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**
  Rate: $2,995
  - 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**
  Rate: $2,995
  - Company expertise, differentiators, and team highlights
  - Optional client testimonials or performance metrics
  - Ideal for branding and positioning in a crowded market

- **Video Interview / Podcast**
  Rate: $2,995
  - 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**
  Rate: $2,995
  - Showcase a recent transaction ($1MM–$500MM range)
  - Deal terms, structure, and strategic highlights
  - "Client / Challenge / Solution" format
  - Must be legally cleared for public disclosure

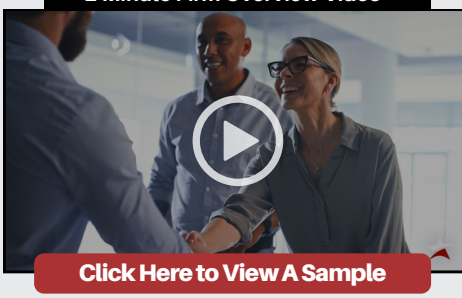
- **Expert Q&A Article *NEW***
  Rate: $2,995
  - Establish your company as a leading industry authority
  - Deliver expert insights on timely market challenges and opportunities
  - Questions strategically developed with ABF Journal's editorial team
  - Connect your expertise directly with ABF Journal's executive audience

Thought Leadership Article



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2 Minute Firm Overview Video



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Video Interview/Podcast



Click Here to View A Sample

Deal Feature / Case Study



Click Here to View A Sample

Expert Q&A Article



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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 14 days
3. **"Deals" Digest** - Included in our weekly featured deal coverage for 14 days
4. **Social Media** - Featured content posted on LinkedIn and Facebook
5. **Website Placement** - Featured on home & secondary pages