



# 2026 MEDIA KIT

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ALTERNATIVE INVESTMENT NEWS. INDEPENDENT. UNBIASED.

AltsWire is the definitive news source for the illiquid and semi-liquid alternative investment industry.

Providing comprehensive, unbiased coverage of the entire industry – REITs, BDCs, interval funds, closed end funds, DSTs, 1031s, opportunity zone funds and the full range of other private placement offerings.

## OUR READERSHIP

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70K+

Website Pageviews  
per Month

40K+

Total Users per Month

51K+

Engaged User Sessions  
per Month

463K+

Total Monthly Ad  
Impressions

11K+

Daily News Email  
Readership Distribution

32.0%

Email Open Rate  
(vs. 25% industry average)

15.2%

Click-to-Open Rate  
(top quartile)

5.7K+

LinkedIn Followers

55.6%

Wealth Advisors, RIA  
and BD Executives

8.5%

Investors

18.3%

Investment Sponsors  
and Distributors

17.6%

Other Alts Industry  
Professionals

*Year-to-date as of March 31, 2026*

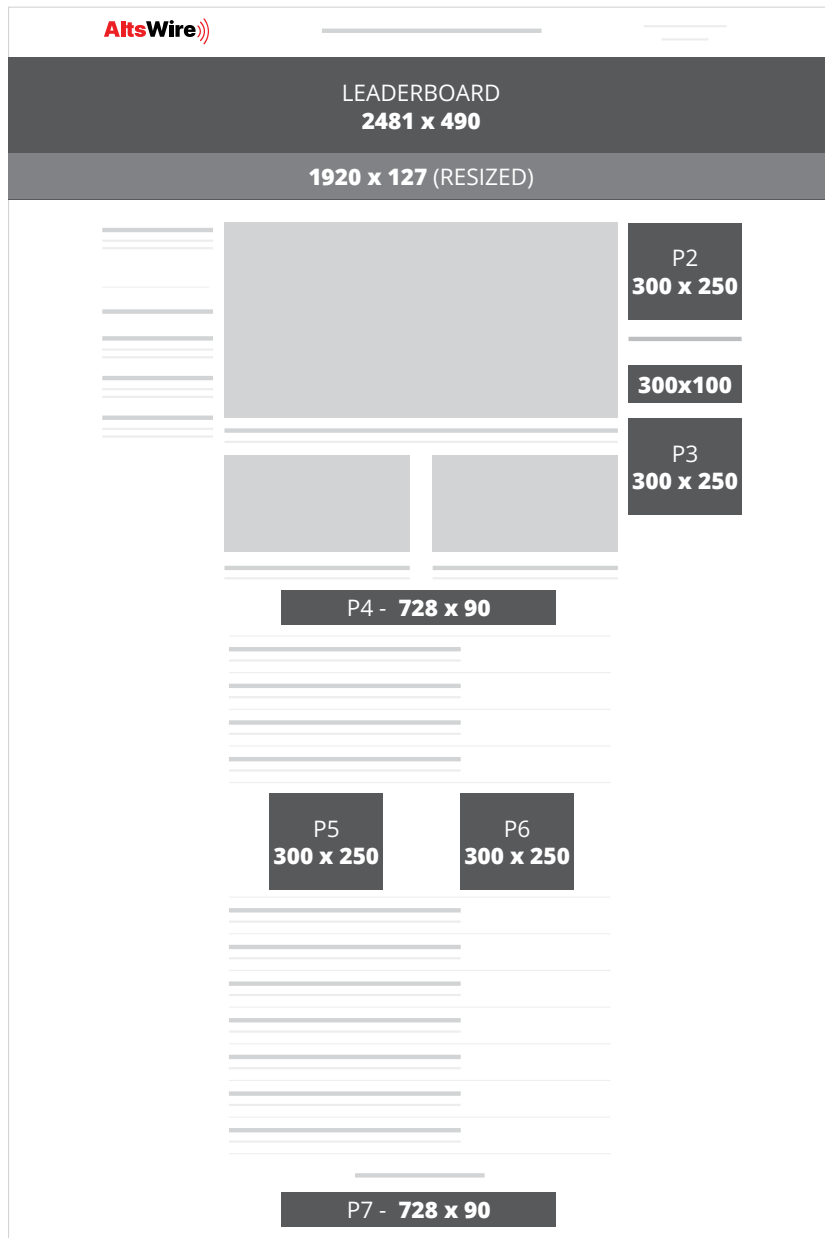
## WEBSITE ADVERTISING

AD UNIT	SIZE		MONTHLY COST	MONTHLY COST FOR DIRECTORY SPONSORS
	DESKTOP	MOBILE		
Leaderboard	2481x490 / 1920x127	360x300 / 360x120	\$8,400	\$7,560
Position 2	300x250	320x100	\$7,200	\$6,480
Position 3	300x250	320x100	\$7,200	\$6,480
Position 4	728x90	360x120	\$6,600	\$5,940
Position 5	300x250	320x100	\$6,000	\$5,400
Position 6	300x250	320x100	\$6,000	\$5,400
Position 7	728x90	360x120	Directory Sponsors	Directory Sponsors

