



SuperReturn 2024 Digital Opportunities

Connect with the people who matter to your business all year round



What are the key risks and opportunities for private debt as we head deeper into a difficult macroeconomic environment?

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SuperReturn International

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PRIVATE DEBT SUMMIT

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SuperReturn International

Who we are

The SuperReturn Series

SuperReturn hosts a series of events around the globe for the private equity and venture capital industry, including SuperReturn International, the world's largest private equity and venture capital event.

[Find out more about our events](#)

“

I simply cannot afford to miss this - the mother of all PE conferences

Ralph Guenther, Partner, Pant

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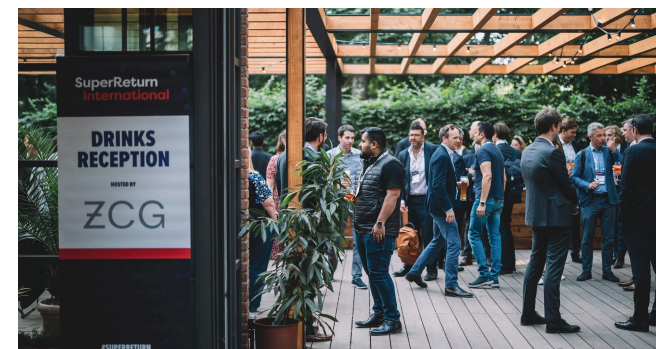


The SuperReturn Blog

The SuperReturn blog is the one-stop shop where all the insights from thought-leaders in private equity, venture capital, private credit and real assets can be found. We have a wealth of expert articles, exclusive interviews, event recordings and more.

Learn from your peers and showcase your expertise with the SuperReturn community outside of the events to our engaged audience of global LPs and GPs.

[Head to the SuperReturn blog](#)



Our digital reach

Website traffic

- 320,000+ visitors per year to [SuperReturn event websites](#)
- 51,000+ visitors per year to the [SuperReturn blog](#)
- 90,000+ page views per year on the [SuperReturn blog](#)

Email database

- 130,000+ active email database
- 65% C-level, directors, department heads, VPs, senior partners
- 100+ countries represented
- 57% GPs
- 22% LPs
- 21% service providers/others



Social channels

- 27,000+ social media followers
- 20,000+ LinkedIn followers
- 7,000+ Twitter followers



SuperReturnTV on YouTube

- 3,400+ subscribers
- 122,000+ views per year
- 4,000+ hours watched per year



What we do

Reach the global private equity, venture capital, private credit and real assets communities

SuperReturn connects with your clients, any time, any place

Generate leads, raise your profile, prove your thought leadership and expertise. Whatever your goal, our expert digital team will work with you to get you what you want.

Display advertising

Get in front of the industry's leading minds.

Custom content

Create the message you want.

Lead generation

Educate and engage with your target audience.

Tailored campaigns

Meet and exceed your goals.





Display advertising

Banner adverts

On the SuperReturn blog

Advertising on the SuperReturn content home increases interest in your products, brand awareness, and, most importantly, drives action. Your banner will be live for 1 month on a 25% rotation.

[Head to the SuperReturn blog](#)

The numbers that matter

90,000+ pageviews per year on the SuperReturn blog
51,000+ users per year
27,000+ followers on SuperReturn social media channels

In the monthly newsletters

Thousands of decision makers and professionals rely on our editorial team to keep them up to date. Advertise within the SuperReturn eNewsletter - the monthly email that highlights the most inspiring and thought-provoking content to the industry's decision makers.

[View an example newsletter](#)

The numbers that matter

25,000+ recipients to monthly newsletters
59% open rate
4.4% average click through rate

In the year-round eMagazines

Across the year, we publish eMagazines covering the hottest trends, exclusive interviews, and key takeaways from our recent shows and thought leaders, providing the perfect setting for your display ad.

[View example eMagazine](#)

Promoted to

51,000+ annual visitors to the SuperReturn blog
130,000+ active email database
27,000+ followers on SuperReturn social media channels

Audience extension

Get your message across to people who matter to you. Adverts can be targeted to the 320,000+ influential professionals who visit our SuperReturn event websites each year and the 90,000+ executives who view the SuperReturn blog. You can also target individuals from our database by seniority, company, industry, geography and more!



Benefits include:

- **Relevancy:** You know your investment is being targeted to your relevant prospects only
- **Frequency:** Specified targets will see your ad many times - standard package is 30,000 impressions in a one month period
- **Flexibility:** Up to 10 ads to try out different messaging and see what works for future campaigns
- **Improved engagement:** Click through rates can be 5x higher on average than static media banners
- **Analytics:** Access to post campaign report so you can measure the success of each ad



Custom content

Share your content

Share your message with our engaged digital audience. Either create a bespoke piece of content to publish exclusively on the SuperReturn content home, or provide us with a pre-created piece for re-sharing.

Your content is included in our weekly eNewsletter, across our social media channels and can have extended marketing through banners, media partners and associated video content.

