

M&A

*'The largest multimedia reach among professionals
in M&A, Corporate Finance and Private Equity'*

ALEX VAN
GRONINGEN

REACH OVER
10.000
PROFESSIONALS
IN M&A

Are you a partner for the M&A professional? Build your network and share your knowledge and expertise in the M&A Community, the knowledge platform for professionals in M&A, corporate finance and private equity.

2019

MenA.nl

Acquisition fever provides plenty of opportunities

Acquisition fever is here again. Companies and private equity firms are competing for unicorns and superstars. The boardroom is seeking suitable acquisition candidates and is looking for the best advice and services that can lead them to success. This is the time for your company to show what you have to offer and how your knowledge and expertise can contribute to their success in mergers and acquisitions.

More knowledge, more deals and more growth

Since 2012 the M&A Community is the leading platform for professionals in M&A, Corporate Finance and Private Equity. Since 2018 the Young M&A Community was added as a platform for young professionals in M&A, Corporate Finance and Private Equity (up to 35).

Access to the right information and to key players in the market is the key to successful deals. The M&A Community provides plenty of opportunities to gain more knowledge and a better network during eight annual M&A Fora, on MenA.nl, in M&A Magazine and the M&A Deal database. Since 2000 the M&A Community is organizing the annual [M&A Awards](#). Over 200 experts in the field cast their votes to determine this year's winners. Only the best professionals, firms and transactions will take home an award. Having said that, you, winner or not, play an important role in the world of mergers and acquisitions.

Meet the top experts in M&A

Our members and readers are professionals who are actively involved in acquisitions, strategic decision making and the corporate finance. These professionals are well educated and they have many years of experience in M&A.

M&A meetings 2019

- 6 M&A Fora, [MenA.nl/events](#)
- 3 Young M&A Fora, [MenA.nl/young \(new\)](#)
- M&A Awards, 12 December, [Overnames.nl](#)

(Online) platform M&A Community with strong growth

- League tables and M&A Database
- M&A Insight - Trends and developments **(new)**
- Dealmaker profiles
- Firm profiles of companies active in M&A and Private Equity
- Newsletter twice a week
- Social media channels on LinkedIn and Twitter
- M&A Magazine in digital format
- Access to M&A forums and conventions

