

abfjournal

2026 MEDIA KIT



Print | Digital | Thought Leadership | Directories

Dedicated to Specialty Finance

“*ABF Journal* publications, events and activities have been an important daily driver of information, insights and growth opportunities for specialty finance industry participants for decades. We deliver vehicles for enhanced brand recognition, referral volume, syndication and funder relationships, data, insights and a powerful recognition engine to build your brand on.

More than that, we connect and develop people, fuel new ideas and deliver results that position our clients to win for the road ahead.”



Lisa Rafter, Publisher and CEO

monitor

The industry’s daily driver of e-news and insights along with the most powerful print publication in the industry.

abfjournal

One of the leading specialty finance publications serving lenders, advisors, sponsors and service providers.

monitor ♦
suite

A collection of premium research, data and insights to help financiers make better business decisions.

converge
virtual experience

Events that focus on building the innovative future of equipment finance with fellow industry leaders.

secured
commercial capital research

Commercial capital providers can unlock breakthrough research insights, quickly and affordably.

MOLLOY ASSOCIATES

Commercial finance industry specialists in executive recruitment since 1972.

STRIPES
Leadership Program

A leadership program designed to build, challenge & inspire best-in-class leaders within the equipment finance industry.

Decision Makers Depend on ABF Journal

ABF Journal's audience is comprised of over 14,000 specialty finance industry staff and executives, private equity investors, investment bankers, advisors, service providers and more. Our solutions are delivered through a variety of platforms but assemble to deliver a single powerful value element.

Our content focuses on deals, dealmakers and issues impacting the capital that's moving the middle market. We drive specialty financing forward.

Plus, over the past year, we expanded our content and audience, adding more than 8,000 private equity professionals across select products to our existing 14,000 subscribers—bringing our total reach to over 20,000+ middle market dealmakers, PE sponsors, lenders, advisors, and legal teams.

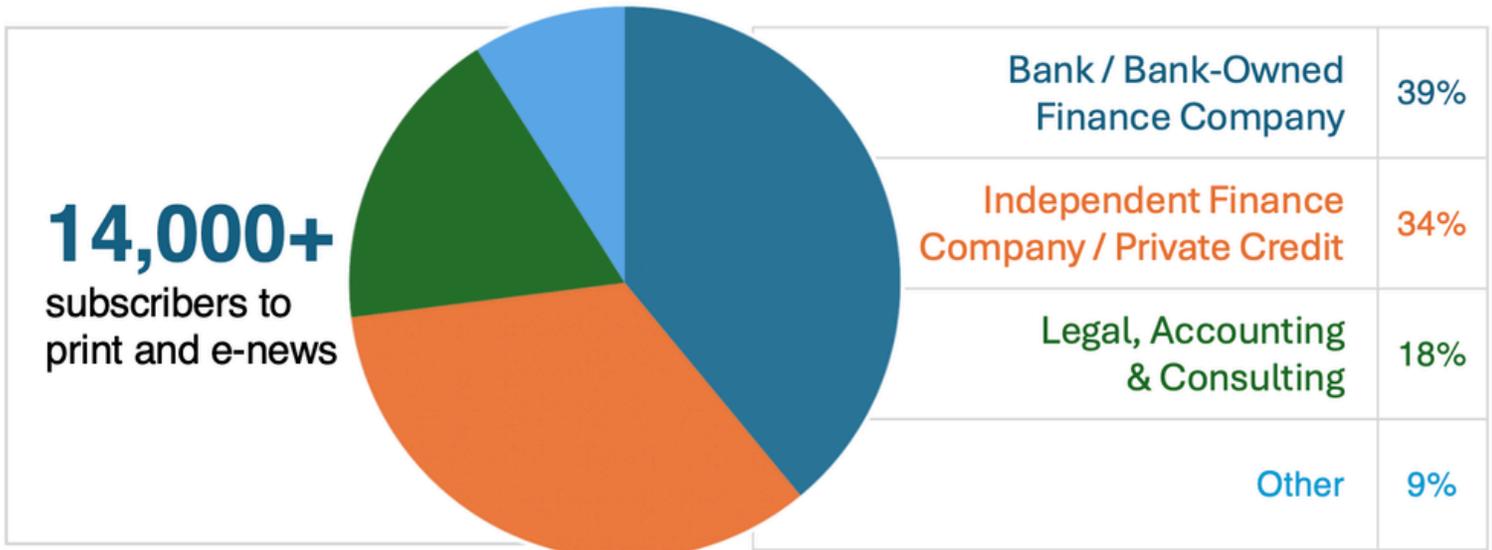
20,000+ Reach to Middle Market Dealmakers

