

SETTING A NEW BENCHMARK IN PRIVATE MARKET INSIGHTS FOR GERMANY

BY E-FUNDRESEARCH.COM

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MEDIA KIT 2026



Introducing PrivateMarkets360.com: Setting a New Benchmark in Private Market Insights

PrivateMarkets360.com is the latest innovation by e-fundresearch.com, a trusted and established B2B media company serving the DACH region since 2000. Created to address the growing demand for actionable private market intelligence, the platform is tailored to meet the needs of **institutional and wholesale investors**, with an **initial focus exclusively on Germany**.

For over two decades, e-fundresearch.com has been synonymous with quality and independence in financial journalism, publishing over 50,460 articles and reaching a loyal audience of more than 12,000 B2B newsletter subscribers across the DACH region. This legacy positions PrivateMarkets360.com as the natural next step in delivering targeted private market insights to a professional and highly engaged audience.

Launched in January 2025 with a strategic omni-channel approach, PrivateMarkets360.com combines a dynamic website, tailored newsletters, and an active LinkedIn presence to maximize engagement. Leveraging e-fundresearch.com's established distribution network, the platform will start with a pre-curated newsletter audience of nearly **4,000 private markets-focused wholesale and institutional investors**, ensuring immediate reach to key decision-makers in the German private market space.

Underscoring the platform's credibility and market relevance, PrivateMarkets360.com has already secured the globally renowned asset manager Natixis Investment Managers as its headline sponsor for 2025 and 2026. This partnership highlights the trust and confidence placed in the platform's ability to become the go-to resource for private market insights in Germany.

Key Highlights

- **Proven Expertise:** Developed by e-fundresearch.com, a trusted DACH-region B2B media leader almost 25 years of experience.
- **Immediate Reach:** Starting with a curated newsletter audience of nearly 4,000 private markets-focused institutional and wholesale investors in Germany.
- **Omni-Channel Approach:** Combining website, newsletters, and LinkedIn for maximum visibility and engagement.
- **Exclusive Focus:** Dedicated to private market insights with an initial focus solely on the German market.



KPIs since our launch in January 2025

We're just getting started

The only pure-play Private Markets news platform for professional investors in Germany – focused, independent, and built for wholesale and institutional audiences.



Newsletter

4,372 SUBSCRIBERS

45.21% OPEN RATE

9.28% CTR



Monthly Website Reach

5,2K UNIQUE USERS

14K MONTHLY PIS

2:08 AVG. TIME ON ARTICLE



LinkedIn Reach

1,9K+ FOLLOWERS

100K+ MONTHLY IMPRESSIONS

2K+ MONTHLY REACTIONS



Geographic Focus

73%+ OF ALL TRAFFIC,
SUBSCRIBERS, AND
FOLLOWERS ARE BASED IN
GERMANY

Data as per September 15th 2025

Why it matters

These engagement metrics demonstrate that PrivateMarkets360 is not only building scale but also cultivating a highly targeted and loyal professional community. With sustained double-digit growth, we are creating the most focused platform for Private Markets intelligence in Germany.



Content Concept of PrivateMarkets360.com

1. Editorial Focus

PrivateMarkets360.com delivers high-quality, exclusive content tailored to institutional and wholesale investors in Germany's private markets. Key topics include (but are not limited to):

- **Private Equity:** Market trends and investment strategies.
- **Private Debt:** Financing solutions and opportunities.
- **Infrastructure:** Investment opportunities and regulations.
- **Venture Capital:** Growth-sector opportunities and risks.
- **ESG and Sustainability:** Integrating ESG principles in private markets.
- **ELTIF 2.0:** Exploring the implications of regulatory updates and their role in democratizing private market access.
- **Expert Insights:** Exclusive interviews and opinion pieces from industry leaders, asset allocators and fund selectors.

