



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:

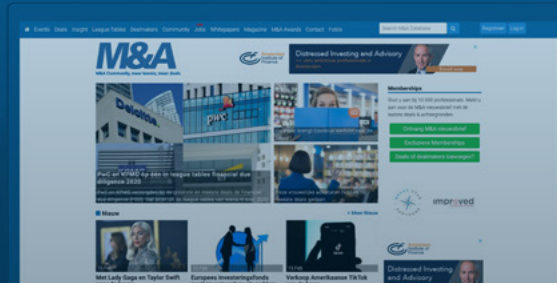
- ▶ Networking events, awards and round tables (physical, hybrid and online)
- ▶ Website, newsletter and deal database
- ▶ Education, training and master classes
- ▶ Online, social and print campaigns
- ▶ Webinars and podcasts
- ▶ Magazine
- ▶ Job postings

Reach investors and M&A professionals

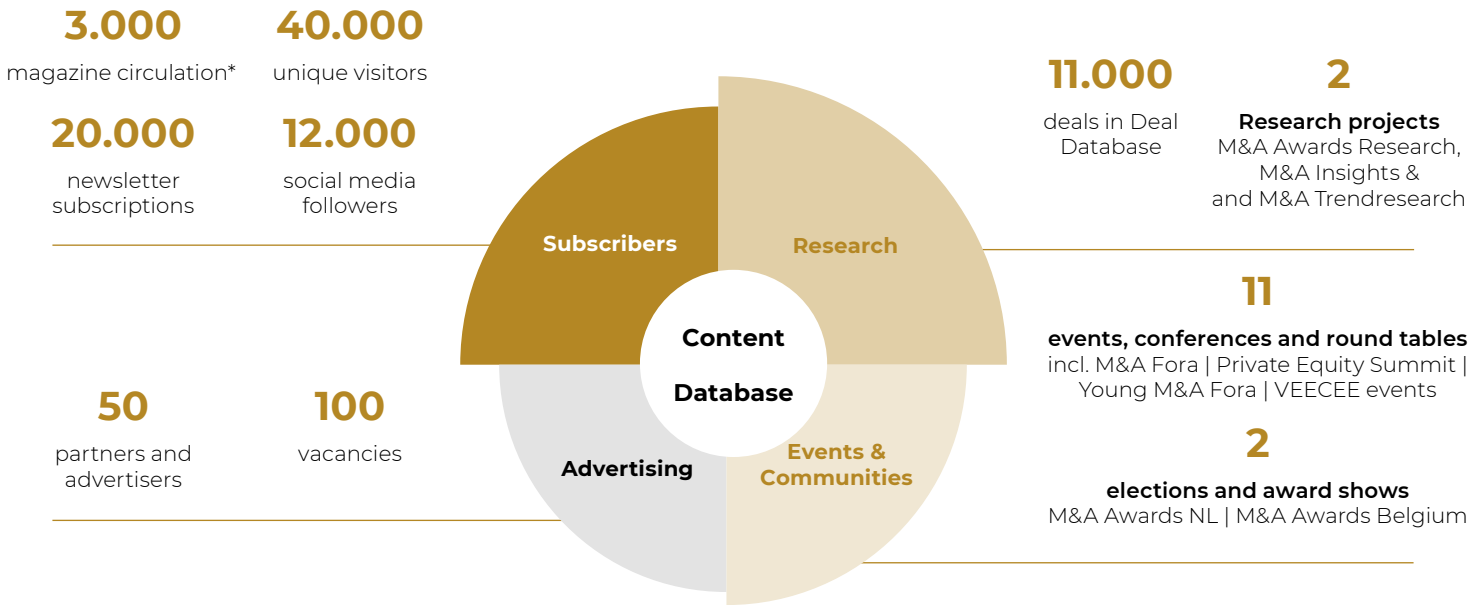
M&A and Young M&A have a unique audience of 15,000 top investors, entrepreneurs and M&A professionals. Do you want to increase your organisation's brand awareness within this target group? Do you want to share your expertise or expand your professional network? Our M&A Community offers various solutions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

