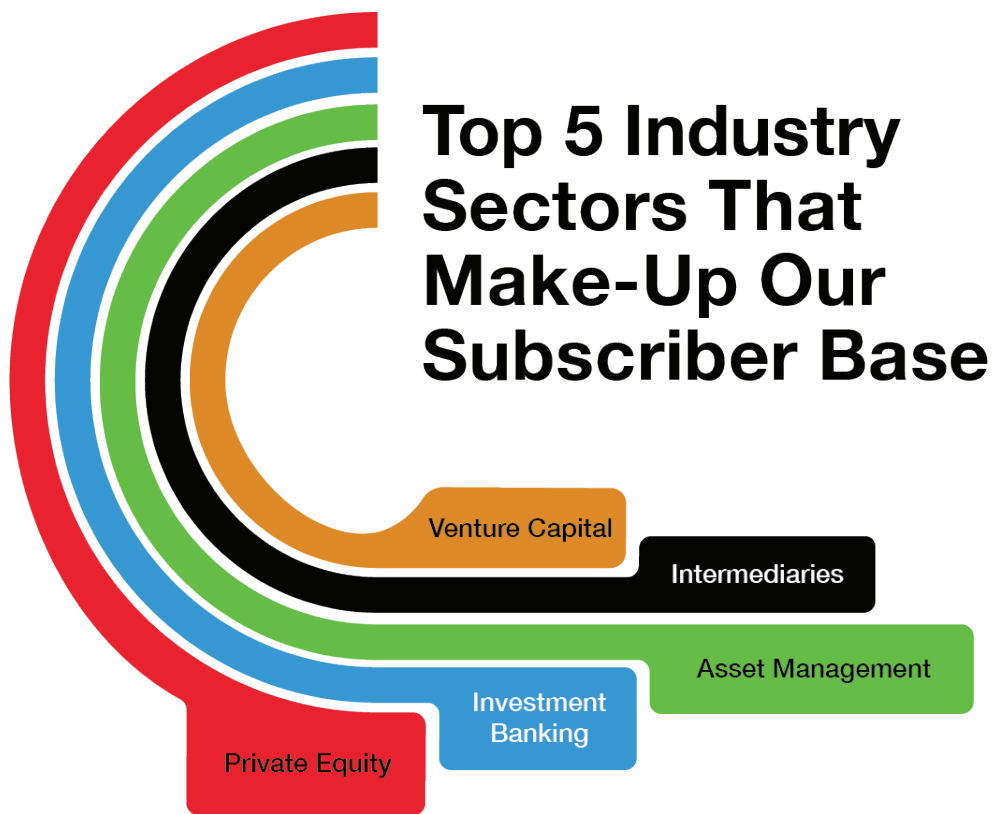




Your Firm in **M&A Weekly**

M&A Weekly is our subscription-based e-newsletter designed to support, inform, and promote small and mid-sized firms focused on the middle market. Unlike other M&A news sources that exclusively feature news from large firms, M&A Weekly features small and mid-sized firm news and deal opportunity.

The following pages of this guide details M&A Weekly's offer to PE Firms and other opportunities for marketing your firm through the GCI network.



22%

Open Rate

65k

Weekly Subscribers

10.2%

Click-Through Rate

Your Deal in **M&A Weekly**

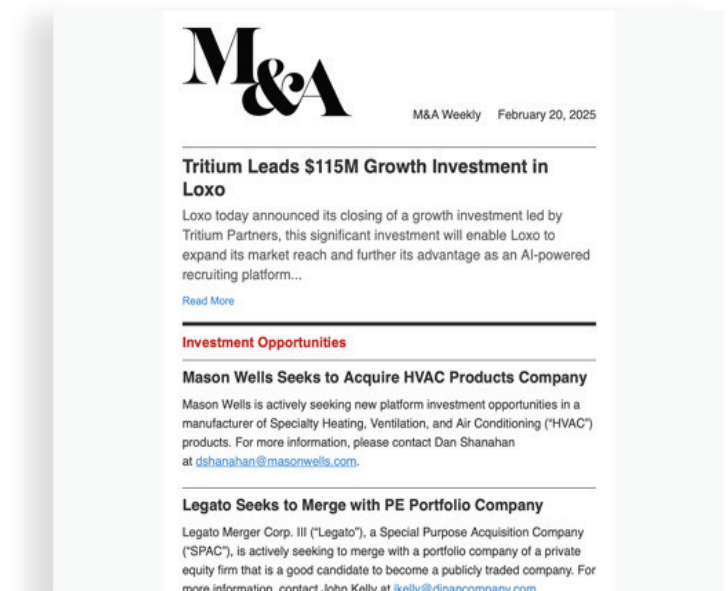
M&A Weekly hosts news across the lower and middle market, providing firms with a platform to view and promote their latest deals. Firms have the opportunity to include featured news regarding topics such as M&A, Fundraising, Promotions, and Investment Opportunities. M&A's Investment Opportunities section promotes the buying and selling between small to mid-sized firms. This unique aspect of M&A Weekly has connected firm deals since its inception.