2. Content Formats

We offer diverse formats to inform and engage our audience:

- **News & Reports:** Timely updates on market developments.
- **In-Depth Analyses & Whitepapers:** Comprehensive insights on key trends.
- **Interviews & Expert Views:** Direct access to industry decision-makers.
- **Multimedia:** Infographics, videos, and podcasts to simplify complex topics.
- **Thematic Series:** Special focus on emerging themes like ELTIF 2.0 or ESG integration.

3. Value Proposition

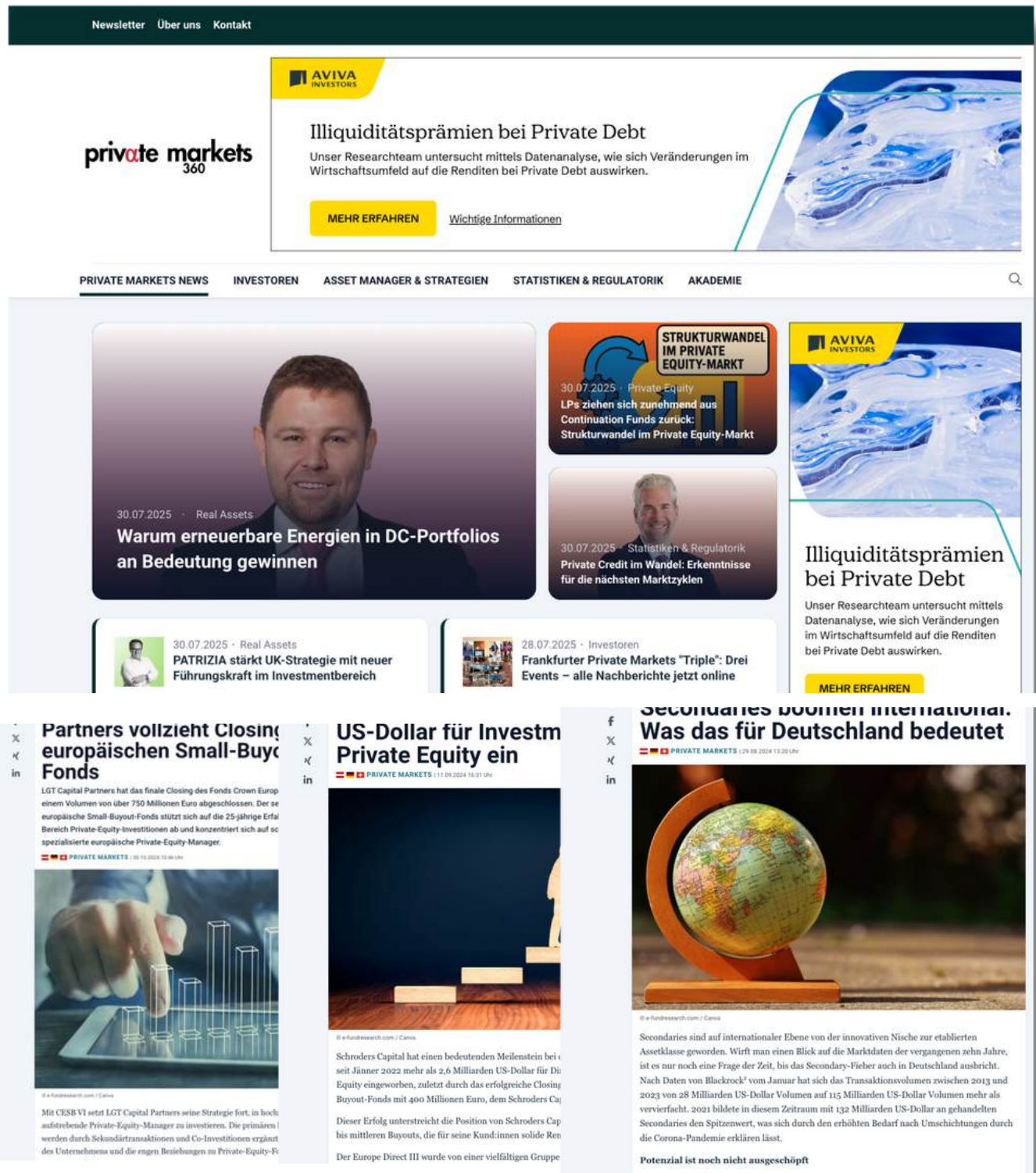
Our goal is to empower readers with actionable insights, exclusive knowledge, and practical relevance, focusing on:

- **Relevance:** Content designed to support investment decisions.
- **Exclusivity:** Unique insights from top market experts.
- **Trustworthiness:** Independent, fact-based reporting.

