events	3,816	3,434	3,816
<b>TOTAL REACH</b>	<b>218,679</b>		

SOURCE: THE DEAL LLC REACH REVIEW 2010

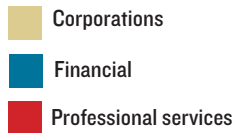
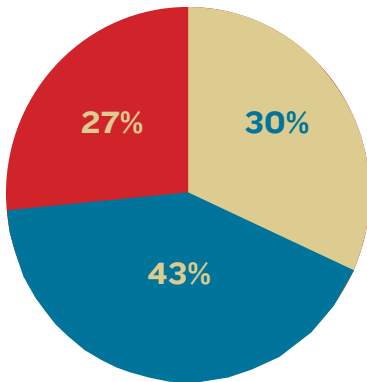
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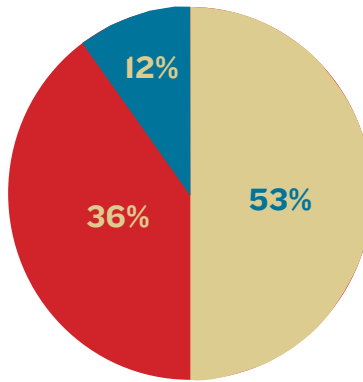
## AUDIENCE BREAKOUT

Please review the breakout of the audience you can target through The Deal LLC

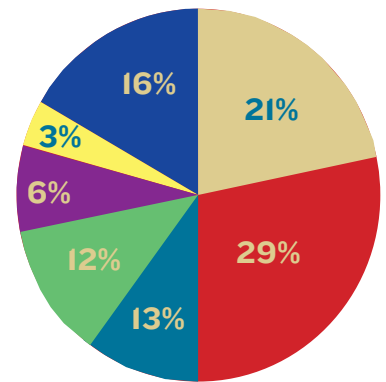
BUSINESS & INDUSTRY  
SNAPSHOT



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 2010