

# 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 the Netherlands 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 the Netherlands and Belgium are put in the spotlight during the popular M&A Awards.

## Extensive media mix

We engage our Community through a broad mix of activities:

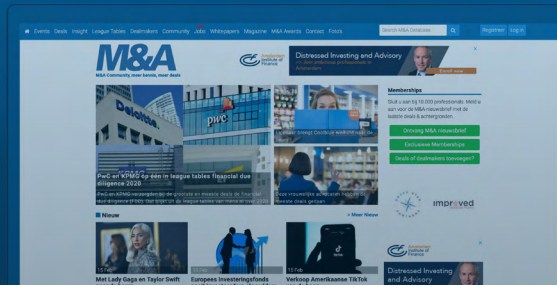
- ▶ Networking events, awards and round tables (physical, hybrid and online)
- ▶ Website, newsletter and deal database
- ▶ Education, training and master classes
- ▶ Online, social and print campaigns
- ▶ Webinars and podcasts
- ▶ Magazine
- ▶ Job postings

## Reach investors and M&A professionals

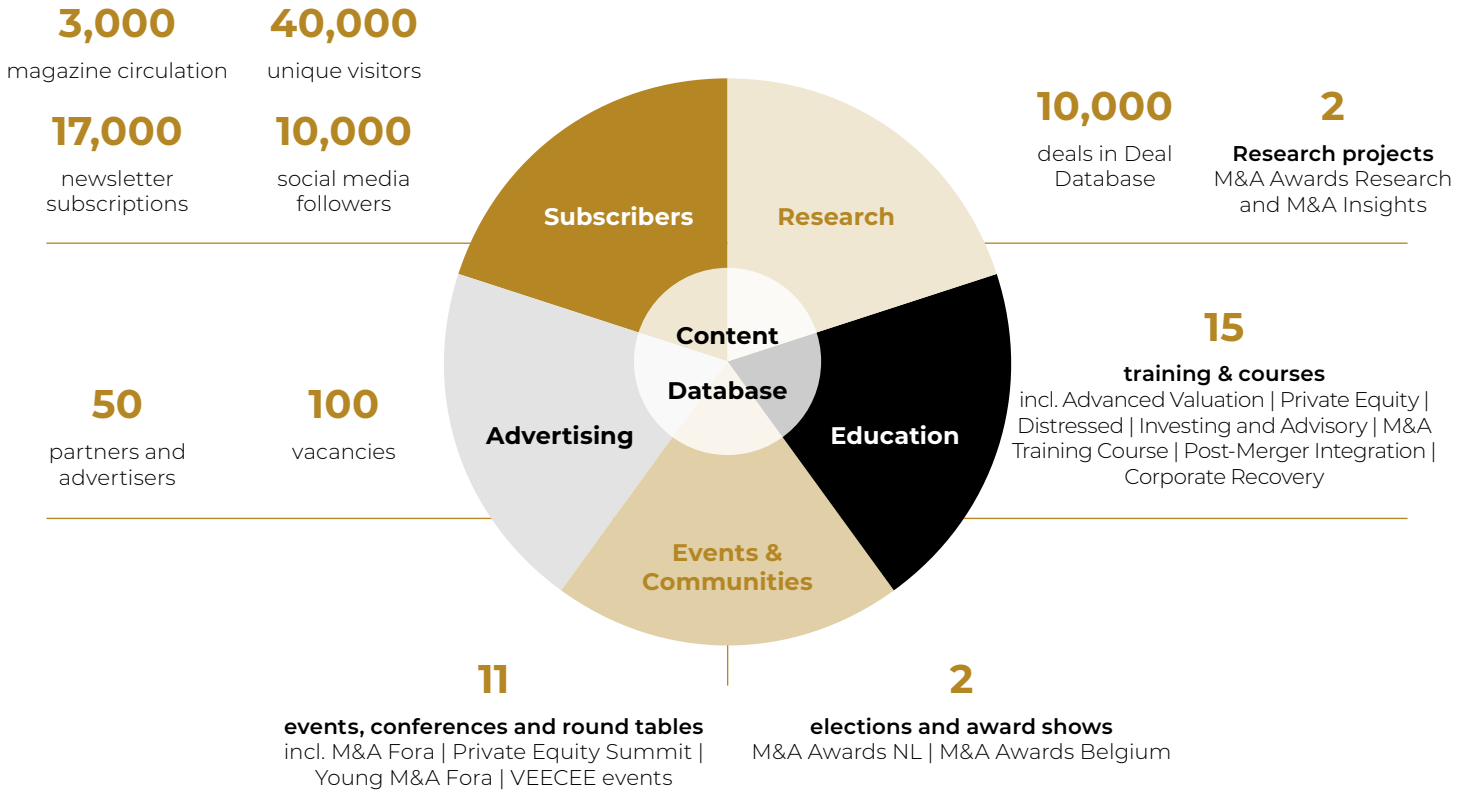
M&A and Young M&A have a unique audience of 15,000 top investors, entrepreneurs and M&A professionals. Do you want to increase your organisation's brand awareness within this target group? Do you want to share your expertise or expand your professional network? Our M&A Community offers various solutions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