14,000 Existing Subscribers

8,000 NEW Private Equity Professionals

Audience Breakdown

Business Type



Audience Segments

39%

C-Suite

46%

Executive, Senior &
Middle Management

15%

Other /
Miscellaneous

52%

of industry senior
executives are
subscribed to ABF
Journal publications

76%

of industry senior
executives interact with
ABF Journal publications
at least 3x per week

41%

of our subscriber list
has been subscribed
for over 10 years

Table of Contents

The following pages of ABF Journal's 2026 media kit provide information about several advertising platforms. Prices are "a la carte." If your company is considering advertising on more than one platform, discounts are available!

As you review the 2026 media kit, consider how you might bundle our offerings to maximize your savings. For more information on custom package options and discounts, please give us a call.

- 4 | **Signature Editions**
- 4 | **Editorial Calendar**
- 5 | **E-News**
- 6 | **Weekly DEALS Email**
- 7 | **Pulse - Featured Content**
- 8 | **Website**
- 9 | **Dedicated Email**
- 10 | **Company Directories**
- 11 | **Social Media**
- 12 | **Specifications Appendix**



Signature Editions



Our signature editions (Print + Flipbook + Web Edition) are on the desk and website browsers of leading decision makers across specialty finance genres and 14,000 industry participants. There is no brand visibility comparison for middle market specialty finance sector participants.

Our issue editions include:

- Legends & Leaders
- Best Companies in Specialty Finance
- Top Women in Specialty Finance

INSERTION FREQUENCY AND COST PER INSERTION			
Ad Size	1X	2X	3X
Full Page	\$4,100	\$3,805	\$3,680
Half Page Island	\$3,015	\$2,805	\$2,720
Half Page	\$2,605	\$2,430	\$2,365
Third Page	\$1,975	\$1,845	\$1,785
Quarter Page	\$1,555	\$1,460	\$1,440
Inside Cover	\$4,200	\$4,040	\$3,825
Back Cover	\$4,325	\$4,065	\$3,915

Editorial Calendar

ISSUE	DATES	PRINT FOCUS	FEATURES	DISTRIBUTION
SPRING	Space: 4/6 Materials: 4/10	Legends & Leaders	<ul style="list-style-type: none"> • Trailblazers: Leading Women • NextGen: Tomorrow's Leaders • Innovators: Change Agents • Rainmakers: Deal Closers • Icons: Recognized Industry Leaders • Sentinels: Top Risk Managers 	<ul style="list-style-type: none"> • 14,000+ Specialty Finance Professionals • TMA Conferences
FALL	Space: 7/27 Materials: 7/31	Women in Specialty Finance	<ul style="list-style-type: none"> • Profiles of Top Women in Specialty Finance • Women at the Forefront of Private Credit • The Future of Work in Specialty Finance: Women's Perspectives 	<ul style="list-style-type: none"> • 14,000+ Specialty Finance Professionals • TMA Conferences
WINTER	Space: 10/26 Materials: 10/30	Best Companies in Specialty Finance	<ul style="list-style-type: none"> • Dealmakers: Middle Market Lenders • Revitalizers: Turnaround Advisors • Activators: Legal, Accounting & Professional Services • Value Creators: Middle Market Private Equity Sponsors and Investment Banks • Technologists: AI, Software and Technology Firms 	<ul style="list-style-type: none"> • 14,000+ Specialty Finance Professionals • Private Credit Connect • ABS East • TMA Conferences

E-News: The Daily Driver

abfjournal e-news
Your Source for Specialty Finance News & More

E-News: July 16, 2025

Asset Smarter All Around | Hilco Global
VALUATION MONETIZATION ADVISORY CAPITAL SOLUTIONS

Top Stories

Keyne Anderson Backs SG Credit Partners with \$126MM Investment to Expand Lower Middle Market Reach
With new backing from Kayne Anderson, SG Credit is set to accelerate growth, expand its credit offerings and scale its position as a key player in the lower middle market.