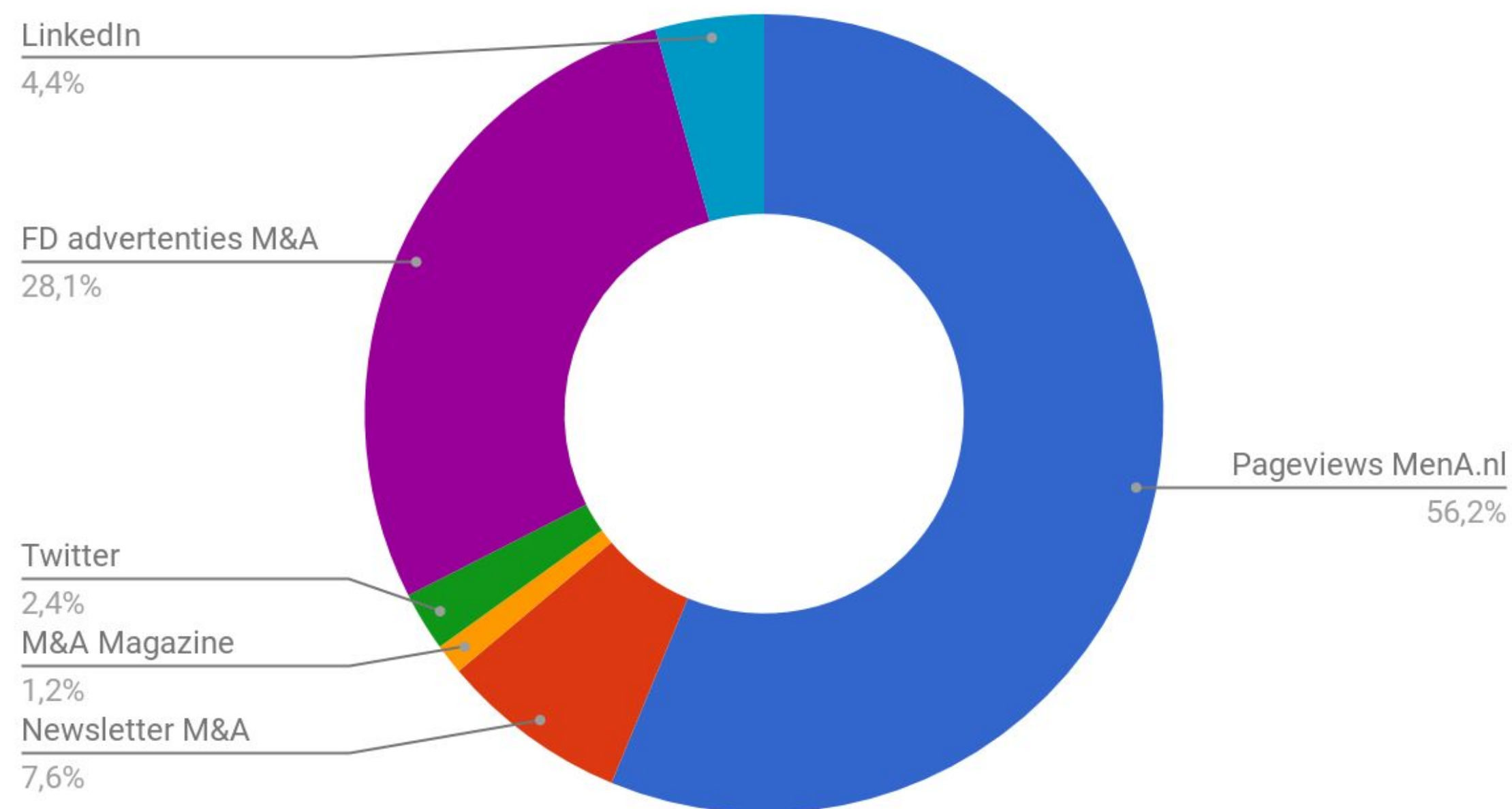
Increase visibility, strengthen market position

- Promotion of relevant and urgent themes
- Increased name recognition
- Stronger and larger business network
- Active knowledge exchange
- Perfect platform to reach your target group in different ways
- Full membership for employees

