

Reach the world's private equity and venture capital community all year round

Display advertising, direct marketing, lead
generation and more.

A background of bokeh light effects in shades of purple, blue, and white, creating a sense of depth and movement.

Who We Are

The SuperReturn Series

SuperReturn hosts a series of 16 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](#)

The SuperReturn Content Hub

The SuperReturn Content Hub 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 a truly global audience.

[Head to the SuperReturn Content Hub](#)



The numbers

SuperReturn Content Hub

- 40,000+ visitors per year
- 70,000+ page views per year

SuperReturn Database

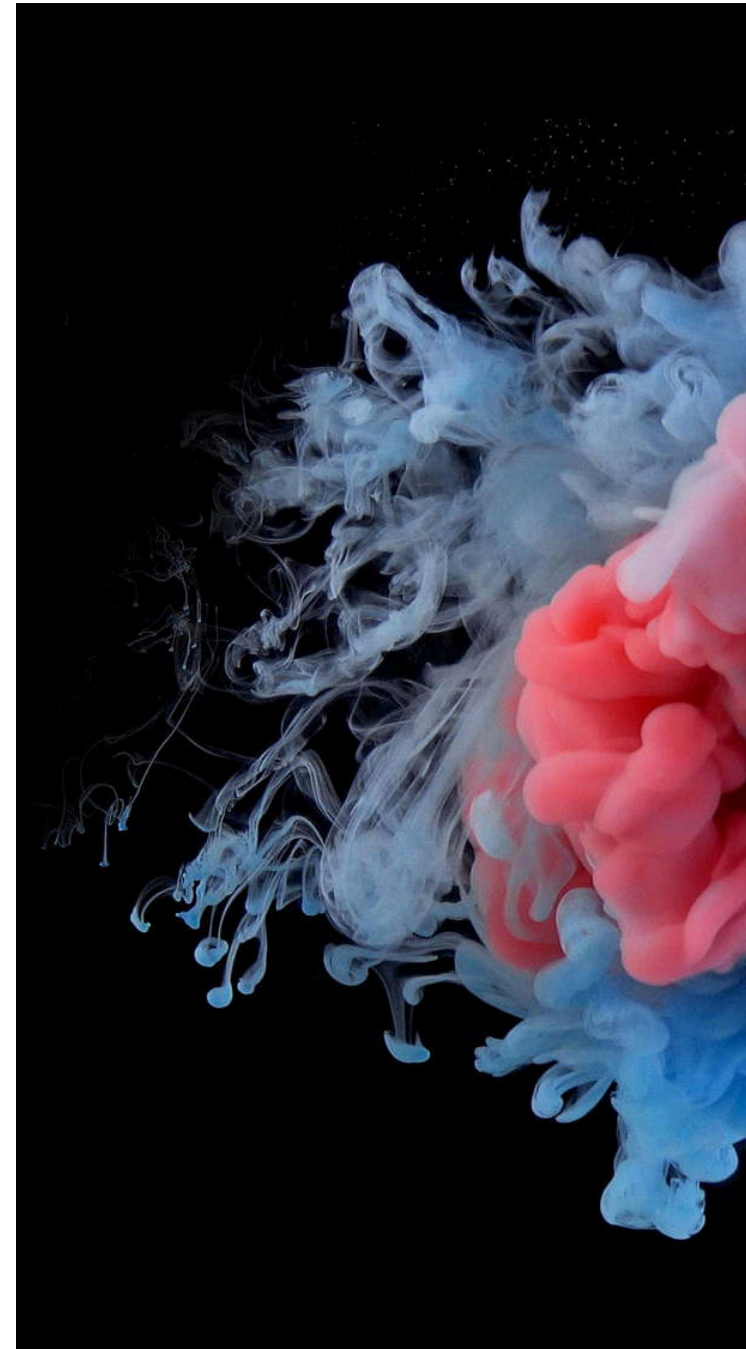
- 80,000+ active email database
- 50% senior level database
- 100+ countries represented
- 45% GPs
- 20% LPs
- 35% service providers/others

SuperReturn Social Channels

- 9,000+ active social media followers
- 5,000+ Twitter followers
- 4,000+ LinkedIn followers

SuperReturnTV YouTube Channel

- 1,700+ subscribers
- 150,000+ views per year
- 850,000+ minutes watched per year



A background image showing a dense array of fiber optic cables. The cables are illuminated from the ends, creating a bokeh effect of bright, out-of-focus light spots in shades of purple, blue, and white. The cables themselves are dark and form a grid-like pattern that recedes into the distance.

What We Do

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

Connect with your clients, all year round.

Display Advertising

Get in front of the industry's leading minds.

