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# DEALBREAKER

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MEDIA KIT 2012

# ABOUT US



Dealbreaker, published by Breaking Media, calls Wall Street as it really is. Focused on the personalities making—and breaking—the financial markets, it’s a rare must-read among the din of financial news and a several times daily habit for everyone from rank-and-file traders to masters of the universe.

**450,000+ monthly readers**

**4.5 million pageviews**

**30,000+ email subscribers**

# DEMOGRAPHICS

SOURCE: JANUARY 2012 QUALTRICS SURVEY

## \* GENDER

87% Male  
13% Female

## \* EDUCATION

93% college  
45% post-grad

## \* AGE

25-34: 40%  
35-44: 22%  
45+: 21%

## \* HHI

\$100K+ 73%  
\$250K+ 38%  
\$500K+ 16%

## \* 43% Buy-side

(Asset Management)

## \* 57% Sell-side

(investment banking, research,  
brokers, dealers, etc...)

## \* CFA CHARTERHOLDERS:

Yes: 8% | Candidate: 17%

## \* REGULAR BUSINESS TRAVEL:

34% travel more than 6x per year for  
business

## \* ACTIVE TRADERS

23% trade more than 10x per month

## \* WHAT DO YOU TRADE OR WOULD BE INTERESTED IN TRADING

Equities: 74%  
Options: 49%  
ETFs: 45%  
Bonds: 42%  
Commodities/Futures: 36%  
FX: 30%

# BUY-SIDE RESULTS

SOURCE: JANUARY 2012 QUALTRICS SURVEY



## \* BUSINESS SECTOR

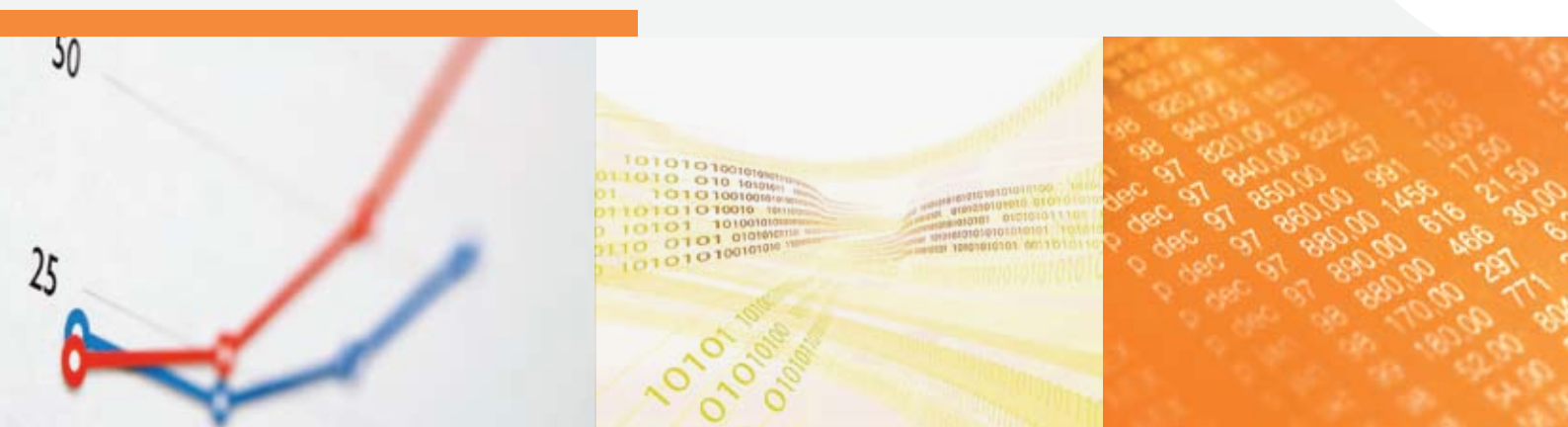
Traditional Asset Management: 36%  
Hedge Fund: 36%  
Private Equity/Buyouts: 19%  
Family Office: 9%  
Prop Trading: 7%  
Fund of Funds: 6%  
Commodity Trading: 5%  
Pension Plan/Foundation/Endowment: 5%

## \* PRODUCTS

Listed Equities: 49%  
Credit 30%  
Commodities 24%  
Foreign Exchange 20%  
Real Estate 23%  
Private Equity 33%  
Interest Rates 19%  
Equity Derivatives 24%  
Rates/Credit/FX Derivatives 18%  
ABS/Mortgages 17%