**POSITION 7 IS RESERVED EXCLUSIVELY FOR DIRECTORY SPONSORS.**

- 10% discount for directory sponsors is reflected in the pricing above.
- Prices valid through December 31, 2026.

DESKTOP



MOBILE



SUBMISSION GUIDELINES/SPECS

Ads must be submitted **five business days prior to campaign launch** to your AltsWire sales contact and include any appropriate contacts on your team. Ad placements must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date.

The AltsWire reserves the right to reject any submission that does not meet its professional standards of design and content.

File Size	<b>Under 1MB</b>
File Type	JPEG, PNG, GIF, HTML5 tags 3rd party, and NB: HTML5 1st party. <i>(DHTML and IFRAMES are not supported at this time.)</i>

## DAILY NEWS EMAIL ADVERTISING

The daily news email is sent to 11,000+ recipients and offers additional advertising opportunities from two days per week to five days per week. Reach a targeted audience of wealth advisors, RIAs and broker-dealer executives that are either working with non-traded alternative investments or have an interest in doing so.

### PRICING FOR ADVERTISING IN THE DAILY NEWS

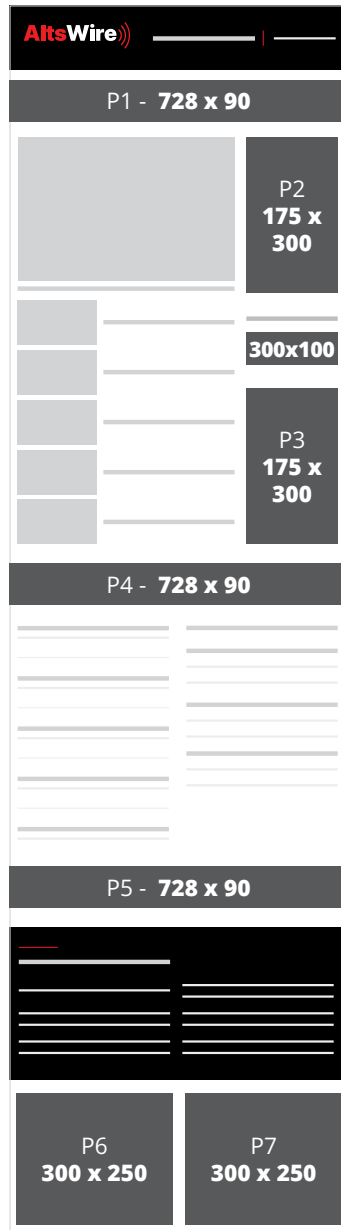
AD UNIT	SIZE		MONTHLY COST	MONTHLY COST FOR DIRECTORY SPONSORS
	DESKTOP	MOBILE		
Leaderboard	728x90	360x120	\$5,000	\$4,500
Position 2	175x300	360x120	\$4,500	\$4,050
Position 3	175x300	360x120	\$4,500	\$4,050
Position 4	728x90	360x120	\$4,000	\$3,600
Position 5	728x90	360x120	\$4,000	\$3,600
Position 6	300x250	360x120	\$3,500	\$3,150
Position 7	300x250	360x120	\$3,500	\$3,150

**10% DISCOUNT FOR DIRECTORY SPONSORS IS REFLECTED IN THE PRICING ABOVE.**

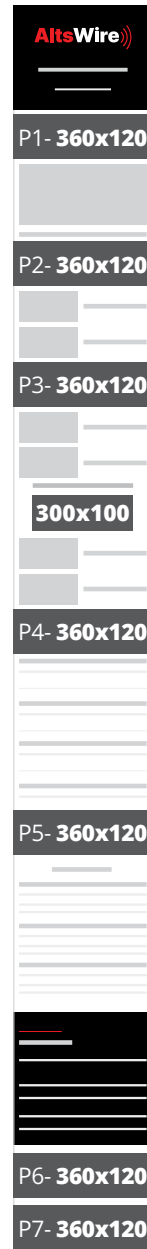
- Day rate: Generally based on a 20-day publishing month of the year. Pricing can vary from month to month.
- Prices valid through December 31, 2026.