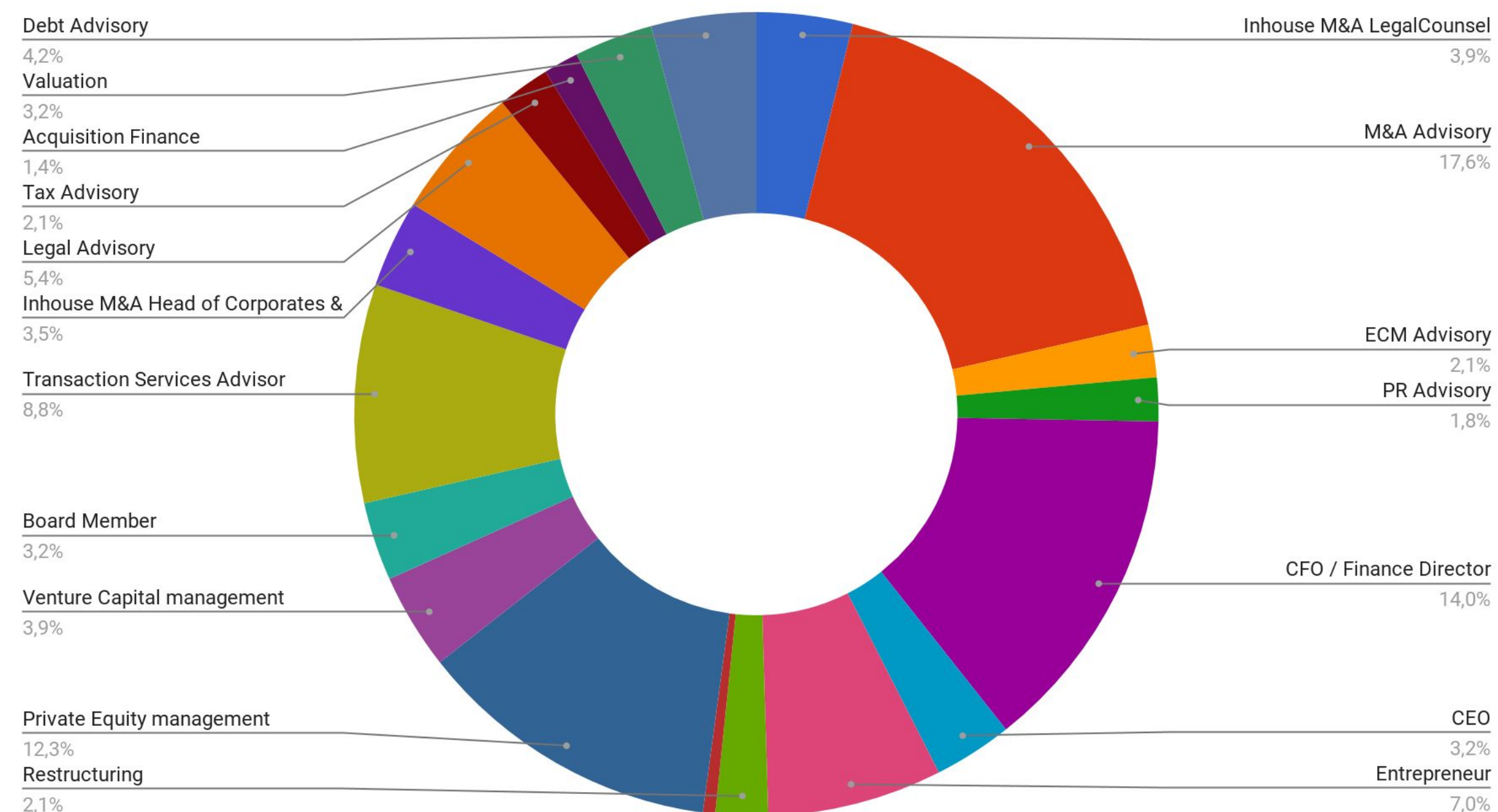


Do you help companies be successful with mergers and acquisitions? Increase your visibility and strengthen your position in the market on the largest platform in the Benelux.

