

Advertising Opportunities for *Women's PE Briefs*

Now You Can Influence the Influential All Year Long

Reach Beyond the Summit

Since 2008, the Falk Marques Group has brought together the world's top women in private equity and venture capital at the **Women's Private Equity Summit** and **Women's Alternative Investment Summit**. These powerful leaders are influential decision makers, as longtime conference sponsors and partners know quite well.

In May 2014, Falk Marques Group extended its relationship with the industry's senior women through a weekly e-Newsletter, **Women's PE Briefs**.

Delivered each Friday to the inboxes of 10,000+ women in the industry – and regularly tweeted and re-tweeted – *Women's PE Briefs* has quickly become a "must-read" news source for industry insiders.

A One-of-a-Kind Editorial Environment

Women's PE Briefs is a unique source for news, personal profiles and original video content about the influential women in private equity, venture capital and other alternative investments. The Falk Marques Group knows and respects these women and they return the favor. They take our phone calls, keep us informed and tell us what's really happening.

Each week, *Women's PE Briefs* showcases the accomplishments of leading women in the industry: big deals and new ventures, fundraising and exits, successes at companies owned or run by women. *Women's PE Briefs* also includes job postings for private equity and venture capital professionals.

[Read a sample issue](#)



No other publication provides such timely and sustained coverage of this important leadership group.

Readership

Women's PE Briefs is sent each week to 10,000+ of the top women in private equity and venture capital. Many have attended our Summits and have a personal connection with Falk Marques Group. Most are at the VP level or higher. Readership includes private equity and venture capital professionals from throughout the United States, Canada, Latin America, Europe, Asia and Africa.

- Institutional investors
- LP advisors
- Fund-of-funds managers
- Buyout specialists
- Venture capitalists
- Corporate venturing professionals
- Chief compliance officers
- General counsel
- Secondary specialists
- Private equity real estate fund managers
- Hedge fund managers interested in private equity
- Professional services leaders who advise the industry

Advertising Packages – Ideal for High-End Consumer Products & Services

Advertising in *Women's PE Briefs* creates buzz for your brand, product or service among top women decision makers in private equity, venture capital and other alternative investments. We offer a limited number of placement and frequency packages on a first-come, first-served basis. All packages include one ad placement per week with a minimum purchase of a one-month package.

Feature Your
Company Logo Here

Interested in advertising in Women's PE Briefs? Please contact Carolyn O'Donnell, director of business development, at 508-801-8463 or carolyn.odonnell@falkmarquesgroup.com.

Sample Women's PE Briefs Ad

Placement Options	1 Month (4 ads)	3 Months (12 ads)	6 Months (26 ads)	12 Months (52 ads)
	<i>Minimum Buy</i>	<i>10% off 1 month rate</i>	<i>17% off 1 month rate</i>	<i>20% off 1 month rate</i>
1st Position	\$995	\$2,695 total buy	\$4,955 total buy	\$9,555 total buy
2nd Position	\$695	\$1,875 total buy	\$3,460 total buy	\$6,670 total buy
3rd Position	\$695	\$1,875 total buy	\$3,460 total buy	\$6,670 total buy
Job Posting Sponsor	\$995	\$2,695 total buy	\$4,955 total buy	\$9,555 total buy
Featured Job	\$695	\$1,875 total buy	\$3,460 total buy	\$6,670 total buy

Who Should Advertise?

Women's PE Briefs' readers are savvy consumers of luxury brands, products and experiences. They dress smartly, travel widely and have a sophisticated palate. And, they share their experiences with a wide network of affluent friends and colleagues.

Advertising in *Women's PE Briefs* is a great way to launch a new product, build your brand or present a time-sensitive offer. Ideal business-to-consumer advertising categories include:

- Fashion
- Housewares
- Fitness
- Specialty Food & Beverage
- Travel
- Electronics
- Personal Goods
- Beauty Products

For More Information Contact

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