# DAILY NEWS EMAIL ADVERTISING

## DESKTOP



## MOBILE



## SUBMISSION GUIDELINES/SPECS

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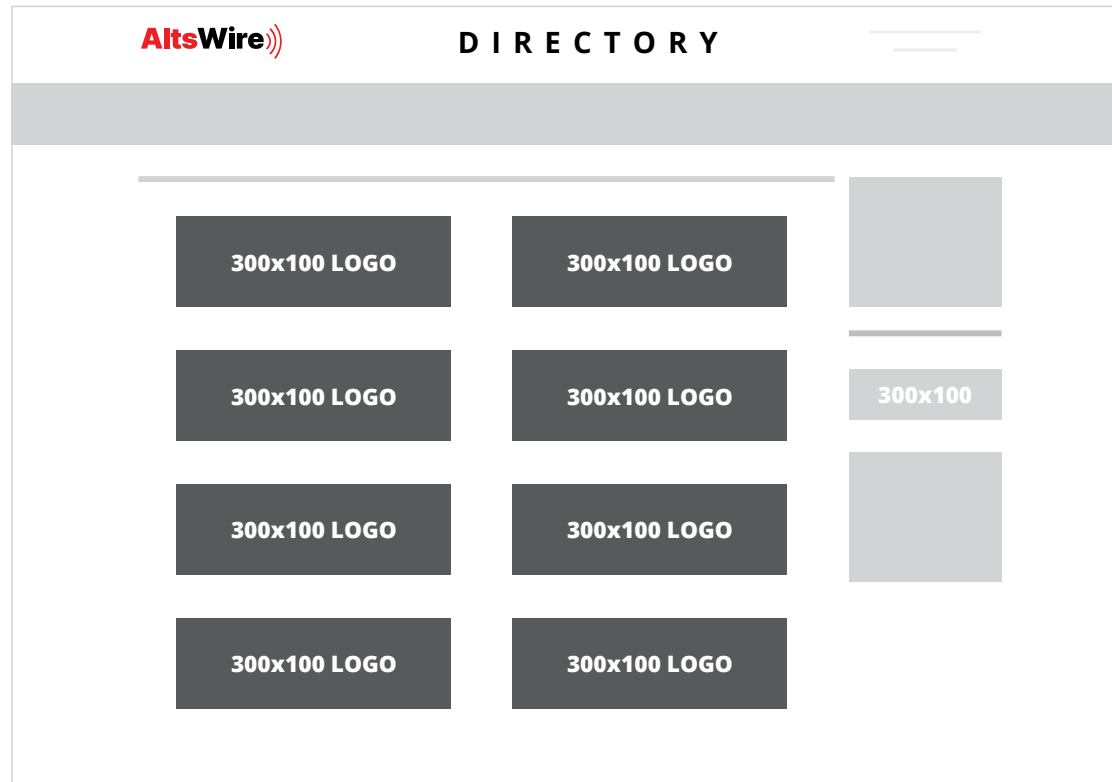
File Size	<b>Under 1MB</b>
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File Type	JPEG, PNG, and GIF.
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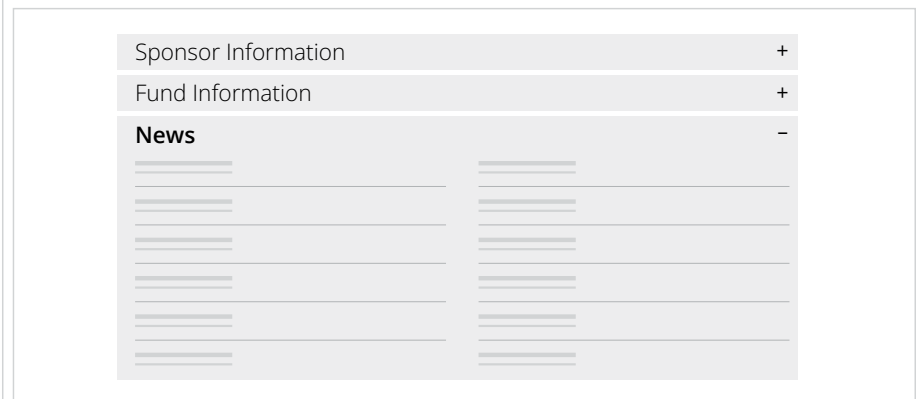
