



# The Community for M&A, Private Equity and Corporate Finance

**The M&A Community and Young M&A Community are the leading knowledge and networking platforms for professionals working in M&A, Private Equity and Corporate Finance. We reach the top investors, entrepreneurs and M&A professionals in Belgium through exclusive events, a website with an extensive deal database and league tables, a newsletter and a magazine.**

### M&A and Young M&A community

Our events and network meetings bring thousands of professionals in M&A, Private Equity and Venture Capital together every year. Providing inspiration, meeting colleagues in the field, exchanging experiences and networking are key elements. Each year, the best dealmakers in Belgium and the Netherlands are put in the spotlight during the popular M&A Awards.

### Extensive media mix

We engage our Community through a broad mix of activities:

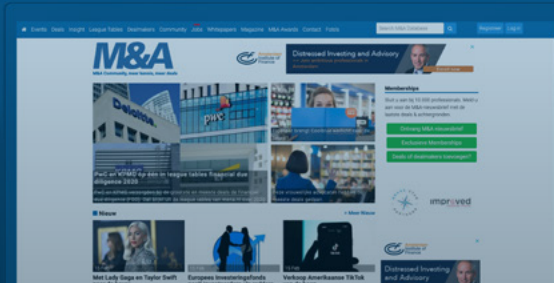
- ▶ Networking events, awards and round tables (physical, hybrid and online)
- ▶ Website, newsletter and deal database
- ▶ Education, training and master classes
- ▶ Online, social and print campaigns
- ▶ Webinars and podcasts
- ▶ Magazine
- ▶ Job postings

### Reach investors and M&A professionals

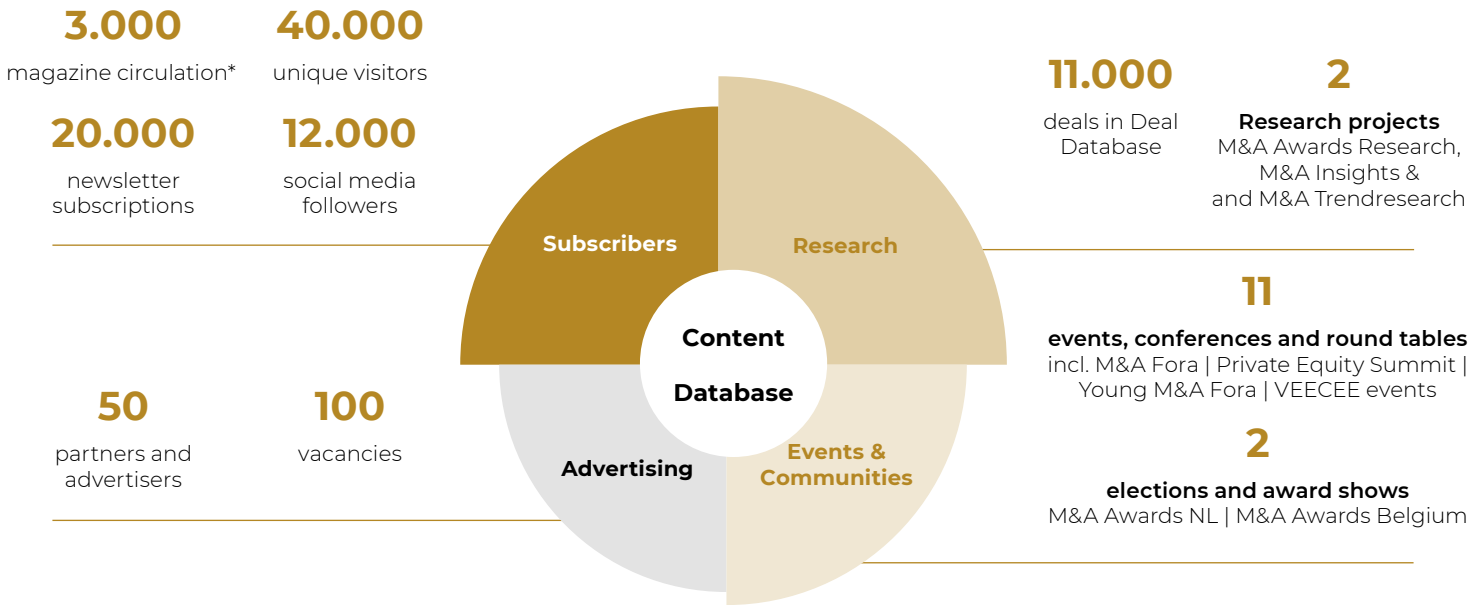
M&A and Young M&A have a unique audience of 15,000 top investors, entrepreneurs and M&A professionals. Do you want to increase your organisation's brand awareness within this target group? Do you want to share your expertise or expand your professional network? Our M&A Community offers various solutions to achieve your business goals.