Media M&A Community



Target audience M&A Community

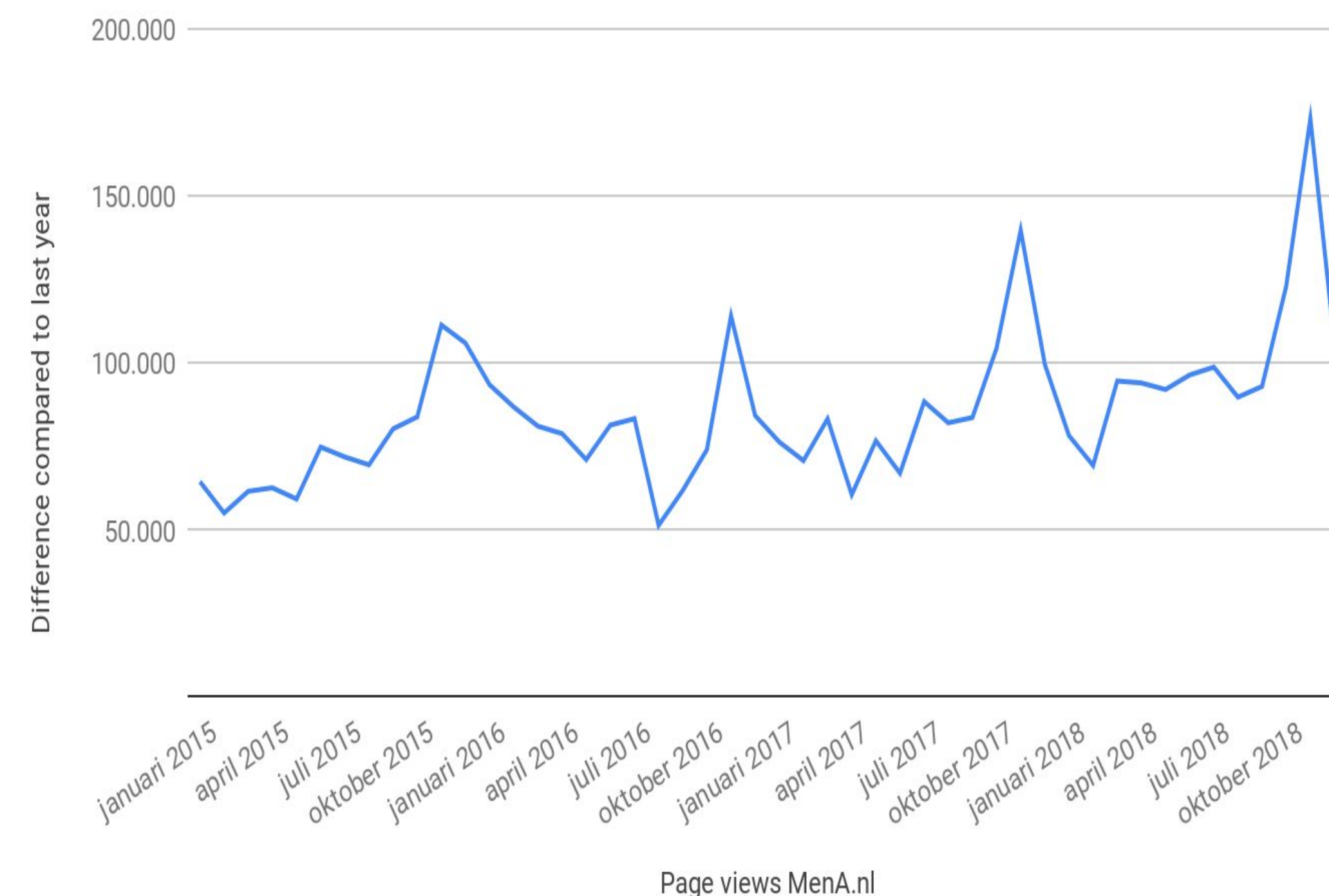


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Attendance events 2013-2017

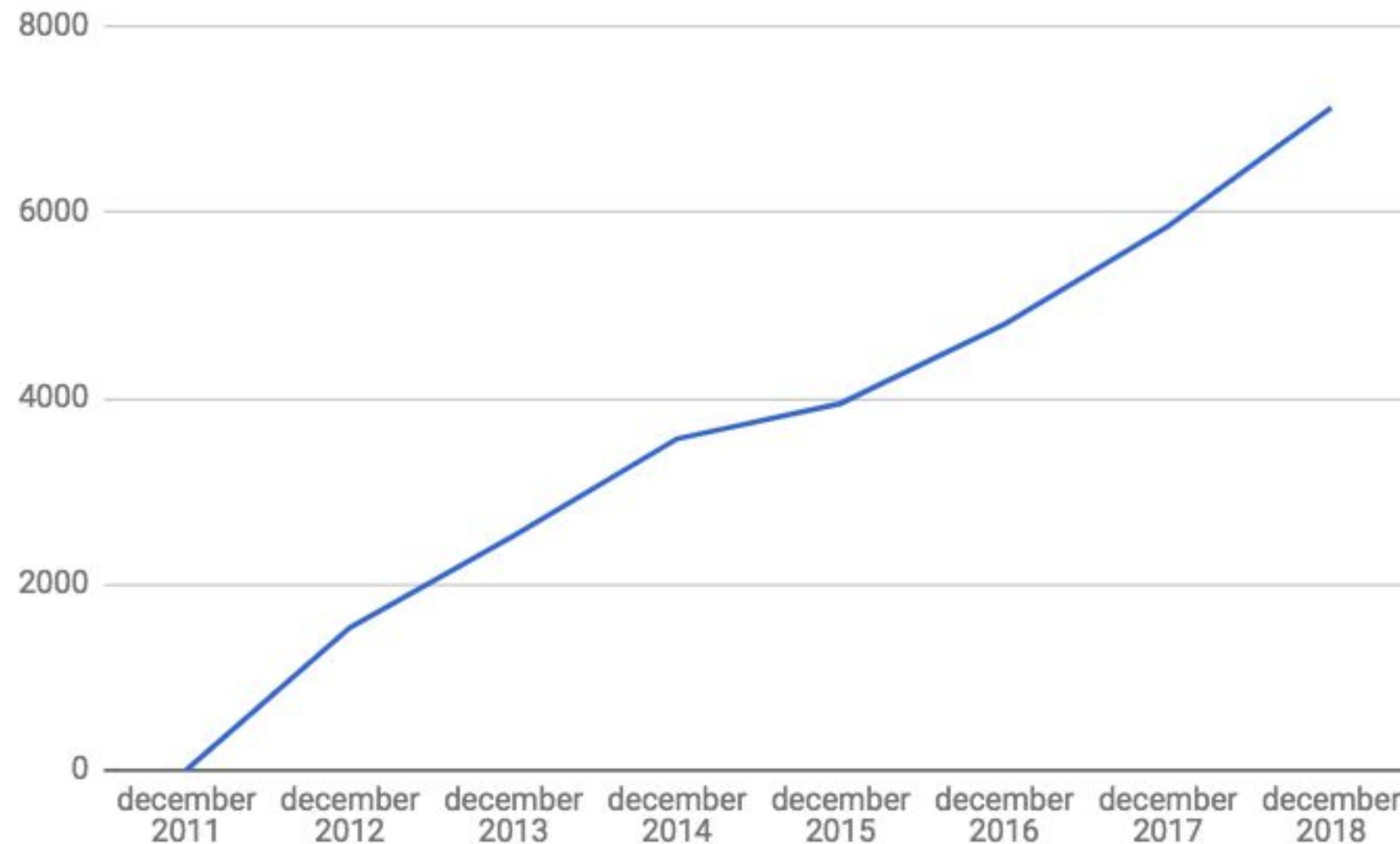


Pageviews MenA.nl



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Deals Database MenA.nl



M&A Database

- > More than 7.500 M&A Transactions, more deals submitted than the [SER](#)
- > More than 13.000 profiles of M&A professionals
- > More than 3.500 M&A professionals directly involved in transactions
- > More than 100 company profiles of investment firms in the Benelux