\$250/80 words

A single post: This includes a post with maximum word count of 80 words including title and link featuring any M&A, Fund, Firm, People News, or Investment Opportunities.

\$500/3 weeks

This offers our 80 word post at a 3 week consecutive installment. This deal only applies to Investment Opportunities posts. If you wish to have a longer placement [click here](#).



Advertise in **M&A Weekly**

M&A Weekly provides clear, comprehensive, and accessible news to professionals highlighting the most important and up-to-date events. A great way to promote your firm is through our Banner Advertisements. Located throughout the newsletter, Banner Ads on average have a 10.2% click-through rate, and that's directly to your website!

Month-Based Ad

M&A offers an Ad placements in monthly increments.

- Ad runs 4 times a month
- Includes a custom Banner Ad design
- Links directly to your Firm's website or choice of email.

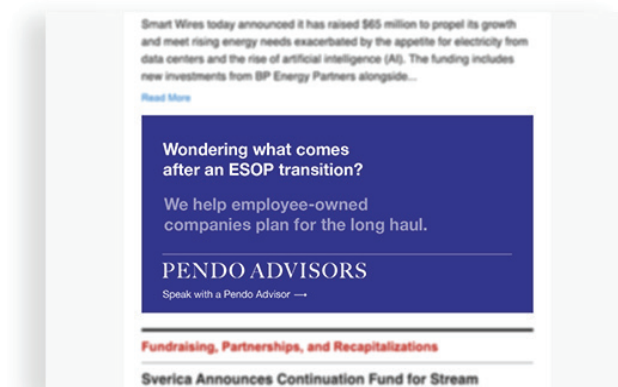
\$699/AD

Week-Based Ad

This offer gives Firms the opportunity to advertise through weekly increments.

- 2-week Ad run, can be renewed and refreshed
- Includes a custom Banner Ad design
- Links directly to the Firm's website or choice of email.

\$399/AD



For questions and inquiries regarding M&A Weekly contact Emma at eroffey@gradycampbell.com

Share Your News **With M&A influencers**

As an additional offer we provide email release services. With the same distribution as the M&A Weekly newsletter, this offer provides an enhanced and focused opportunity for firm news. With a customizable layout and a quick turn-around, the Email Release offer gets news to a wide M&A audience.

Email Release

\$550

Email design and a text release up to 750 words sent on a date of your choosing, to a network of over 65K PE, family office, investment banks, asset management, and VC contacts.



Boyne Capital Announces New Platform Investment in Blue Monkey Beverages

Miami, FL, February 27, 2025 – Boyne Capital ("Boyne") is pleased to announce that one of its affiliates has invested in Blue Monkey Beverages ("Blue Monkey" or the "Company"). This strategic partnership marks an exciting step forward in Blue Monkey's growth journey, leveraging Boyne Capital's extensive resources and experience in scaling consumer-focused businesses.

Founded in 2009, Blue Monkey has built a strong reputation for its high-quality, innovative product lineup, including a variety of sparkling tropical fruit juice and coconut water products. Blue Monkey's products are made from 100% pure juice, not from concentrate, are packaged at the source of the fruit, without any additional additives, sugars, or preservatives. With a commitment to purity and sustainability, the brand has cultivated a loyal customer base across North America and international markets.

Boyne Capital's investment is aimed at accelerating Blue Monkey's expansion with new and existing customers and fostering product innovation to meet the growing demand for natural and functional beverages. Boyne partnered on the transaction with Fifth Ocean Capital ("Fifth Ocean"), whose principal, Steve Beck, a tenured beverage executive, joins the Company as CEO. The new platform will be supported by a newly expanded experienced team with deep beverage industry knowledge and relationships.