Crown Partners Arranges \$70MM Unitranche Financing for CorTech International
The financing consists of a \$40 million ABL revolving facility and a \$30 million term loan. The new capital structure is designed to enhance CorTech's liquidity and flexibility as it continues its pursuit of large enterprise relationships.

WHITE OAK COMMERCIAL FINANCE
Unlock Capital at Every Stage
LEARN MORE

Q2 Digital Pulse Capital Catalysts

Private Equity and Private Credit: On the Move
The deals, issues and ecosystem driving middle market private credit and equity capital for 2025. Read featured content from our Q2 Pulse edition:

The Migration of Direct Lending Down-market: How Sub-\$50M EBITDA Companies Are Accessing Private Credit
Find out how private credit is flowing down-market as sub-\$50M EBITDA companies tap into direct lending once reserved for larger borrowers.

The Non-Bank Wave: How Non-Bank Lenders Are Redefining Middle Market Capital Structures in 2025
See how non-bank lenders are reshaping middle-market capital structures in 2025 with flexible, borrower-friendly alternatives to traditional financing.

CAPITAL WE GET DEALS DONE
Reliable funding to support turnaround and future growth. LEARN MORE

Power Players Nominations

Nominations are open for our Power Players issue! This issue will recognize outstanding firms that are making an impact in middle market dealmaking. We're seeking nominations for the following categories:

- Dealmakers: Middle Market Lenders
- Revolvers: Turnaround Advisors

Daily E-News

For decades, the industry has trusted e-news for the news, insights, and resources to drive their business decisions — daily. Our weekly wrap-up closes the week with a digest of major stories, extending advertiser visibility with an engaged audience.

If you are looking to drive more than just brand awareness and uncover actionable sales opportunities, ABF Journal's daily e-news & weekly wrap up powers new business relationships.

The Value of E-News



Daily Reach

Consistent exposure to active decision-makers.



Weekly Reinforcement

Extend visibility with a curated end-of-week digest.



Trusted Platform

Decades of credibility within the specialty finance community.



Proven Engagement

Over 14,000 specialty finance industry subscribers click e-news content more than 190,000 annually

DAILY E-NEWS FREQUENCY (TIMES PER WEEK)

DAILY E-NEWS FREQUENCY (TIMES PER WEEK)						WEEKLY WRAP-UP
Duration	1X	2X	3X	4X	5X	Occurs 1X Per Week
12 Months	\$4,610	\$8,475	\$12,520	\$14,910	\$17,460	PLUS+
6 Months	\$3,000	\$5,595	\$8,140	\$9,630	\$11,300	
3 Months	\$1,795	\$3,350	\$4,610	\$5,780	\$6,785	

Weekly DEALS Email

Gain visibility for your deal activity, your brand and your specialties from the audiences with most potential to impact your 2026 growth.

The weekly DEALS Email reaches over **20,000+** Middle Market Specialty Finance Industry participants and private equity sponsors, delivering your message directly into the inboxes of the most active dealmakers.

The Value of the Weekly DEALS Email



Direct Access to Dealmakers

The DEALS Email reaches **20,000+** decision-makers weekly, ensuring visibility where deals are made.



Trusted Content Environment

Placement alongside current deal activity connects your brand with the insights readers value most.



Consistent Visibility

The weekly cadence ensures your brand stays in front of decision-makers monitoring deal flow.

WEEKLY DEALS EMAIL	
Duration	Horizontal Banner
12 Months	\$6,025
6 Months	\$3,355
3 Months	\$1,850



Your Source for Specialty Finance News & More

E-News: August 11, 2025

ABF Journal delivers this week's surveillance of middle market specialty finance deal activity to **over 18,000** sector participants and a searchable deals database for debt financiers, sponsors, and advisors. [Submit deals here. It's free. >>](#)



Experience, Expertise, and Capital

Maximizing Liquidity for Middle Market Companies

Asset-Focused Solutions Across North America from \$15MM to \$150MM

Expansion

MannKind and Blackstone Enter \$500MM Financing Agreement

The financing agreement provides MannKind with non-dilutive capital to advance its short- and long-term growth strategies.

Octane Closes \$300MM Forward-Flow Deal with Moore Capital

Through this two-year, renewable agreement, MSC has agreed to purchase up to \$300 million of high-quality, fixed-rate installment powersports loans originated by Octane's in-house lender, Roadrunner Financial.