For more information about the M&A Community, please visit [MandA.be](http://MandA.be)



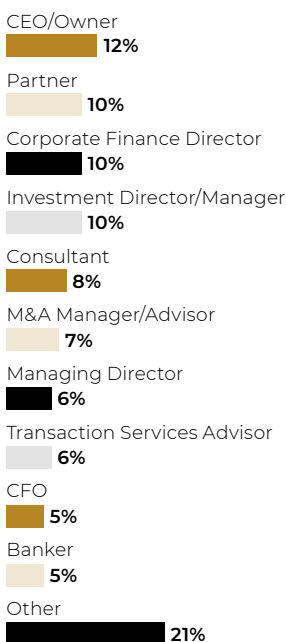


## The Community for M&A, Private Equity and Corporate Finance Belgium & Netherlands

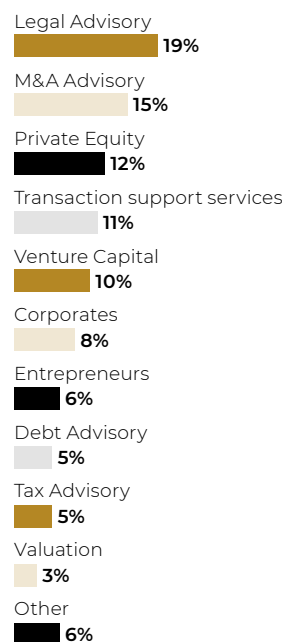


### Target audience

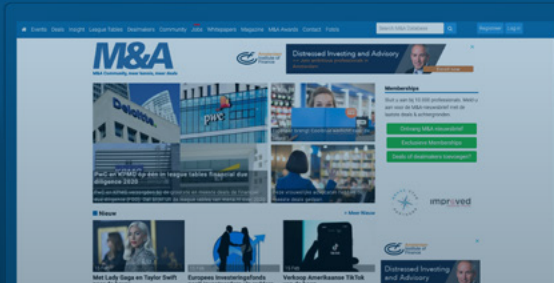
#### Positions



#### Branches



\*Available in Belgium per 1 June 2024.



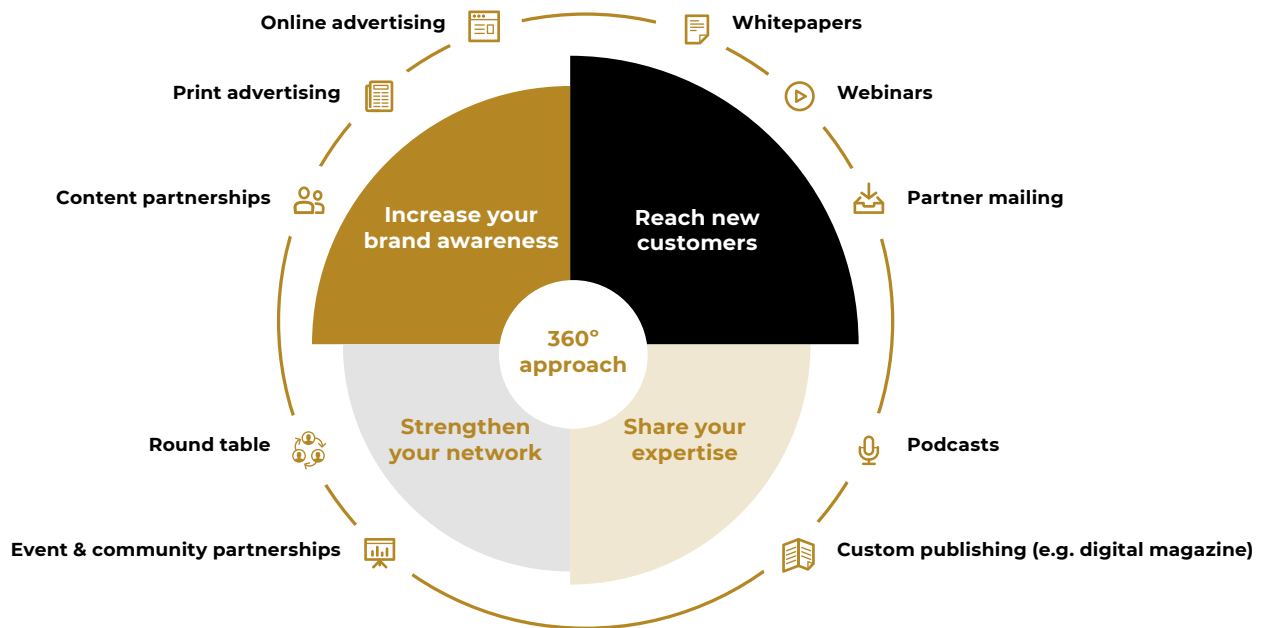
# Advertising and partnership opportunities

## Cross-media 360-degree approach

**If you want to maximise the effect of your campaign, it is our mission to help your business grow!**

We would love to help you bring your brand and solutions to the attention of our readers at the right time and with the right message. Tell us what your objectives are and we will work with you to design a cross-media campaign that is tailor-made, coherent and with the right timing.