## \* ASSETS UNDER MANAGEMENT

\$500 million+ 75%  
\$1 billion+ 63%  
\$10 billion+ 37%



# SELL-SIDE RESULTS

SOURCE: JANUARY 2012 QUALTRICS SURVEY

## \* BUSINESS SECTOR

Investment Bank: 66%  
Service Provider (Law firm, accounting, etc): 16%  
Commercial Bank: 9%  
Interdealer Broker: 8%

## \* BUSINESS DESCRIPTION

Investment Banking: 29%  
Trading: 13%  
Institutional Sales: 11%  
Research: 9%  
Operations/Middle Office/Back Office: 6%  
Commercial Banking: 5%  
Legal/Accounting/Compliance: 5%

## \* PRODUCTS

M&A: 29%  
Listed Equities: 28%  
Credit: 21%  
Capital Markets Banking: 21%  
Rates/Credit/FX/Derivatives: 16%  
Foreign Exchange: 15%  
Commodities: 15%  
Equity Derivatives: 15%  
Interest Rates: 14%  
ABS/Mortgages: 13%  
Private Equity: 13%  
Real Estate: 9%  
Commercial Banking: 8%

# RATE CARD & TARGETING

**ALL RATES ARE IN CPMS \***

Or target your message to specific top-tier firms whose employees visit Dealbreaker regularly on a daily basis:

UNIT	DIMENSIONS	RATE
big box	300x600	\$25
leaderboard	728x90	\$15
box (above fold)	300x250	\$15
edit box	560x200	\$20
newsletter leaderboard	728x90	\$40
dedicated email	n/a	\$300
box (below fold)	300x250	\$5

JP Morgan	BNY Mellon
Citi	SAC Capital
Goldman	Blackrock
UBS	Cantor Fitzgerald
Deutsche	Wells Fargo
Credit Suisse	Blackstone
Elliott Associates	Oppenheimer
Pershing Square Capital Management	Citadel
Eton Park	Fidelity
Oak Tree Capital Management	Knight Capital
Kynikos Associates	AllianceBernstein
Paulson and Company	The SEC
Fortress Investment Group	Susquehanna Investment Group
Owl Creek Asset Management	Diamondback Capital Management
Jefferies	Neuberger Berman
RBC	Evercore
Wachovia	HSBC
DE Shaw	PwC
Skadden	

