

NEW Underwriting Opportunities for *Women's PE Briefs*

Show Your Support for Women in Private Equity

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 our longtime conference sponsors and partners know quite well.

In May 2014, Falk Marques Group extended its relationship with the industry's senior women with the launch of the weekly e-Newsletter *Women's PE Briefs*. Delivered each Friday to the inboxes of 15,000+ 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



Unique Video Content on YouTube Channel

Women's PE Briefs combines breaking news of the day with original reporting, personal profiles, video interviews and comprehensive news roundup. With each issue *Women's PE Briefs* digs deep, beyond the press release, to uncover the specific contributions of senior-level women who are attracting capital, landing new positions and driving deals.

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

High-Profile Underwriting Opportunities Now Available

As the e-Newsletter's readership grows and its influence expands, *Women's PE Briefs* is pleased to offer high-profile, highly visible underwriting opportunities to a select group of businesses looking to build their brand and target their message to an engaged and influential audience.

If your firm wants to reach the women who raise funds, invest in startups, make acquisitions and generate liquidity, *Women's PE Briefs* is the place to do it.



Women's PE Briefs is easily accessible via phone, tablet or browser.

Benefits of *Women's PE Briefs* Underwriting



Underwriting *Women's PE Briefs* creates buzz for your firm among top women decision makers in private equity, venture capital and other alternative investments.

Key brand-building benefits include:

- Targeted messaging to senior-level industry decision makers
- Multi-platform presence and visibility: web, video, social media and Falk Marques Group Summits
- Support for your firm's commitment to an inclusive and diverse workplace
- Brand alignment with unique and valuable content readers can find nowhere else
- Association with Falk Marques Group and its unparalleled reach and reputation among the industry's most senior women executives

Who Should Consider Underwriting?

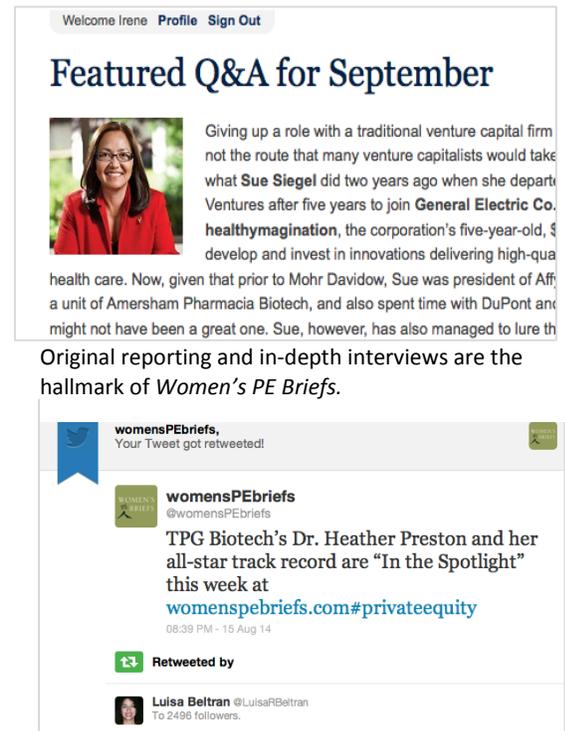
If you want to reach global top decision makers in private equity, venture capital and other alternative investments, you should consider a high-profile sponsorship of *Women's PE Briefs*. Sponsorship is particularly beneficial for:

- Law firms
- Accounting firms
- Private equity firms
- Investment banks
- Institutional investors
- Executive recruiters
- Stock exchanges
- Online marketplaces
- Placement agents
- Secondary specialists

Underwriting Options

If you would like to be an underwriter of *Women's PE Briefs*, with branding in the weekly e-Newsletter and the publication's website, womenspebriefs.com, contact Carolyn O'Donnell at +1 508-801-8463 or at Carolyn.ODonnell@FalkMarquesGroup.com.

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Women's PE Briefs lives online through a network of social media.