Pathlight Capital Agents \$225MM Senior Secured Credit Facility for J.G. Wentworth

Proceeds from the credit facility will be used to refinance existing debt and support the continued expansion of the company's debt resolution business.

Myriad Genetics Closes \$200MM Credit Facility from OrbiMed

The facility, provided by OrbiMed, includes \$125 million of funded capital with an option to borrow up to an additional \$75 million until June 30, 2027.



Celebrating 120 years of maximizing asset value.

Hyperscale Data Enters into Agreement for Financing of Up to \$100MM

The proceeds from the financing will be used for expansion of the MI data center to support infrastructure upgrades necessary to support the growing demands of computing services powering AI solutions, repayment of outstanding indebtedness and general

Wintrust Arranges \$90MM in Financing to Midwest-Based Printing Company

Wintrust Business Credit acted as the administrative agent and lead arranger for the financing, which includes a \$75 million asset-based revolving line of credit, an \$8 million term loan supported by machinery and equipment and a \$7 million commercial real estate

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**

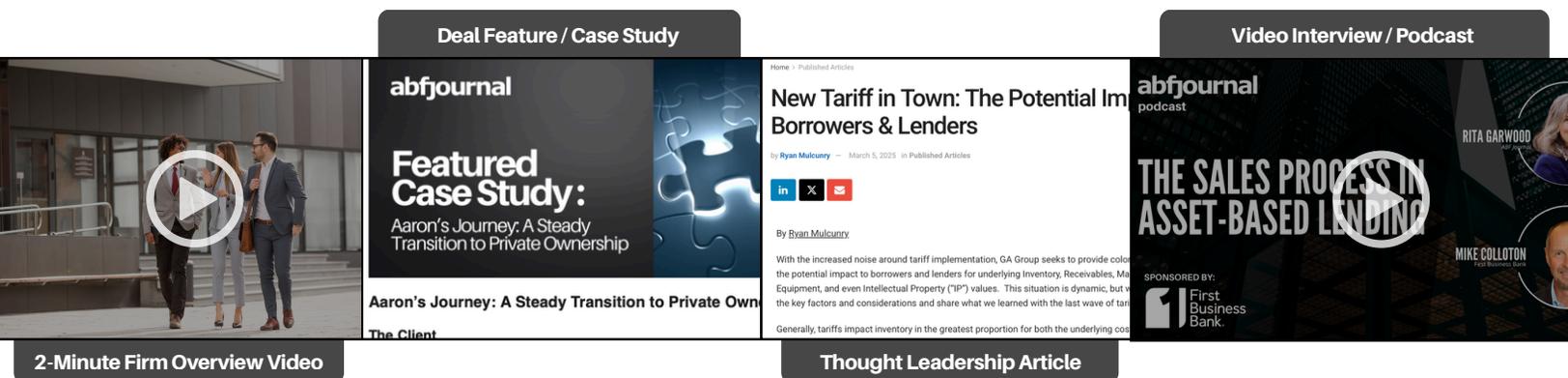
Intro Rate: \$1,995

- 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



MULTI-PLATFORM EXPOSURE

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

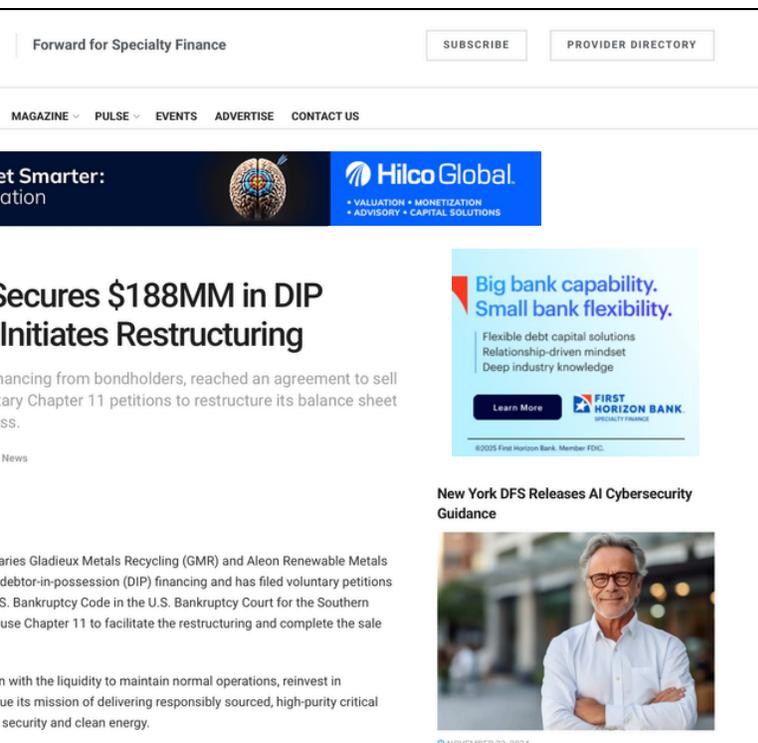
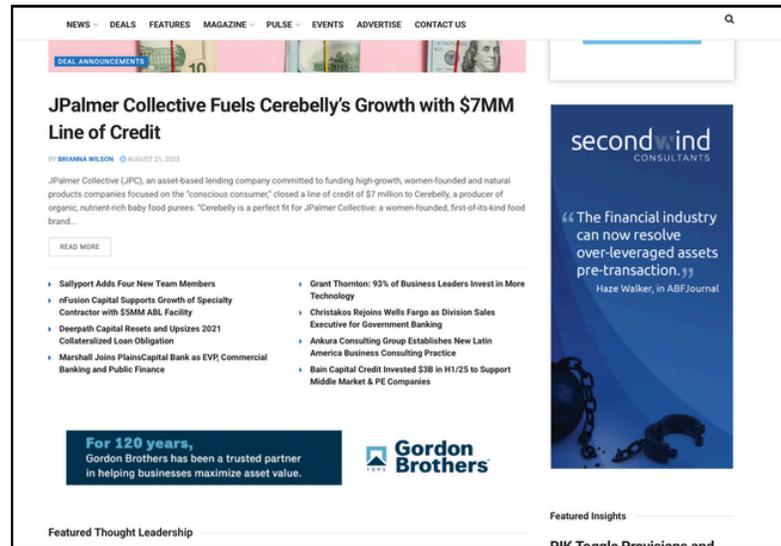
1. **Daily E-News** – Featured content for two weeks
2. **Weekly E-News Summary** – Spotlight in our weekly news roundup for two weeks
3. **“Deals” Digest** – Included in our weekly featured deal coverage for two weeks
4. **Social Media** – Featured content posted on LinkedIn and Facebook
5. **Website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

Website: High ROI Brand Elevation

More Than 1.5MM Annual Visits

