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.

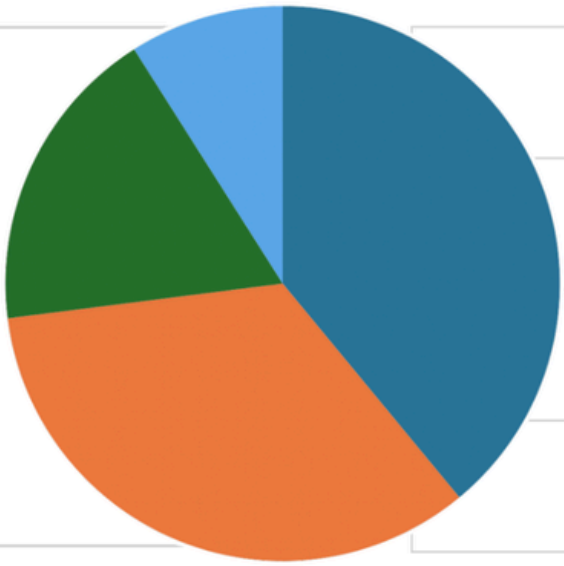
20,000+ Reach to Middle Market Dealmakers

14,000 Existing Subscribers | **8,000** NEW Private Equity Professionals

Audience Breakdown

Business Type

14,000+
subscribers to print and e-news



Bank / Bank-Owned Finance Company	39%
Independent Finance Company / Private Credit	34%
Legal, Accounting & Consulting	18%
Other	9%

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