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



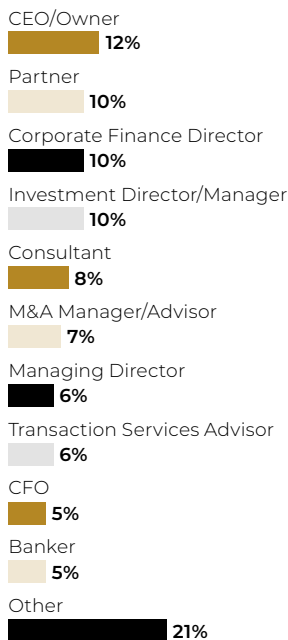


## The Community for M&A, Private Equity and Corporate Finance

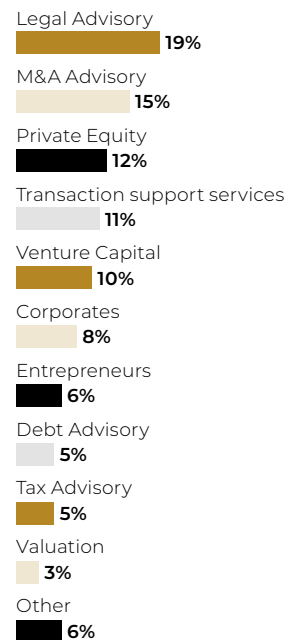


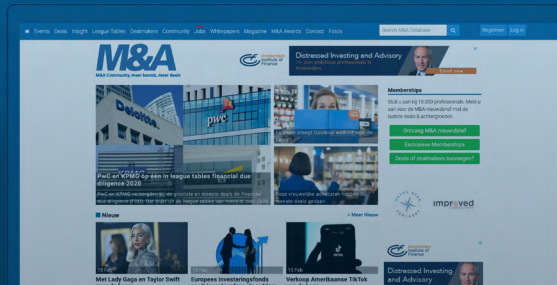
## Target audience

### Positions



### Branches





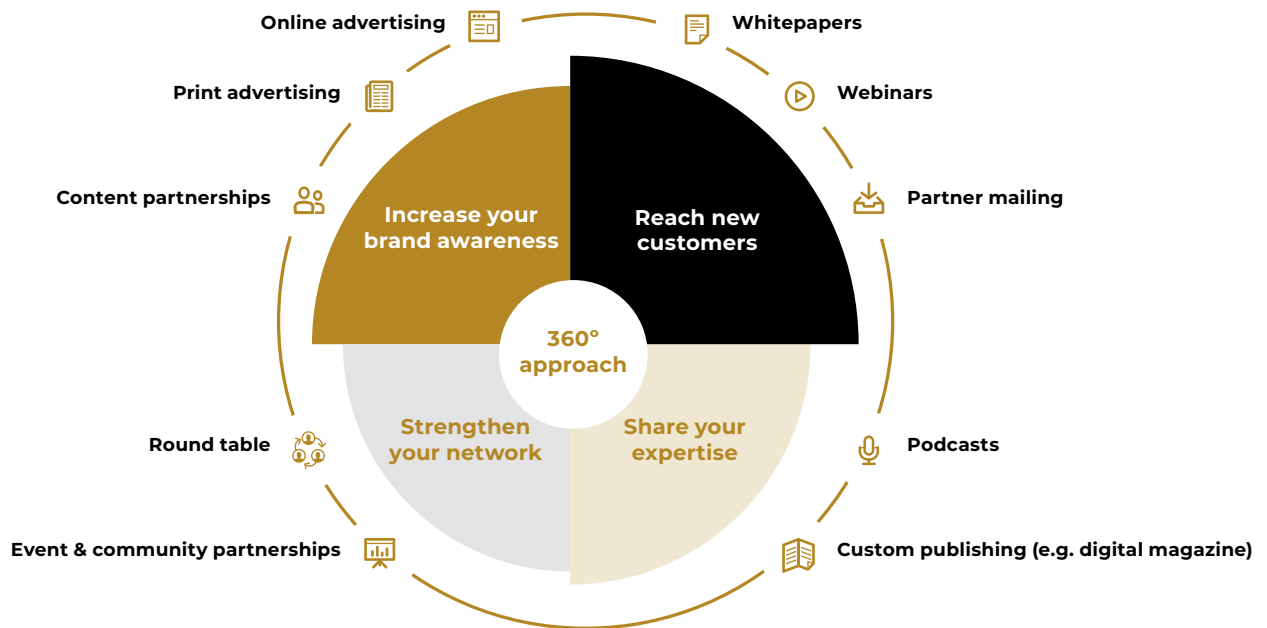
# Advertising and partnership opportunities