When you combine the power of E-News click activity, heavy organic search volumes, and one of the most bookmarked sites in its sector, the result is direct site actions.

News, opinions, thought leadership, data, podcasts, livestreams, events, directories and more are housed within the ABF Journal web experiences and surrounded by advertiser “run of site” display advertising. A very affordable entry point creates an opportunity for high ROI brand impact.



One Price, Three Banners

Includes one of each:

Leaderboard/Inline

Premium ad at the top and in-line throughout all pages for maximum visibility.

Skyscraper

Large attention-grabbing ad to reach your target audience throughout all pages.

Box

Right-side placement for consistent brand exposure throughout the site

CONTRACT COST (DURATION)

Banner Type	12 Months	6 Months	3 Months
All Banners	\$5,865	\$2,835	\$2,445

Dedicated Email: Amplify Your Story

Our list. Our credibility. Your brand.

ABF Journal's Dedicated Email is an exclusive email with your company's message sent to our 14K subscribers. In addition, your company's message will be included in our daily e-news every day for an entire week. Take advantage of this spotlight opportunity to publish your company's message to ABF Journal's readers. Space is limited. Reserve early.

This is a spotlight opportunity for:

- Product launches
- Personnel announcements
- Special events
- Industry insights

You provide the content, and Monitor takes care of the distribution.

Includes:

Your Company's Message

Your company's message delivered in an exclusive email to ABF Journal's 14,000+ e-news subscribers

E-News Featured Sponsor

An exclusive feature in ABF Journal's e-news for 5 days.

The Value of Dedicated Email



Exclusive Exposure

A stand-alone communication that ensures your message isn't competing for attention.



Dual Channel Reinforcement

Inbox delivery plus e-News sponsorship creates multiple touchpoints with the same high-value audience.