## Sponsored Content: \$2,500 flat rate per post

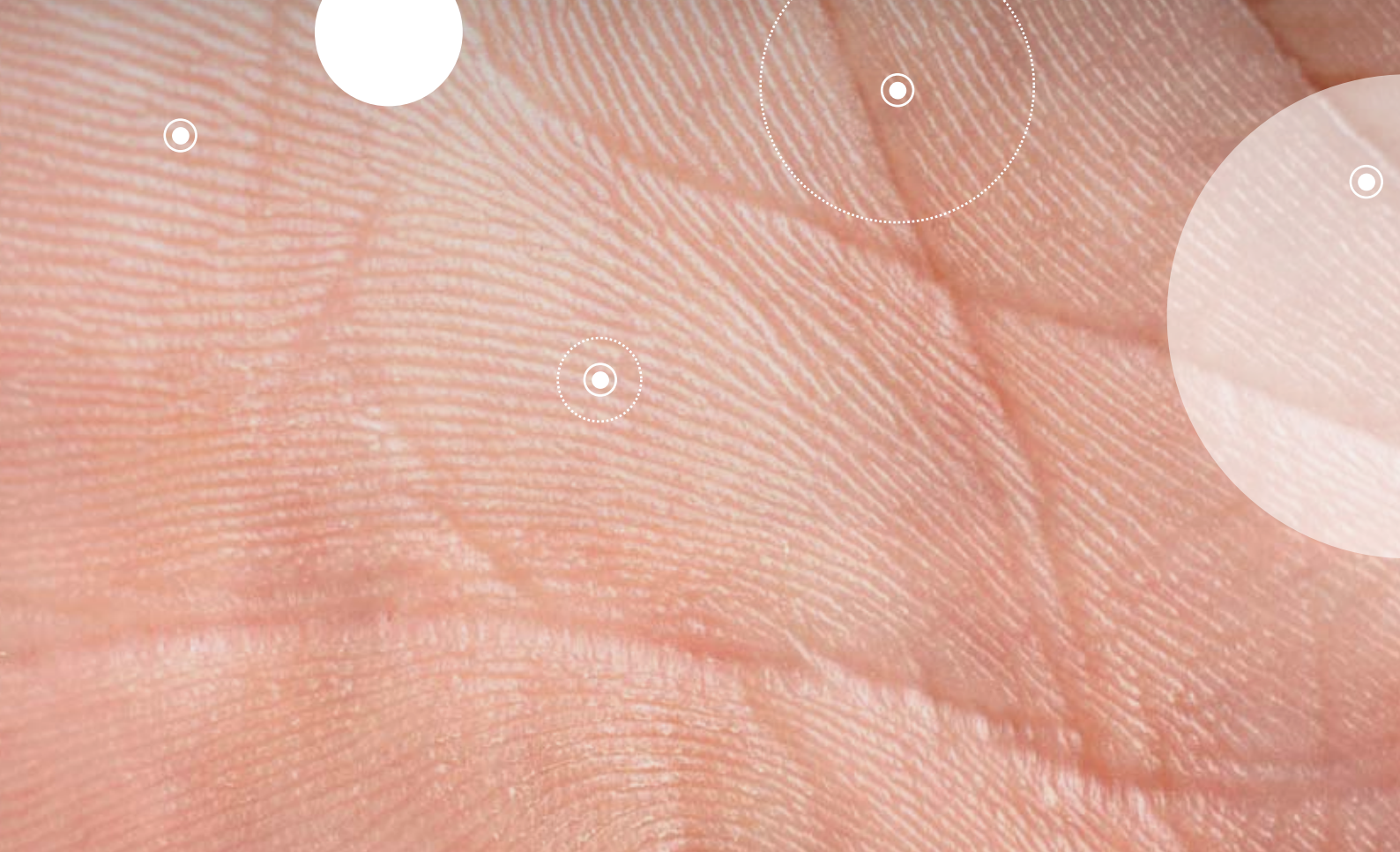
### ADDITIONAL PACKAGES AVAILABLE:

To discuss channel sponsorships, site skins, events and mobile sponsorships please contact [advertising@breakingmedia.com](mailto:advertising@breakingmedia.com) or call 212.334.1871.

For ad specs, please see  
<http://breakingmedia.com/advertising/specs/>

Dealbreaker.com provides your brand with targeted and cost effective advertising solutions. Target specific users without waste by sponsoring a channel, user domain, geography or specific content.

*CPM stands for "cost per thousand impressions." Example: To have your ad appear 500,000 times at a CPM of \$20 would cost \$10,000 (500,000 impressions \* \$20 / 1000).*