Lead Generation

Educate and engage with your target audience.
Generate new leads.

Direct Marketing

Reach your potential customers.

Custom Content

Create compelling video content.

Display Advertising

Get in front of private equity's leading minds.

Banner Adverts on the SuperReturn Content Hub

The SuperReturn Content Hub is the content home of the SuperReturn Global Series and brings you the best discussions and events in private equity and venture capital.

Get in front of the private equity and venture capital industry's leading minds. Banner advertising on the SuperReturn Content Hub puts your brand centre stage - see an example below. Advertising here increases interest in your products, brand awareness, and most importantly, drives action.

[Take a look at the SuperReturn Content Hub](#)

The numbers that matter

40,000+ visitors each year to the SuperReturn Content Hub

70,000+ page views each year to the SuperReturn Content Hub

Banner Adverts in monthly eNewsletter

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

The numbers that matter

80,000+ active email database

25% email open rate

4.5% average email click through rate

[View example eNewsletter](#)

[Web version](#)



SuperReturn

The best discussions from SuperReturn International
2019



Direct Marketing

Reach your potential customers.

Content syndication on the SuperReturn Content Hub

The SuperReturn community wants to read your content. Take advantage of this to maximise your exposure, demonstrate your expertise, and showcase your brand to the private equity and venture capital industry.

You provide the thought-leadership content and desired call to action, we host it on our SuperReturn Content Hub and promote it out to our wider community through eNewsletters and social media campaigns.

The numbers that matter

40,000+ visitors each year to the SuperReturn Content Hub

70,000+ page views each year to the SuperReturn Content Hub

The screenshot shows the article page layout. At the top is a navigation bar with 'Events', 'Training', and 'Articles & Video'. The article title is 'Outlook for 2019 from a private equity point of view'. The author is 'Kevin Zacharuk and Larisa Whitmore, S&P Global Market Intelligence' and it was published on '23 Apr 2019'. The main image is a financial chart with orange bars and a white line graph. Below the image are social sharing icons for LinkedIn, Twitter, Facebook, Email, and Print. A text block below the image states: 'For the second consecutive year, S&P Global Market Intelligence conducted a survey among PE professionals(1) to gauge industry expectations for the upcoming 12 months.' On the right side, there are two sections: 'Related articles' featuring 'Private Credit' and 'Private Equity' articles, and 'Upcoming event' for 'SuperReturn International' in Berlin, Feb 2020. At the bottom right is a dark blue button that says 'Get articles like this by email' with an envelope icon.

Home Events Training Articles & Video

Outlook for 2019 from a private equity point of view

AUTHOR
Kevin Zacharuk and Larisa Whitmore, S&P Global Market Intelligence

PUBLISHED
23 Apr 2019

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For the second consecutive year, S&P Global Market Intelligence conducted a [survey](#) among PE professionals(1) to gauge industry expectations for the upcoming 12 months.

Related articles

Private Credit
Why does private credit remain attractive for the middle market investors?

Private Equity
The best of private equity and venture capital in 2019

[More related](#)

Upcoming event

SuperReturn International
25 - 28 Feb 2020, Berlin
Berlin, February. Where else?

[View all events](#)

[Get articles like this by email](#)

Editorials in eNewsletters

Speak to your target audience directly through email.

Working with our editorial team, curate engaging and informative content in one or more articles to be hosted on the SuperReturn Content Hub and sent in an eNewsletter to the SuperReturn community.

Align your message with other industry experts and tailor the distribution by location, industry, job title and interests, to reach the people you value most.

View an example eNewsletter

The numbers that matter

80,000+ active database

25% email open rate


4.5% average email click through rate

Events Training Articles & Video

Outlook for 2019 from a private equity point of view

AUTHORS
Kevin Zacharuk and Larisa Whitmore, S&P Global Market Intelligence

ESTABLISHED
23 Apr 2019



Share this article [in](#) [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

For the second consecutive year, S&P Global Market Intelligence conducted a [survey](#) among PE professionals(?) to gauge industry expectations for the upcoming 12 months.

Related articles

- Private Credit: Why does private credit remain attractive for the middle market investors?
- 2019 Private Equity: The best of private equity and venture capital in 2019

More related

Upcoming event

SuperReturn International
25 - 28 Feb 2020, Berlin
Berlin, February. Where else?

View all events

Get articles like this by email

[Web version](#)

SuperReturn

Monthly roundup from the SuperReturn community



How can we create value with sustainability?

We take a deep dive into ESG and Impact Investing with Jackie Roberts, Chief Sustainability Officer at The Carlyle Group.

[READ MORE](#)



Head for recession or return to the "new normal"

What's an LP to do in a period of economic volatility?