High-Impact Visibility

A spotlight format designed to drive immediate awareness and action.

For customized pricing, contact Susie Angelucci at 484-459-3016 or email susie.angelucci@abfjournal.com

abfjournal

A Message from our Sponsor



The Smarter Way Fundbox Scaled Its Capital Markets— Without Adding Headcount

When Fundbox set out to expand its funding programs and launch its first ABS deal, the team ran into a familiar problem: growing demand meant more complexity—and more work.

Allocating loans across warehouse lines relied on rigid, manual rules. Monthly reporting consumed hours.

So Fundbox rethought the way its capital markets team operated.

With [Setpoint](#), they deployed an AI-driven optimization engine to allocate assets more intelligently, automate reporting, and give lenders like Cross River Bank real-time visibility—all without adding to the team.

The impact:

- ✓ 2–3% more debt drawn through optimized allocations
- ✓ 50% less time spent on reporting
- ✓ Stronger lender relationships with a dual-sided platform

[Read the story](#)



Company Directories

Comprehensive Online Directory Listings to Ensure Your Company is an Answer When the Market Seeks Solutions.

In specialty finance, visibility is everything. ABF Journal’s Company Directories ensure that when professionals are searching for solutions – whether lenders or service providers – your company is front and center.

Unlike ads that appear for a moment in time, Directory Listings are “always on.” This means your business maintains a constant presence across ABF Journal’s most trusted platforms:

- Daily exposure in ABF Journal Daily E-News
- 24/7 access within ABFJournal.com’s digital experiences

The Value of the Online Directory



Low Effort, High Impact

One listing creates ongoing visibility without the need for frequent campaign resets.



Built-In Frequency

With daily promotion in E-News, your brand appears again and again in front of readers.



Reputation Reinforcement

Inclusion signals that your company is an established player in the specialty finance space.

ONLINE DIRECTORY LISTING

Online Listing Period	Investment
12 Months	\$1,095

Social Media: Get Social

We have two offerings that elevate your brand to growing list of 8,000+ followers, a “shared link” or a “shared post”. Both options include your content being featured on LinkedIn alongside our ongoing daily content.

Shared Link

- **How It Works:** ABF Journal shares a link to your company’s website (such as a blog post, press release, or new service page) directly with our LinkedIn & Facebook followers. The post contains 50 words of suggested copy and a link to encourage clicks and engagement.
- **What You Provide:** A link and up to 50 words of suggested copy for context.

Shared Post

- **How It Works:** ABF Journal reposts content your company has already published on social media (LinkedIn and/or Facebook), extending its reach to our audience.
- **What You Provide:** A link to your original social media post and optional copy to supplement or reinforce the message.

ABF Journal
4,190 followers
1yr · 🌐

Turn your assets into opportunity! With **Associated Bank's** asset-based lending services, you can transform your valuable assets into the financial fuel your business needs to thrive.

Learn more: <https://lnkd.in/e4cR7F4W>

#funding #unique #business #assetbasedlending #bank #solutions

**Your business is growing.
Let's keep it that way.**

Member FDIC

ABF Journal
4,190 followers
1yr · 🌐

Still stuck in legacy systems? DataScan360 is transforming Equipment Finance—connecting origination, audit, servicing, and risk in one seamless platform. Ditch the silos.

Embrace the future: <https://lnkd.in/dgr9Jbww>

DataScan
3,338 followers
3mo · 🌐

Dealer Commercial Lending

Underwriting
Track Loans
Audit Dealers
Assess Risk

Simplified

Underwriting
Track Loans
Audit Dealers
Assess Risk

DATA SCAN 360

The Value of Social Media

- ✓ **Expanded Reach**
Access a growing audience of 8,000+ specialty finance professionals.
- ✓ **Community Integration**
Appear directly in the daily feed industry professionals are already scrolling, liking, and sharing.
- ✓ **Consistent Reinforcement**
Keep your brand top of mind by appearing regularly alongside ABF Journal’s respected industry updates.