For more information about the M&A Community, please visit MandA.be



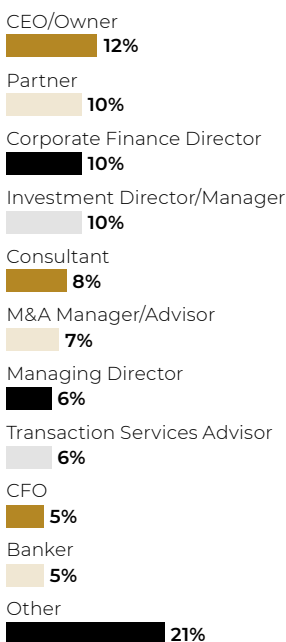


The Community for M&A, Private Equity and Corporate Finance Belgium & Netherlands

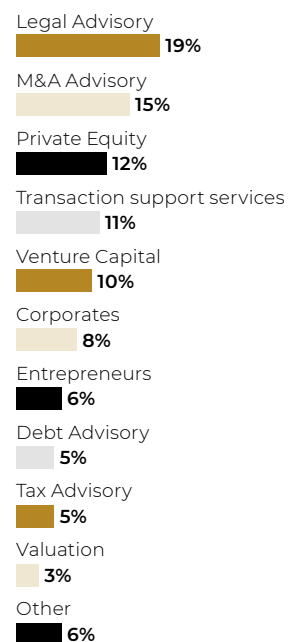


Target audience

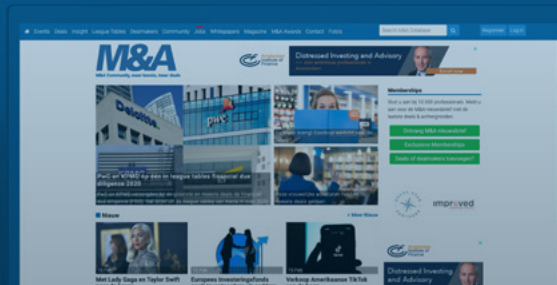
Positions



Branches



*Available in Belgium per 1 June 2024.



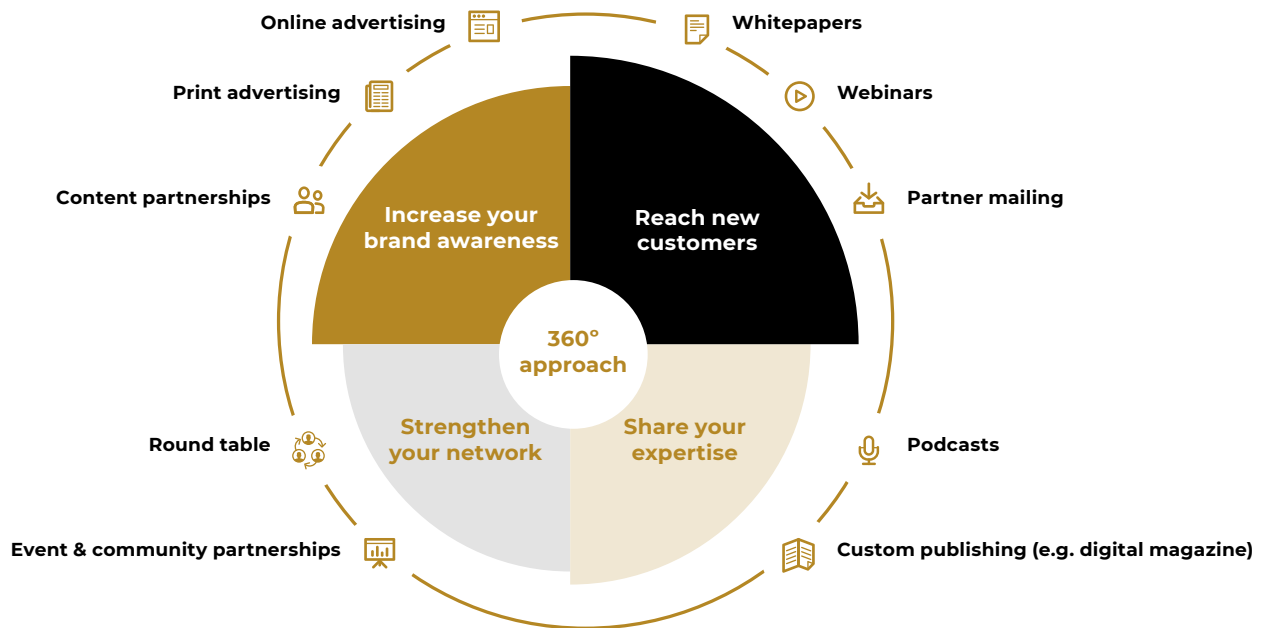
Advertising and partnership opportunities