Whether it is to increase brand awareness, find new prospects, share expertise or expand your network, your marketing campaign is in safe hands with us. Our services range from podcasts to display advertising and from events to branded content.



# Advertising and partnership opportunities



## Community partnerships

The M&A Community offers you a unique opportunity to come into direct contact with professionals in M&A, corporate finance and private equity in the Netherlands and Belgium. We offer various types of partnerships to increase your brand awareness and network.

## Events

Every year, we organise various large and small events for our M&A communities. During and around these events, we offer various possibilities to profile your company both in terms of branding and content. You can find an overview of the planned events on: [www.MandA.be/events](http://www.MandA.be/events)

## Website

Share your knowledge, expertise and vision with the readers of [MandA.be](http://MandA.be). The website offers various possibilities to draw attention to your organisation, including banners, partner contributions or white papers.



## Newsletters

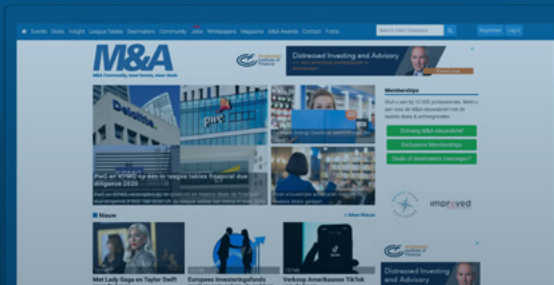
Gain direct attention with the M&A newsletter: thousands of M&A professionals and investors read the latest news once a month. The newsletters offer various advertising opportunities, including banners, advertorials and white papers.

## Partner contributions

Bring your products or services to the attention of M&A professionals. Write an article in cooperation with our editorial staff or submit your own article. You can be clearly mentioned as the sender of the article. It is the perfect way to present your brand and organisation to our influential readership.

## Print advertising

Share your knowledge, expertise and vision with the readers of M&A Magazine through editorials, advertorials, columns or advertisements.



# Advertising and partnership opportunities



## Whitepapers

A whitepaper offers explanations, depth and expertise on relevant M&A themes. Your whitepaper provides concrete and comprehensive answers to questions that are important to M&A professionals. Your whitepaper will be included in the [MandA.be](https://www.mandabe.com) whitepaper library and presented as a downloadable PDF.

## Partner mailing

Make use of our unique range to bring your product or service to the attention of your target audience by means of a partner mailing or a themed newsletter. The mailing will be in your corporate style. It is possible to target on various criteria such as position, branch, expertise and reading behaviour. That makes your message more relevant and it will generate more leads!

## Webinars

Our webinars feature discussions with M&A professionals on current topics. We determine the content of each broadcast and moderate the discussion. As a partner, a guest can sit at our table and join in the conversation.

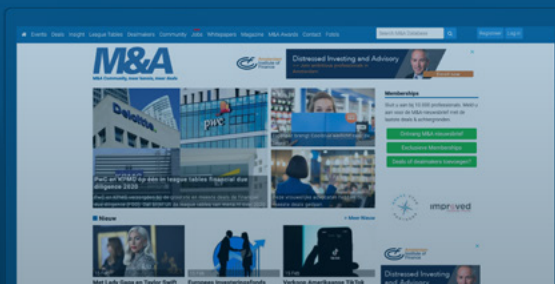


## Podcasts

A podcast is ideally suited to bringing a substantive interview to the audience. This can be done through a single podcast or a series of podcasts. We have a professional recording studio in the Netherlands and specialists to support the interview. The podcasts are promoted via our platform and the well-known podcast channels.

## Vacancies

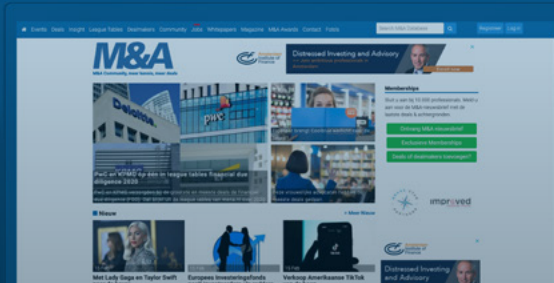
Our job board brings employers into contact with the best candidates, both ambitious jobseekers and highly educated M&A professionals who are not actively looking. The unique combination of a job site with professional content and a strong brand guarantees success.