- > More than 400 company profiles active in M&A, private equity and equity capital markets firms
- > League tables - Per category, for example: M&A Advisory, Private equity management, Transaction Services and Tax Advisory
- > M&A Insight - Annual, half year and quarterly trends and developments in M&A, private equity and equity capital markets



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FACTS & FIGURES 2019



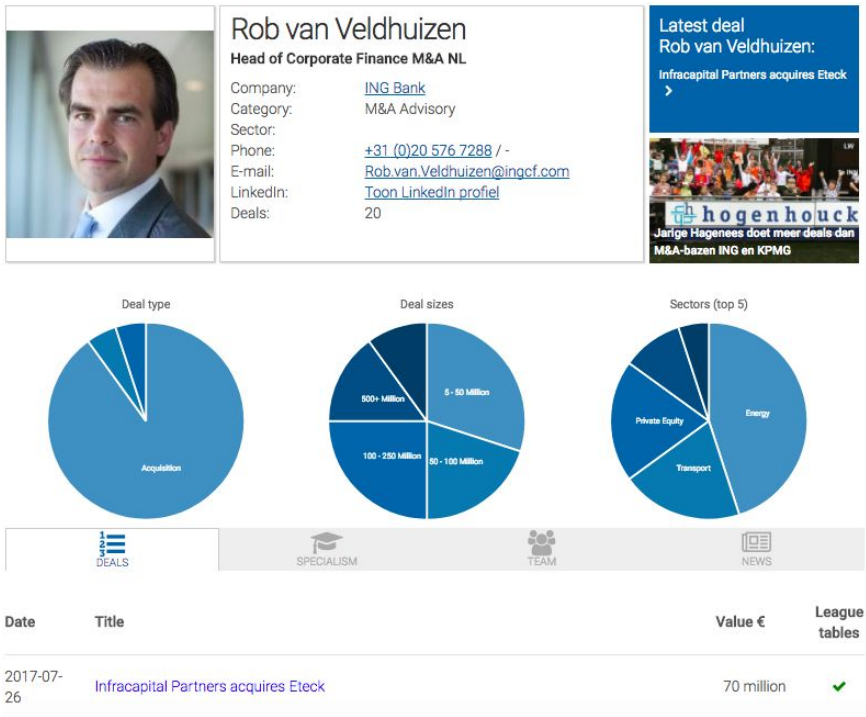
Essential knowhow M&A Magazine

The M&A Magazine offers immersion and interpretation of the merger and acquisition market.