Investment: \$795/Post

Specification Appendix

Print Specs

Full Page Float: 8" x 10"

Full Page Trim: 8.75 x 10.875"

Full Page Bleed: 9.0" x 11.125"

Half Page Island: 5.2" x 7"

Half Page Horizontal: 7.875" x 4.5"

Half Page Vertical: 3.875" x 9.5"

Third Page: 2.54" x 9.5"

Third Page Horizontal: 7.875" x 3"

Quarter Page: 3.875" x 4.5"

Two Page Spread: Trim size 17.5" x 10.875", add .125" on all four sides for a full bleed = 17.75" x 11.125" Full Page & Two Page Spreads: Keep live matter .25" in from trim

Acceptable File Format: PDF Only DO NOT INCLUDE CROP OR REGISTRATION MARKS. We only accept PDF files created to PDF/X-1a or High Quality Print (CMYK) settings with all fonts images embedded. We do not accept native or EPS files.

We are not responsible for ad reproduction if PDF specifications are not met.

Origination, Settings, Color and Resolutions Document size should be built to specified size with no additional border/white space. Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are not acceptable.

All color images must be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly. Embedded image resolution should be at least 300dpi at 100%. We cannot be held responsible for image reproduction if original image is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF. Full page bleed ads should be created to the trim size of the publication PLUS ADDITIONAL .125" BLEED. For bleed, background should extend at least 1/8" (18pts) on all four sides of ad. Color Proofs/Digital Reproduction To ensure color matching, every color ad should be accompanied by a color proof, sized at 100% and appearing exactly as the advertiser expects. Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. Monitor is not liable for the final color output if a proof is not supplied.

Email & Web Specs

BANNERS FOR ABF JOURNAL E-NEWS

Banner Size: 600px x 120px

All art must be smaller than 256KB and should be in JPG, GIF or PNG format. Please supply the URL to where your banner should link. URL's with UTM codes are allowed. Animation is NOT supported. Code-based ad servicing and Third-party ad servicing/tracking are not supported.

DEDICATED EMAIL

Company Image: 600px x 200px, at 72dpi with URL link

Company Logo: 250px x 125px at 72dpi with URL link

Company Call to Action Button: 120px x 60px at 72dpi with URL link

Company Message: Recommendation, 500 words max with no active links in message

Accepted Formats: .JPG or .PNG

We will place the provided content into our Dedicated Email format.

Featured Sponsor On E-News:

Approx. 5 word title, 20 word information blurb + link to content

WEBSITE

Leaderboard: 728px x 90px

Mobile Leaderboard: 300px x 100px

Skyscraper: 300px x 600px

Box Banner: 300px x 250px

Accepted Formats: GIF, JPG, HTML and HTML5

Maximum Sizes: Must be smaller than 256 KB

URL: Please supply a URL to where your banner should link Maximum Animation Length: 30 seconds or three complete loops

HTML, HTML5 and Third-Party Server Tracking: HTML5 and third-party ad serving/tracking is supported only if complete HTML code is supplied. We support click tracking/cache busting for Doubleclick, Google Ad Sense, Mediaplex and Yahoo! Publisher Network platforms.

Digital Pulse Specs

VIDEO INTERVIEW

Company logo: Max file size

Headshot: Max file size

Promotional Video/Voiceover (If applicable): 30-second promotional video in .mp4 format OR a 30-second scripted VoiceOver in .mp3 format

Company logo should be 72 or higher dpi, in CMYK or RGB color format. Video quality should be 1080p or higher.

DEAL FEATURE / CASE STUDY

Company logo: Max file size

Deal information: Deal terms, structure, and strategic highlights, “Client / Challenge / Solution” format

Company logo should be 72 or higher dpi, in CMYK or RGB color format. Must be legally cleared for public disclosure.

2-MINUTE FIRM OVERVIEW VIDEO

Overview video: Must be 2 minutes or less and delivered in .mp4 format.

Additional wording: 20-25 word information blurb about company.

Company logo: Max file size

Cover image: 1920px x 1080px

Video quality should be 1080p or higher.

Accepted Image Formats: .JPG or .PNG

Company logo should be 72 or higher dpi, in CMYK or RGB color format. We will place the provided content into our Thought Leadership format

THOUGHT LEADERSHIP ARTICLE

Company logo: Max file size

Headshot (if applicable): Max file size

Approx. 5-7 word title, 20 word information blurb, 800-1200 words on market trends or forward looking insights for 2026.

Accepted Formats: .JPG or .PNG

Company logo should be 72 or higher dpi, in CMYK or RGB color format. We will place the provided content into our Thought Leadership format.