[Head to the SuperReturn Blog](#)

The numbers that matter

90,000+ pageviews per year on the [SuperReturn blog](#)

51,000+ users per year

27,000+ followers on SuperReturn social media channels

Expand your digital reach

Boost traffic to your site, and grow your audience by utilizing the vast and engaged SuperReturn social following. Share the content you want to amplify, and the dedicated social media team will engage and share with your posts to put your message in front of our followers.

The numbers that matter

27,000+ active social media followers

20,000+ LinkedIn followers

7,000+ Twitter followers

Send bespoke emails

Have a message you want to send directly to your target audience? Work with the SuperReturn editorial team to craft your email and send to your chosen dataset.

The numbers that matter

25,000+ subscribers to monthly newsletters

59% open rate

4.4% average click through rate

Make your data pop

Bring your message to life through visual design. Infographics are one of the most popular forms of content on the web today, driving more traffic than traditional content due to their highly visual and easy to digest format.

Our editorial and design team can help you turn your data into insights for your target audience.

Video interviews

Transmit your message through SuperReturn TV

Share your company's vision, thought leadership and innovations through a video interview at SuperReturn events. The footage will be broadcast through SuperReturn TV and promoted to the SuperReturn community. We'll also provide you with the file for your own marketing purposes.

The numbers that matter

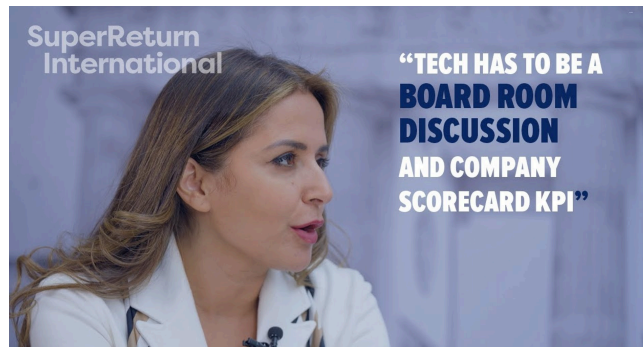
3,400+ YouTube subscribers
122,000+ views per year
4,000+ hours watched per year
51,000+ annual visitors to the [SuperReturn blog](#)
27,000+ social media followers



Interview with Dr Pippa Malmgren, Former Presidential Advisor, Author



Interview with Greg Cashman, Co-Head of Direct Lending, Golub Capital



Interview with Huda Al-Lawati, Founder and CEO, Aliph Capital



Interview with Yalin Karadogan, Partner, Global Head of Investor Solutions, LeapFrog Investments

Session recordings and enhanced video post-production

You delivered your presentation live on-stage, now make the most of the content with the recording of your session for you to use and share internally, or publicly across your channels.

Plus, take your content to the next level and leverage SuperReturn's enhanced video post-production services to create short-form video snippets to showcase the "Key Moments" and highlights from your session.

What's included:

- MP4 file of your session recording, with one round of edits if required
- Interactive co-branded portal page, with full suite of assets and export/share functionality
- 60 - 90 second video trailer, compilation of "Key Moments"
- 5 - 10 "Key Moment" videos (quantity dependent on length & topic)
- 5-10 "Key Moment" text transcripts
- Full video text transcript
- Full video with enhanced audio
- Gif of each video



Bespoke research project



Interested in finding out more about your target audience, what they are thinking and their buying habits?

Work with the SuperReturn team to form a survey, that asks the important questions and reaches the people you want to hear from. Then, let our team put together a bespoke report distilling the results and forming ultra-sharable content.

Package includes:

- Dedicated program manager to oversee research project
- Kick-off call with the SuperReturn team to define scope of the project
- You supply the questions, SuperReturn designs and distributes the survey (aiming for 75+ qualified respondents to your specifications)
- Briefing call to discuss results and accompanying whitepaper
- Whitepaper and any accompanying content hosted on the SuperReturn content home in a dedicated blog article, and shared with you for your own marketing purposes
- Whitepaper included in the monthly eNewsletters, plus extensive social campaign and banner advertising to drive traffic

Quick turnaround photography

Enhance your on-site branding opportunities by utilising the high awareness on social media.

Receive five photos from your speaking sessions and 2 sessions from your sponsor booth or meeting room, within two hours of your sessions.

This enables your marketing department to quickly post and share your engagement at the conference with professional photography, which enables higher engagement with your key audience.



- Up to 5 photos from each speaking session, delivered within 2 hours of session
- Plus, up to 2 photos of your team at your sponsor booth or networking area

See examples of photography from our events by visiting our [SuperReturn photo album](#)





Lead generation

Webinars

SuperReturn webinars are a great way to engage with your target audience year-round, promote your message and generate leads.

The SuperReturn team and your dedicated program manager provides audience development, marketing, and project management as well as a professional moderator to help with the introduction and Q&A.