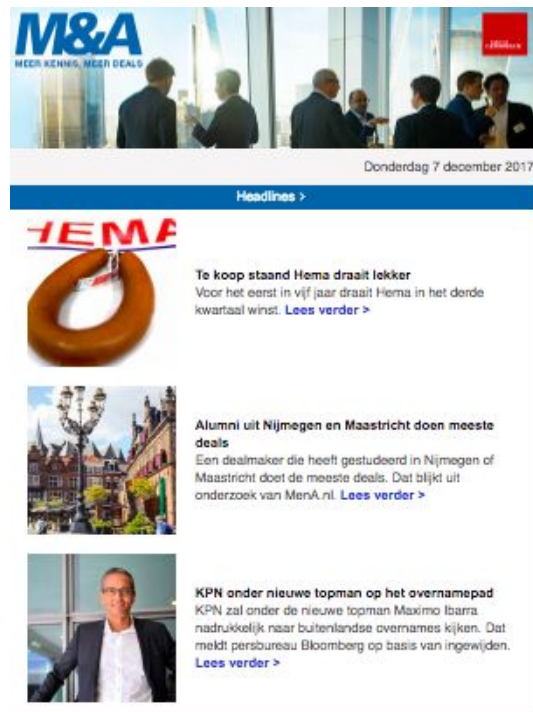
Dealmakers TOP 1.000: the ultimate overview of all dealmakers and companies

Get found between all top-notch dealmakers and companies in the Dealmakers TOP 1.000 in M&A, corporate finance and private equity. Our partners are visible in both the print TOP 1.000 Dealmakers and on MenA.nl with all contact information, backgrounds and deals for visitors.



M&A Newsletter:

All M&A news and all deals in one overview.



@MenACommunity

Read the latest news from our editorial office.



Inspiring events

Meet professionals in M&A, corporate finance and private equity at inspiring events.



Total reach	30.000
Profile	Male/female ratio: <ul style="list-style-type: none">21% female79% male
Professionals <ul style="list-style-type: none">M&A and Corporate Finance advisorsBankersLawyersStrategistsM&A professionals at corporationsPrivate equity investorsGeneral CounselLegal Professionals	Level of education: <ul style="list-style-type: none">WO doctorate: 64%HBO/WO higher professional education: 24%HAVO, MBO, HBO/WO preparatory studies: 12%
Wealth class: <ul style="list-style-type: none">W1: 78%W2: 14%W3: 8%W4: 0%	Age: <ul style="list-style-type: none">34 or younger: 9%35-49: 51%50-64: 35%65 or older: 5%
Full Members (paying members)	980
MenA.nl	18.000 unique visitors per month 30.000 visitors per month
M&A Magazine	Circulation: 2.100
<ul style="list-style-type: none">Q1 (01-02-2019)Q2 (10-04-2019)Q3 (26-06-2019)Q4 (03-10-2019)Dealmakers top 1.000 (12-12-2019)	Circulation: 3.000 (Full Members + CEOs, CFOs, M&A Directors, General Counsel and hundreds of investors.)
Newsletter twice a week to online members M&A Community	Circulation: 13.000
LinkedIn M&A Merger & Acquisition	7.500 members
@MenACommunity	4.100 followers

MEMBERSHIPS	PLATINUM PARTNER	GOLD PARTNER	COMPANY MEMBERSHIP
Promote yourself as a partner in collaboration with the M&A Community	Share your message with the heart of the M&A Community, reach your target group, create awareness, build name recognition and strengthen your network.	Actively contribute to the M&A Community, create awareness, build name recognition and strengthen your network.	Build name recognition and strengthen your network.
Personal M&A Community Full Membership ; Full Membership profile on MenA.nl with all contact details. Full access to M&A database, deals, M&A Insight and M&A Fora. Receive M&A Magazine (€ 845,- per year).*	Up to 50 employees	Up to 20 employees	Up to 12 employees
Personal Young & A Community Full Membership ; Full Membership profile on MenA.nl with all contact details. Full access to M&A database, deals, M&A Insight and Young M&A Fora. Receive M&A Magazine (€ 395,- per year).*	Up to 15 employees	Up to 10 employees	Up to 8 employees
Value	€ 46.675,-	€ 19.850,-	€ 13.300,-