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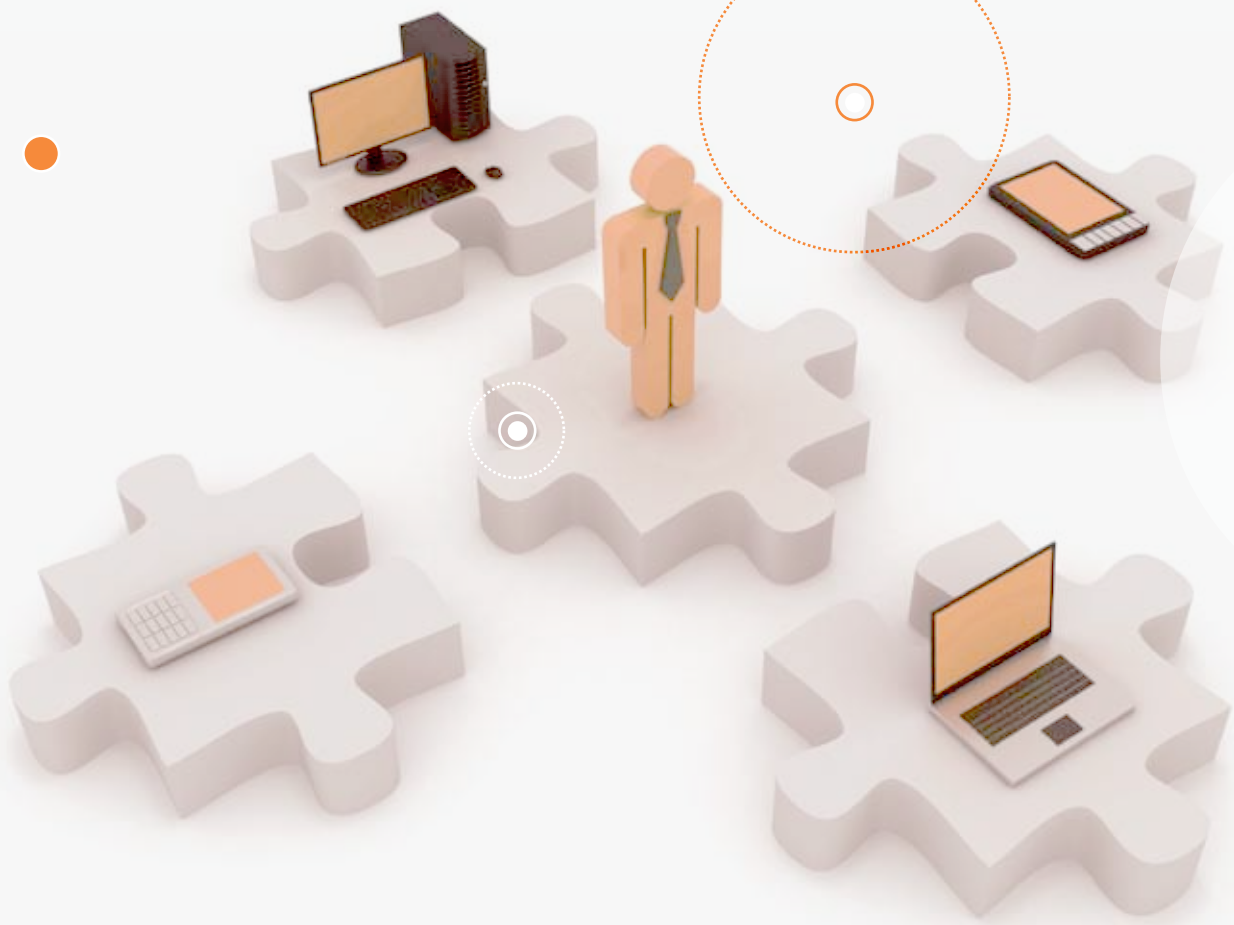
# SPONSORSHIP SOLUTIONS

CO-BRANDED SKIN AND ROADBLOCK

A custom co-branded site skin includes your brand's logo, stylings, imagery and roadblocked ad units framing Dealbreaker.com's addictive editorial. Just bring a flicker of inspiration to our creative shop, and we'll whip up a sophisticated skin that amplifies your standard media units.

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**YOU'LL HAVE EXCLUSIVE OWNERSHIP  
OF THE DEALBREAKER.COM PAGE (OR PAGES)  
OF YOUR CHOOSING!**



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# SPONSORSHIP SOLUTIONS

SPONSORED CONTENT

Sponsored Content is a great way for you to explain your product or service to the Dealbreaker audience. Sponsored Content appears in the main edit well of the site, meaning fantastic visibility. In addition, we'll keep a link to the post in the right column of the homepage for a minimum of 48 hours. All Sponsored Content posts are archived indefinitely on the site, which is great for SEO.

# SPONSORSHIP SOLUTIONS



Co-branded events and webcasts DealBreaker co-branded events provide a great opportunity for your company to further engage our readership. Because events are a unique, interactive experience sponsors receive the following benefits:

- Highly qualified audience
- Based upon your marketing criteria, events have proven to draw a specific and select group of readers.
- Exclusive lead generation
- Sponsoring events is one of the most effective ways to generate timely, qualified leads. Highly qualified buyers, who are engaged enough to attend an event, are always the best audience for gathering leads. Face-to-face interaction at the event guarantees you exclusive access and quality feedback. The ROI potential is huge
- Massive exposure
- In marketing the event DealBreaker guarantees significant exposure via both co-branded banners and in our editorial.



# SPONSORSHIP SOLUTIONS

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## **DEDICATED EMAILS / LIST RENTAL**

Direct marketing reaches top decision makers

Send your message to our list of 30,000+ finance professionals who visit Dealbreaker.com. You control the entire look and feel of the email.