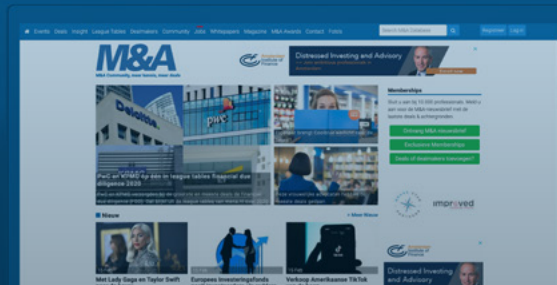
Cross-media 360-degree approach

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



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.MandA.be/events

Website

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



Newsletters

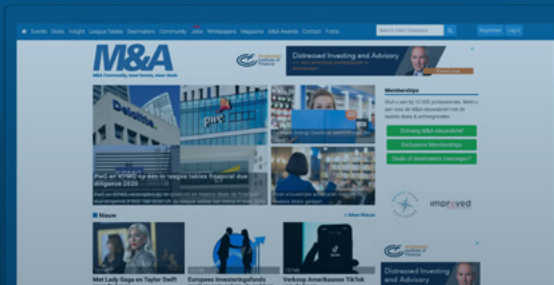
Gain direct attention with the M&A newsletter: thousands of M&A professionals and investors read the latest news once a month. The newsletters offer various advertising opportunities, including banners, advertorials and white papers.

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](#) 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.

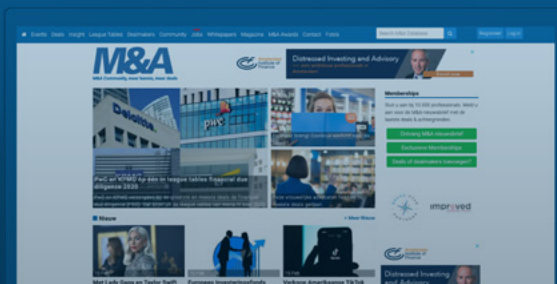


Podcasts

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

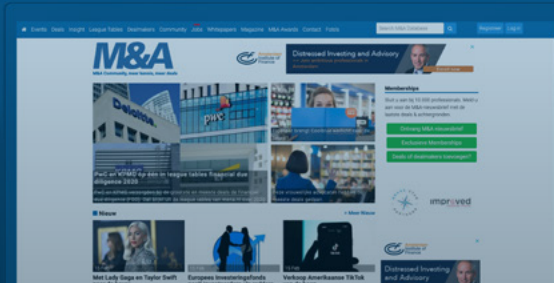
Our job board brings employers into contact with the best candidates, both ambitious jobseekers and highly educated M&A professionals who are not actively looking. The unique combination of a job site with professional content and a strong brand guarantees success.



Partnerships M&A Community

| | Platinum partnership | Gold partnership | Company partnership |
|---|----------------------|--------------------|---------------------|
| Access to the M&A Community | | | |
| 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 |
| Events | | | |
| 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 |
| Media | | | |
| 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 |
| Total value | 125,000 | 47,500 | 25,000 |
| Total investment | 44,000 | 16,850 | 9,850 |
| 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

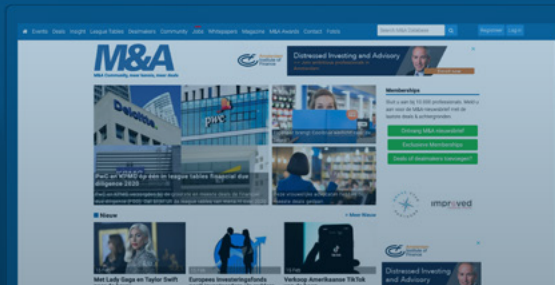
Thursday, August 29

- 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:

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