

AltAssets



Channel
Contact person
Views
Unique visitors

Business Professionals
 Chris Cochrane
 1.100.000 per month
 64.000 per month

Launched in 2001, AltAssets is an online financial news website focused on the private equity, institutional investor and venture capital industry.

AltAssets contains up-to-the minute news coverage of the industry, plus opinions and analysis of the trends apparent in today's private equity market - all written by our team of in-house journalists and researchers.

AltAssets covers a number of areas within private equity including:

- **Transactions** - leveraged buyout transactions, mergers and acquisitions, venture capital investments and other deals.

- **Private equity firms** - news coverage about the activities and operations of the investment firms.

- **Private equity funds** - Coverage of fundraising activities and issues pertaining to private equity investors.

The site also provides an online library of private information in the form of thousands of articles and reports aggregated and commissioned from expert sources.

AltAssets was one of the first online private equity services and it is still the most popular private equity web site on the internet, with almost 2m pages impressions per month from more than 130,000 regular users.

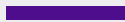

Private Equity Audience Type:

Limited Partners: 24%
 General Partners: 47%
 Service Providers: 29%

Geographic Audience Profile:

UK and Europe: 61%
 USA and Americas: 32%
 Middle East, Asia and ROW: 7%

Profile of visitors

Gender		
Male		79%
Female		21%

Age		
< 25 Years		15%
26 - 35 Years		46%
36 - 49 Years		30%
> 50 Years		9%

Social Class		
A		45%
B		44%
C1		11%

Income		
< 9,500		7%
9,501 - 28,500		10%
28,501 - 34,000		21%
34,001 - 56,000		22%
> 56,001		40%



Products

MPU (300x250)	€ 45
Leaderboard (728x90)	€ 45
Skyscraper (120x600)	€ 40
Banner (468x60)	×
Overlayz	×
Newsletters	×
HTML Solus Emails	×

Prices are in CPM (per 1000 impressions) / Impressions and unique visitors are per month