

Family Capital

Media Pack

Family Capital is a publishing company dedicated to the global family enterprise sector. It has become a must-read for those in family offices and family businesses, whether they are family members or non-family professionals. It is also read extensively by the ever-increasing advisory community connected to the family enterprise world.

On our website **famcap.com** we address the issues that are unique to family offices and family businesses, such as investments, succession and governance, the challenges of financing a family firm, the link between global capital markets and family enterprises, entrepreneurialism and the role of the next-generation family members.

ABOUT US

We also provide detailed research on family offices and family businesses, especially through our global ranking of the **top 750 family businesses** in the world and our **Family Capital 700**, which details the top 700 single family offices and private investment offices in the world. Both of these rankings have become authoritative benchmarks.



OUR READERS

Family Capital reaches some of the most influential individuals and institutions in the global investment and business worlds. More than **800** single-family offices and family investment holding groups are subscribers. Many of these are multi-billionaire family offices, but also smaller family offices, which are equally influential.

As well, **Family Capital** is subscribed to by the ever-increasing ecosystem of advisors around the family enterprise world. Whether they are lawyers, bankers, asset managers, consultants, academics, **Family Capital** is required reading for an important section of the global business world. Many of these are High Net Worth Individuals and important decision-makers in their organisations.

On an annual basis, **Family Capital** receives more than **150,000** unique users, according to Google Analytics. Our weekly email goes out to **8,000+** subscribers.

Family Capital articles have an average 4.9% CTR and in the last 12 months, page impressions 2.5 million.