The numbers that matter

100+ average webinar registrants
40% average webinar attendance
Promoted to the SuperReturn community of 300,000+ industry professionals via email, social media, and website visitors

Promotion includes:

- Full social media promotion across our Twitter and LinkedIn channels, plus social assets shared with you for your own promotion
- 2 dedicated emails to the SuperReturn database, one of which is targeted to your specifications
- Banner advertising in the monthly SuperReturn Newsletter
- A dedicated blog post on the SuperReturn blog

Webinar process

Pre-event

- Provide content and speaker information 6-8 weeks ahead of live webinar
- Full approval of all marketing collateral, and logo inclusion on signage and landing pages
- Test webinar and platform walk-through call

Live webinar

- 30 minute - 1 hour live audio event
- Event hosting and technical support included
- Features include: live slides, live Q&A, surveys and polling, URL links, social media integration

Post-event

- The on-demand recording will be uploaded to [SuperReturn TV](#) and the [SuperReturn blog](#)
- We'll provide you with an MP4 file for your own marketing purposes
- Full webinar report of GDPR compliant leads, engagement and survey results provided within 48 hours of live webinar

Headline sponsorship of SuperReturn eMagazines

The SuperReturn eMagazines address industry key themes and host the most influential voices in private capital, published quarterly and during our flagship events, as an interactive online flipbook.

With headline sponsorship, you capture new leads as well as build your brand.

Promotion includes:

- Full social media promotion across our Twitter and LinkedIn channels
- 1 dedicated email to our SuperReturn database
- Inclusion the monthly SuperReturn eNewsletters
- Dedicated blog post on the SuperReturn blog

☰ Contents 📄 🔗

SuperReturn
Insights

LP Insights: Asia

The latest perspectives from the leaders in Asian private markets

The numbers that matter

75+ average eMagazine downloads

Promoted to

51,000+ annual visitors to the
SuperReturn blog
25,000+ eNewsletter subscribers
27,000+ social media followers



[View the latest eMagazine](#)

Custom roundtable with your key accounts

Get right to the bottom of the sales funnel, develop new relationships, and foster regular engagement by hosting a live, interactive roundtable for your clients and prospects.



- Exclusive host of custom 30 minute interactive roundtables on the topic of your choice
- 1-5 company executives to host/ join your discussion
- Minimum of 8 delegates guaranteed from you key accounts or target market
- Leads of all registered delegates for your custom roundtable sent to you post event
- Exclusive branding on invites
- Your choice to target your key accounts or segmented to your target market
- Option to advertise on the SuperReturn blog, Twitter, LinkedIn, and eNewsletter
- Option for moderator recruitment



Tailored campaigns

Thought leadership bundle

Maximise your brand impact

Pre-event

Banner advertising in a SuperReturn newsletter of your choice in two newsletters

Article or white paper published on the [SuperReturn blog](#) and shared through social media channels and the SuperReturn newsletter

Targeted email to delegates of the upcoming event, featuring your Q&A and other collateral, with a click through to your website/ landing page

During the event

2-3 in-person introductions to target contacts during the event through our audience development team

Onsite video interview, shared on the SuperReturn YouTube channel and MP4 for your use

Post-event

Video of your interview, with enhanced post-production to provide 2 short-form video snippets to add to your marketing collateral and share across social

Products included:

- 1x article on content home OR white paper promotion
- 1x article in quarterly eMagazine
- 1x On-site interview + two social media snippets
- 2x Newsletter banner



Lead generation bundle

Create qualified leads for your sales team

One custom webinar, featuring contributors of your choice and moderated by SuperReturn. Promotion targeted to your specified audience, and you will receive a GDPR compliant lead report following live session.

Sponsorship of the quarterly SuperReturn eMagazine, featuring your webinar and an advertisement or article of your choice. You will receive a GDPR compliant lead report three months after publication of the magazine

Targeted email to your specified audience with the webinar recording and Q&A, with click through to your website/landing page/gated content for further lead generation potential

Two banners in monthly newsletters of your choice, promoting your webinar, either before or after. Can promote other products or though leadership that you wish to promote, and will be send to aprx. 25,000+ active SuperReturn newsletter recipients

Suggested package to achieve this goal



[Find out more about webinars](#)

Products included

- 1x Custom Webinar
- 1x eMagazine sponsorship
- 1x advertisement or article in eMagazine
- 1x Marketing email
- 2x Newsletter banner

Branding bundle

Get to know your audience and position your business as an industry leader

Pre-event

Long form Q&A, or article of your choice, featuring your business executive, published on the [SuperReturn blog](#), the SuperReturn newsletter and across social channel

Targeted email to delegates of the upcoming event, featuring your Q&A and other collateral, with a click through to your website/landing page

On site

Onsite video interview conducted with our SuperReturn correspondent and shared on our YouTube, Streamly and social media after the event

5 photos from your speaking sessions to be delivered within two hours of the sessions for use in marketing promotion and across social

If you are interested in creating a bespoke campaign to meet your specific goals using the SuperReturn Marketing Services team, [get in touch](#) to discuss further.

Post event

.mp4-file of your interview, with enhanced post-production to provide 2 short-form video snippets to add to your marketing collateral and share across social

Social media amplification across the SuperReturn social media platforms. Include 3 posts of your choice to be shared across all our social media



Products included:

- 1x article on content home
- 1x Marketing email
- 1x Event quick turn-around photography
- 1x Social media amplification
- 1x On-site interview

Want to know more?

Contact Emily Porter on sponsorsuperreturn@informa.com or call +44 (0) 20 8052 0423.