4. Publishing Schedule

- **Website:** Continuous updates with approx. 10-15 new articles weekly.
- **Newsletter:** Bi-weekly summaries of curated highlights.
- **LinkedIn:** Frequent posts and discussions to enhance engagement.

Website Screenshots: Look & Feel





Cooperation Opportunities & Packages

THEMATIC PAGES	PRIVATE EQUITY	20, 000 €
	PRIVATE DEBT	Pricing for 2026 per thematic page
	INFRASTRUCTURE	
	REAL ESTATE	6, 500 €
	HEDGE FUNDS	Quarterly pricing for 2025 per thematic page

What's Included in the Exclusive Thematic Partnership Packages:

1. Prominent Branding:

- Logo prominently featured in the top right corner of the thematic page.

2. Content Options (Flexible):

- Advertorial Placement: Fixed placement of one content advertorial (updated up to once per month).
- Alternative Option: Instead of an advertorial, partners can place a Native Ad (headline and article preview image) linking directly to a landing page of their choice.

3. Advertising Dominance:

- Tandem Ad Placement (Billboard + Halfpage Banner):
 - Both ads appear simultaneously for 100% Share of Voice (SOV) on the thematic page homepage.
 - Guaranteed 30,000 tandem ad impressions per year (or 7,500 per quarter), effectively resulting in 60,000 total banner impressions per year (or 15,000 per quarter).

4. Email Marketing (Full-Year Package Only):

- 2 Solus Email Campaign to the entire distribution list, included exclusively in the annual package.

Why Choose a Thematic Partnership Package?

- **Flexible Integration:** Choose between content advertorials or a direct Native Ad linking to your landing page.
- **Double the Impact:** With tandem ad placements, each impression showcases your brand across two premium banner formats simultaneously.
- **Minimal Effort:** No need to produce content – our editorial team can assist in creating advertorials or optimizing your campaign materials.
- **Customizable:** Update your advertorials or Native Ad monthly to align with your marketing goals.

Tailored for Your Needs

- **Quarterly Packages:** Perfect for brands testing the platform or aligning campaigns with specific business objectives. Tandem ad placements ensure double the banner visibility for every impression.
- **Full-Year Packages:** Provide the most comprehensive exposure and include exclusive email marketing for maximum audience engagement.



Additional Advertising Opportunities

SOLUS MAIL

Maximize your impact with our Solus Mail campaigns, designed to deliver your message directly to a targeted audience of professionals and decision-makers. Whether promoting insights, products, or events, our Solus Mail ensures your communication stands out with exclusivity and precision. With the trusted reputation of e-fundresearch.com & PrivateMarkets360.com behind every message, you can ensure your communication stands out in the inbox.

4, 000 €

Per Solus Mail

to approx. 4,000 Private Markets-affine newsletter contacts

ADVERTORIAL

All Content Advertorial bookings with PrivateMarkets360.com are featured on our homepage for a fixed period of four weeks.

They are highlighted two times in different PrivateMarkets360.com newsletter editions and can be additionally distributed once via our LinkedIn page upon request. This ensures maximum visibility and engagement with our targeted audience of private market professionals.

1, 200 €

Per Advertorial

TAILORED SOLUTIONS

PrivateMarkets360.com offers bespoke advertising options to fit your goals. From thematic sponsorships to targeted lead generation, we provide flexible solutions, including content creation support and customized campaigns. Choose quarterly or annual plans to maximize your impact and engage decision-makers in Germany's private markets.

private markets 360

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