800+

SFOs - FBs
subscribers

More than

150,000

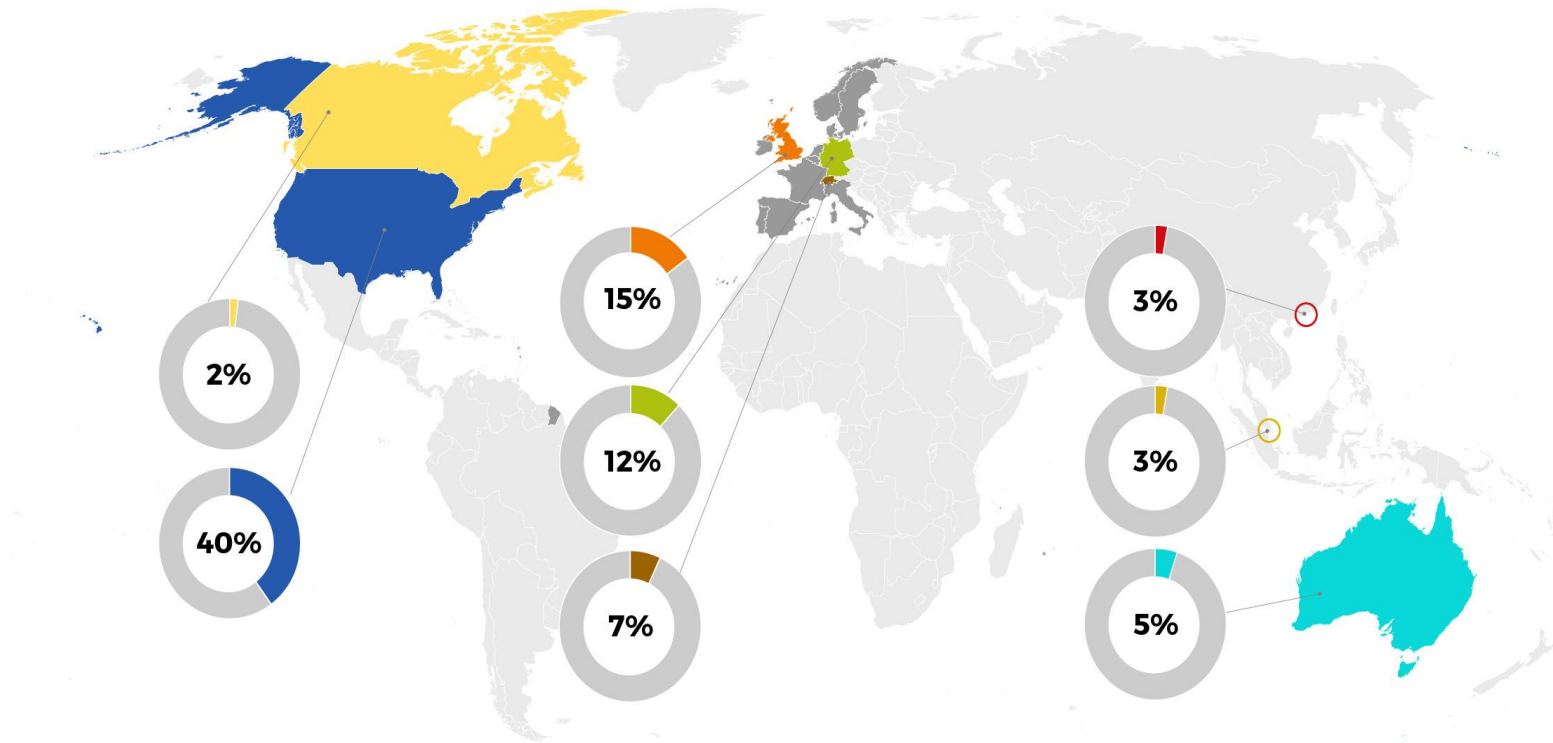
annual unique
users

8,000+

Newsletter
subscribers

Geographically, **Family Capital's** main market is the **US**, where around 40% of our subscribers and readers are based. The UK is our second biggest market, comprising 15% of our readers, followed by **Germany** (12%), and **Switzerland** (7%). **Western Europe** in its entirety represents close to 40% of our readers. Other important areas for Family Capital readers are **Australia** (5%), **Singapore** (3%), **Hong Kong** (3%), and **Canada**.

Our Readers



Advertising & Sponsorship Opportunities

By advertising on famcap.com you will reach a geographically dispersed group of the world's wealthiest and most influential individuals, their organisations, as well as their trusted advisers.

Opportunities include:

- Partner Content features/Native advertising
- Banner/skyscraper advertising
- Newsletter banner adverts
- Site sponsorship
- Targeted Mailouts and sponsorship
- Advertorials
- Co-branded reports/research

Reach **Family Capital's 150,000 plus** readers and **8,000** subscribers with a banner advert on our **weekly newsletter**.

**Digital Advertising/
Newsletter**

The screenshot shows a newsletter header with the 'Family Capital' logo. Below the header is a featured article with a 'dyson' sign image. The article title is 'Dyson's Weybourne is a case study on a contemporary family holding/investment group'. It is marked as 'Premium' and has a red 'READ' button. Below the article is a banner for 'Future-proof your family's wealth' with a lighthouse image and 'IMD' logo. At the bottom, there is a section titled 'The Family Capital 700' with the sub-header 'The family/principal'.

FamCap-Media....pdf Pascal Portrait.png Venture Capit

Family Capital treats branded content with the same weight, consideration and creative flair as our editorials, employing an effective briefing and a sign-off process to ensure each feature is tailored to your business objectives.

Recommended length: 1,000 words

**Sponsored
Content**



Business

Partner Content: Fintex offers family offices a compelling way to access private debt markets

by Family Capital 25th July 2019

Private debt is a favourite asset class of many family offices. They like it because of its high returns, low volatility and decorrelation with other



Thought Leadership/ Research Reports

Family Capital is in a unique position of having perhaps the biggest **database** of family offices and family holding companies in the world. The database has been built up over years of professional engagement with the global family office world through insightful and reliable content provided by **Family Capital**.

Clients looking to better understand how this market views areas like investment, organisational structures, staffing and pay, reputational issues, and philanthropy can do so through **Family Capital's** detailed **research reports**. These reports can acceleration a clients' brand and thought leadership around a particular subject and are excellent marketing materials.

Family Capital

CONTACT

To find out more about
these opportunities,
please get in touch with

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