# Partnerships M&A Community

	Platinum partnership	Gold partnership	Company partnership
<b>Access to the M&amp;A Community</b>			
Full Community memberships	Up to 50 employees	Up to 20 employees	Up to 12 employees
Young Community Memberships	20	10	5
Invitations to all (Young) M&A Fora	Yes	Yes	Yes
Invitations to the Summer Party	Yes	Yes	Yes
Access to the M&A Deal Database	20	10	5
<b>Events</b>			
Hosting a M&A Forum	Yes	Yes	No
Contribution to M&A Forum	Yes	By invitation	By invitation
Visibility with logo in all communication about & during M&A Forum	As Platinum Partner	As Gold Partner	As company member
Visibility with logo in all communication about & during M&A Summer Party	As Platinum Partner	As Gold Partner	As company member
Wishlist	Yes	No	No
Dinner table M&A Awards (8 persons)	Yes	No	No
4 extra tickets after party M&A Awards	Yes	No	No
Entrance Private Equity Summit NDL	10 persons	4 persons	2 persons
<b>Media</b>			
Access to the website	Yes	Yes	Yes
Visibility with logo on the website	As Platinum Partner	As Gold Partner	As company member
Whitepapers on www.MandA.be	12	8	4
Article/column (in cooperation with editorial team)	12	8	4
Interview	4	2	1
Unlimited news/press releases	Yes	Yes	Yes
Company profile and dealmakers in the Who's Who of the M&A Deal Database	Yes, 25 dealmakers	Yes, 10 dealmakers	Yes, 5 dealmakers
<b>Total value</b>	<b>125,000</b>	<b>47,500</b>	<b>25,000</b>
<b>Total investment</b>	<b>44,000</b>	<b>16,850</b>	<b>9,850</b>
Amount in euros*			

\* The price is excluding VAT.



# Sponsorship M&A Awards

Thursday, November 28

- More than 600 dealmakers
- Visibility as sponsor with logo + hyperlink on MAawards.be
- Mention in the articles about the M&A Awards on MandA.be
- Logo in email communication
- Logo in the leaflet on the tables
- Logo on the screens during the award ceremony
- Branded alcohol bar\* (e.g. gin tonic/cocktail) during the networking drinks after dinner

**Total investment** **7,000**  
Amount in euros\*



# Sponsorship Summer Party

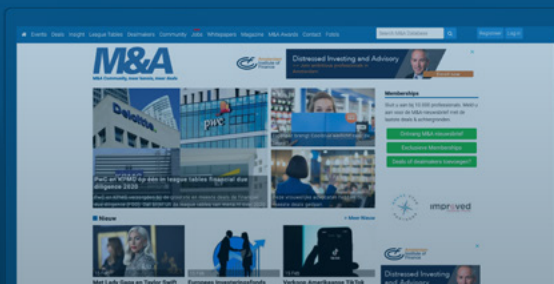
Thursday, August 29

- More than 200 dealmakers
- Visibility as sponsor with logo + hyperlink on MandA.be
- Mention in the articles about the M&A Awards on MandA.be
- Logo in email communication
- Logo on banners and other marketing materials during the event
- Branded alcohol bar\* (e.g. gin tonic/cocktail)

**Total investment** **7,000**  
Amount in euros\*



\* The price is excluding VAT.



# Rates

## Website

### Display/Mobile

Leaderboard	50
Rectangle	50

Amount in euros / CPM\*

### Branded content

Expert article/interview	1,750
White paper	1,250
Partner contribution Article	1,700

Amount in euros\*

## Newsletters

Newsletters advertorial	1,250
Partner mailing	5,500
Themed newsletter	4,500

Amount in euros / rate per placement\*

## Magazine

### M&A Magazine

1/1 page advertisement/Dealflash/Movers & Shakers	2,750
2/1 page advertisement or advertorial	4,400
1/1/ page column/M&A Insight	3,000
4/1 page expert interview	4,750

Amount in euros\*

## Thought leadership

Podcast	from 7,500
Webinar	from 12,000
Round table session	from 15,000

Amount in euros\*

\*The price is excluding VAT.

## Contact us

### Looking for something else?

We offer many more opportunities to reach your desired target audience. Contact:

Charlotte Declercq, M&A Community Manager

+32 472 42 64 89

cdeclercq@houseofexecutives.be