

Pulse - Featured Content

Seeing Your Brand is One Thing. Targets Experiencing Your Intellectual Capital is Another Level. Pulse - Featured Content is your connection to 20,000+ Middle Market Dealmakers - PE Sponsors, Lenders, Advisors, and Legal Teams.

Pulse is ABF Journal's new content platform designed to give your firm consistent, high-impact visibility with the middle market dealmaking community. It's a direct channel to share your expertise, showcase transactions, and position your brand as a trusted authority – delivered straight to the inboxes and feeds of the professionals who make deals happen

Content Opportunities:

- **Thought Leadership Article**

Intro Rate: \$1,995

- 800–1200 words on market trends or forward-looking insights for 2025
- Addressing PE, specialty lenders, investment bankers, legal advisors, and turnaround professionals
- Optional copywriting assistance from ABF Journal's editorial team

- **2-Minute Firm Overview Video**

Intro Rate: \$1,995

- Company expertise, differentiators, and team highlights
- Optional client testimonials or performance metrics
- Ideal for branding and positioning in a crowded market

- **Video Interview / Podcast**

Intro Rate: \$1,995

- Senior-level thought leadership on the middle market and deal flow
- Conducted via Zoom and released in audio, video, and written Q&A
- Questions developed in collaboration with our editorial team

- **Deal Feature / Case Study**

Intro Rate: \$1,995

- Showcase a recent transaction (\$1MM–\$500MM range)
- Deal terms, structure, and strategic highlights
- “Client / Challenge / Solution” format
- Must be legally cleared for public disclosure

The collage displays four content types: 1. A 2-minute firm overview video showing three business professionals in a modern office setting. 2. A featured case study titled 'Aaron's Journey: A Steady Transition to Private Ownership' with a puzzle piece graphic. 3. A thought leadership article titled 'New Tariff in Town: The Potential Impact on Borrowers & Lenders' by Ryan Mulcurny, dated March 5, 2025. 4. A video interview/podcast titled 'The Sales Process in Asset-Based Lending' sponsored by First Business Bank, featuring Rita Garwood and Mike Colloton.

MULTI-PLATFORM EXPOSURE

Your content will be delivered across the full ABF Journal digital network as follows:

1. **Daily E-News** – Featured content for two weeks
2. **Weekly E-News Summary** – Spotlight in our weekly news roundup for two weeks
3. **“Deals” Digest** – Included in our weekly featured deal coverage for two weeks
4. **Social Media** – Featured content posted on LinkedIn and Facebook
5. **Website Placement** - Featured on home & secondary pages