[READ >>](#)



Opportunities in the fast evolving world of retail

How can VCs and startups make the most of the digital retail landscape?

[READ >>](#)

Lead Generation

Educate and engage with your target audience.
Generate new leads.

Webinars: custom or editorial

Join a panel of leaders or curate your own SuperReturn webinar. Educate and engage with target audiences. Showcase your brand and expertise.

Custom webinars

We help you produce your webinar. You have control of the content and the speakers. We provide audience development, marketing, production and project management. There is also the option to have a moderator to help with the introduction and Q&A.

Editorial webinars

Join a panel of leaders to demonstrate your expertise. The content and panel is managed by SuperReturn's editorial teams based on market interest and hot topics.

Promotion for both types of webinars includes two dedicated emails and an extensive social media campaign.

The numbers that matter

100+ average webinar registrants

40% average webinar attendance

Targeted marketing to relevant sections of an email database and social media following of 89,000+



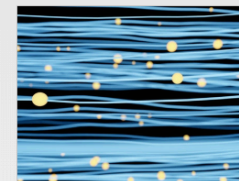
Webinars
Webinar: Understanding Southeast Asia's private education market



Co-investment
Webinar: LP co-investment - the best practice tips you should know



Webinars
Webinar: Raising funds in an era of digitalisation - what do LPs and GPs really think?



Webinars
Webinar: Opportunities in international university branch campuses - a focus on emerging markets

Webinar processes

Pre-event

- Provide content and speaker information 5-6 weeks ahead of the webinar.
- Full approval of all marketing collateral and logo inclusion on signage and landing pages.
- Promotional marketing plan across our online network to drive visibility, including targeted marketing emails to the SuperReturn database, social media promotion and PPC.

Live webinar

- 30 minute – 1 hour live audio event.
- Event hosting and technical support provided.
- Features include: live slides, live Q&A, surveys and polling, URL links, social media integration (all details to be supplied in advance).

Post-event

- The on-demand recording will be uploaded to SuperReturnTV and the SuperReturn Content Hub.
- We provide you with a copy of the webinar recording file for your own marketing purposes.
- Our post-webinar report will deliver GDPR compliant leads and attendance stats (registered vs. attended, average stay rate), audience questions, and webinar evaluation survey responses.



Summary

Can't join us live? Register now and we will send you a recording to watch on demand.

Southeast Asia is grappling with shifting demographics and fast-evolving patterns of education consumption. Investor interest has increased, and asset competition is higher than ever on the back of several successful transactions in the education sector, with large EBITDA multiples. These changes pave the way for newer opportunities, as well as challenges – which highlight the need to understand market dynamics and trends in the sector.

Overview

Title: State of play: understanding Southeast Asia's private education market

Duration: 1 hour, 1 minute

Available On Demand

Register Now

[Already Registered?](#)

First Name*



[View an example webinar](#)

eMagazine: editorials, advertorials and adverts

Place your article or advert in the quarterly SuperReturn eMagazine.

Curated by the SuperReturn editorial team, the quarterly eMagazine addresses the key industry themes and hosts influential voices in private equity and venture capital.

The adverts can be half page, or full page. Editorials or advertorials can include images, videos and additional links.

Available as a PDF download and embedded flip-book - allowing you to capture news leads as well as building your brand.



[View an example eMagazine](#)

Custom Content

Create compelling video content.

Expert interview videos or keynote session recordings

Create compelling video content and transmit your message through SuperReturn TV.

Expert interviews

Secure a video interview segment at SuperReturn events to share your company's vision, thought leadership and innovative solution. Your interview is promoted on the SuperReturn Content Hub, across our social media channels and in our eNewsletters. We will also provide you with the video file for your own use and distribution.

Keynote session recordings

Looking to capture your speaker on-stage at a SuperReturn event? Secure an opportunity to have your keynote session recorded, and we can provide you with the video file for your own use and distribution. It will also be promoted across our channels.

The numbers that matter

150,000+ video views per year

850,000+ minutes watched per year

1,700+ YouTube subscribers



[Head to SuperReturn TV channel for examples](#)

Custom videos

Sometimes words aren't enough to convey your company's strategy. Our experts can create video pieces for your own use.

Custom video program covers at-event or year-round video production at a location that suits you. It includes content direction, camera crew, expert editing and production, graphics, rights clearance for footage and music.

Video options

- Event highlights reel
- Product demos
- Executive interviews
- Brand promotion videos at events
- Recaps of your company speaking at SuperReturn events



[Click to watch our promotional video example.](#)

Interested in getting involved?

Contact: sponsorsuperreturn@informaconnect.com