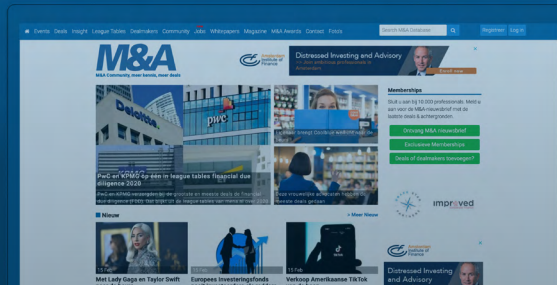
## Cross-media 360-degree approach

**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



**40,000**  
Visitors per month

**130,000**  
Page views per month

## Community partnerships

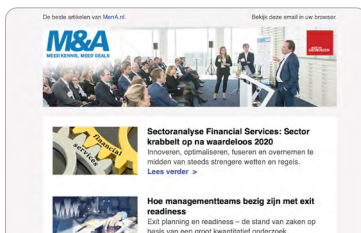
The M&A Community offers you a unique opportunity to come into direct contact with professionals in M&A, corporate finance and private equity in the Netherlands and Belgium. We offer various types of partnerships to increase your brand awareness and network.

## 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.MenA.nl/events](http://www.MenA.nl/events)

## Website

Share your knowledge, expertise and vision with the readers of MenA.com. The website offers various possibilities to draw attention to your organisation, including banners, partner contributions or white papers.



## Newsletters

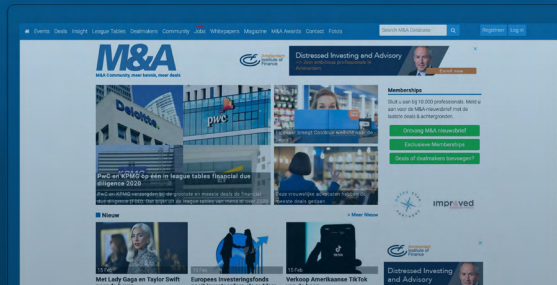
Gain direct attention with the M&A newsletter: thousands of M&A professionals and investors read the latest news twice a week. The newsletters offer various advertising opportunities, including banners, advertorials and white papers.

## 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. The annual Dealmakers Top 1,000 guide provides additional advertising opportunities.



# Advertising and partnership opportunities



## Whitepapers

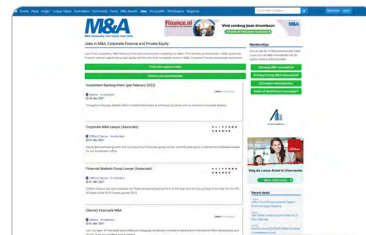
A whitepaper offers explanations, depth and expertise on relevant M&A themes. Your whitepaper provides concrete and comprehensive answers to questions that are important to M&A professionals. Your whitepaper will be included in the MenA.nl whitepaper library and presented as a downloadable PDF.