M&A DATABASE M&A LEAGUE TABLES			
Unlimited access to the unique knowledge resources on MenA.nl: M&A Database and M&A League tables.	Yes	Yes	Yes
Exclusive access to the M&A Dealmakers: view profiles of all M&A Community members and their deals.	Yes	Yes	Yes
Additional Full Membership for managing Full Member profiles and viewing deals in M&A Database.	Yes	Yes	Yes

MEDIA	PLATINUM PARTNER	GOLD PARTNER	COMPANY MEMBERSHIP
Promoting your name in the M&A Community.	Yes, as a Platinum Partner	Yes, as a Gold Partner	Yes, with logo
Interview with you and your organisation in M&A Magazine by editor in chief of M&A Community. Introduce yourself to thousands of M&A professionals.	Yes	Yes	No
As a preferred partner with your company and dealmakers on MenA.nl. Including visibility of all contact details, deals, company info, whitepapers and news.	Yes, up to 50 employees	Yes, up to 20 employees	Yes, up to 12 employees
Your interview in M&A Magazine also published in the CFO Magazine.	Yes	No	No
As a preferred partner with your company profile and your dealmakers in the Dealmakers Top 1.000 guide .	8 pages: 1 page 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
Direct hotline with the editors of the most prominent M&A platform. Let us support your PR strategy.	Yes	Yes	Yes
Supply columns and blogs and show your expertise in columns and blogs on MenA.nl.	Yes, in common agreement	Yes, in common agreement	Yes
Supply column(s) or 1/1 FC full page ad for M&A Magazine.	Yes, 2 times	Yes, 1 time	No
Publish whitepapers on MenA. nl and on the company profile. Position yourself as an expert for thousands of professionals in M&A, PE and Corporate Finance	Yes, unlimited	Yes, 5 times	Yes, 5 times
Mention of your organisation as a top firm in the Dutch financial newspaper Het Financieele Dagblad.	Yes, at least 2 times	Yes, at least 2 times	Yes, at least 2 times
Value	€ 25.000 ,-	€ 15.000,-	€ 5.000,-

EVENTS	PLATINUM PARTNER	GOLD PARTNER	COMPANY MEMBERSHIP
M&A FORUMS, 6 TIMES PER YEAR			
Visit the M&A forums with your colleagues. MenA.nl/Events	Up to 50 employees per event	Up to 20 employees per event	Up to 12 employees per event
Host an M&A Forum and meet M&A Professionals at your office. Logistics and promotion are in the hands of the M&A Community. You as the host will facilitate AV and F&B and will prepare and conduct the Master Class in mutual consultation.	Yes	In consultation, first come first serve	No
Participation in closed roundtable sessions and knowledge groups during M&A forums.	Yes	By invitation	No
Visibility of your organisation during M&A forums.	Yes	Yes	Yes
Value	€ 10.000	€ 5.000	€ 5.000
Corporate M&A Forum (June 26)			
Attend these events with your colleagues.	Up to 10 employees	Up to 4 employees	Up to 2 employees
Your breakouts	Yes, 1 round table	Not included.	Not included.
Private Equity Forum (November 20)			
Attend the CORPORATE M&A FORUM with your colleagues.	Up to 10 employees	Up to 4 employees	Up to 2 employees
Your breakouts	Yes, 1 round table	Not included.	Not included.
Value	€ 15.000	-	-

EVENTS	PLATINUM PARTNER	GOLD PARTNER	COMPANY MEMBERSHIP
M&A AWARDS (December 12)			
Experience the M&A Awards and invite eight clients to dine in the Beurs van Berlage in Amsterdam	Yes, one table. 8 dinner seats + 8 tickets afterparty.	No, first come first served.€ 6000,- (8 dinner seats + 8 tickets afterparty)	No, first come first served. € 6000,- (8 dinner seats + 8 tickets afterparty)
Four extra tickets for gala	Yes	N/A	N/A
Value	€ 6.000	N/A	N/A
Total value of partnership	€ 102.675,-	€ 39.850,-	€ 22.500,-
YOUR INVESTMENT	€ 40.000,-	€ 15.000,-	€ 8.500,-