## 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.

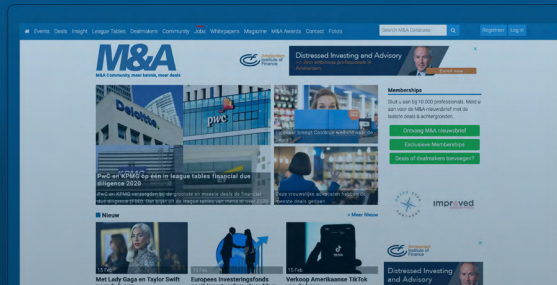


## Podcasts

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 and specialists to support the interview. The podcasts are promoted via our platform and the well-known podcast channels.

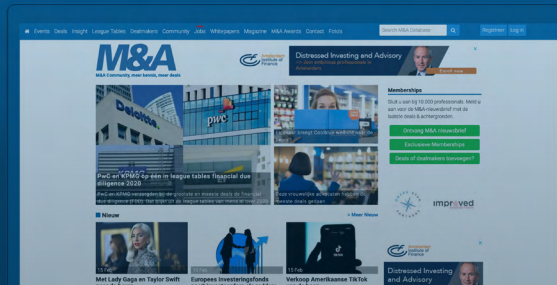
## Vacancies

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 Membership for your employees (worth 845 euros)	Up to 50 employees	Up to 20 employees	Up to 12 employees
Access to the M&A Deal Database and M&A League tables	Yes	Yes	Yes
- Access to the M&A forums and Young M&A Events			
- Young M&A Membership for your employees (worth 395 euros)			
<b>Events</b>			
Host of a M&A Forum	Yes	Yes	No
Substantial participation in M&A Forum	Yes	By invitation	By invitation
Visibility of your organisation during M&A Forum	Listing as Platinum Partner	Listing as Gold Partner	Listing as Company Partner
Access to the Private Equity Summit	Up to 10 employees	Up to 4 employees	Up to 2 employees
Your own session at the Private Equity Summit	1 breakout session	No	No
Dinner with 8 business relations at M&A Awards in Beurs van Berlage	1 table	No (6,750 euro per table)	No (6,750 euro per table)
Extra tickets for gala event of M&A Awards	4 tickets	No (650 euro per ticket)	No (650 euro per ticket)
<b>Media</b>			
Interview in M&A Magazine	Yes	Yes	No
Interview forwarded to CFO Magazine	Yes	No	No
Company profile and dealmakers in the Who's Who of the M&A Deal Database	Extensive	Yes	Yes
As a Preferred Partner in the Dealmakers Top 1,000 directory	8 pages, 1 company profile, 30 expert profiles and 16 basic profiles	5 pages, 1 company profile, 15 expert profiles and 16 basic profiles	4 pages, 1 company profile, 10 expert profiles and 16 basic profiles
Columns and blogs on www.mena.nl in cooperation with our editorial team	12	8	4
Column or 1/1 full page advertisement in M&A Magazine	2	1	1
White papers on www.mena.nl	12	8	4
Your logo in advertisement in Het Financieele Dagblad	Yes	Yes	Yes
<b>Total value</b>	<b>125,000</b>	<b>47,500</b>	<b>25,000</b>
<b>Total investment</b>	<b>46,000</b>	<b>16,500</b>	<b>9,500</b>
Amount in euros			



# Rates

## Website

### Display/Mobile

Leaderboard	50
Rectangle	50
Amount in euros / CPM	

### Branded content

Expert article/interview	1,250
White paper	1,250
Amount in euros	

## Newsletters

Newsletters advertorial	1,250
Partner mailing	4,500
Themed newsletter	4,500
Amount in euros / rate per placement	

## Magazine

### M&A Magazine

1/1 page advertisement/Dealflash/Movers & Shakers	2,500
2/1 page advertisement or advertorial	3,500
1/1/ page column/M&A Insight	3,000
4/1 page expert interview	4,500
Amount in euros	

### M&A Dealmakers Top 1,000

1/1 page advertisement/Dealflash/Movers & Shakers	3,500
2/1 page advertisement or advertorial	4,500
Amount in euros	

## Thought leadership

Podcast	from 3,500
Webinar	from 10,000
Round table session	price on request
Amount in euros	

## Contact us

### Looking for something else?

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

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