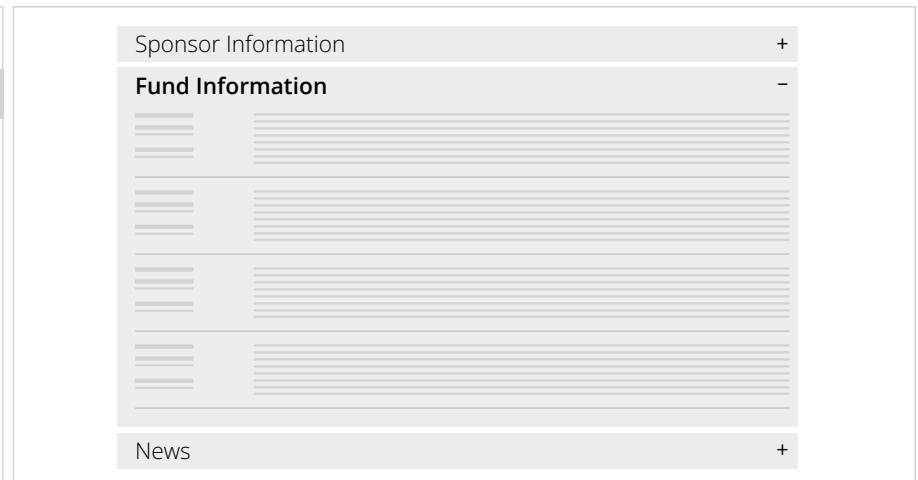
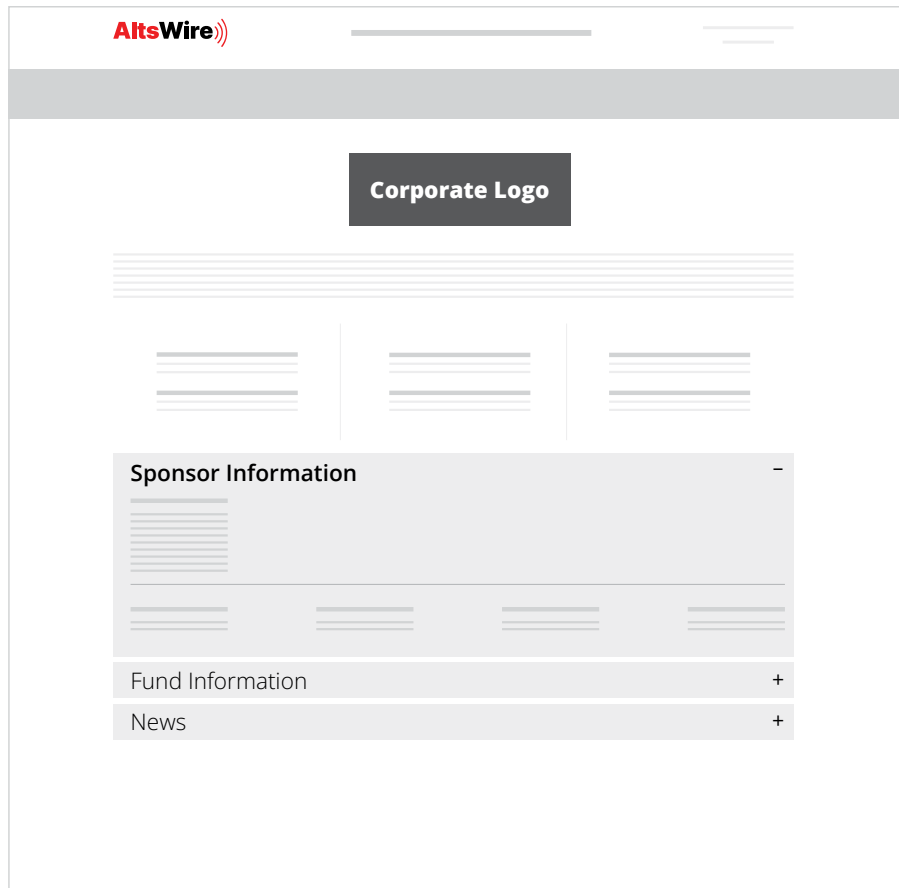
## DIRECTORY SPONSORSHIP

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A directory sponsor is prominently featured in the AltsWire Directory.  
A directory sponsorship is \$5,000 for a 12-month term.



Benefits include two sponsored content articles per year, company and fund descriptions, multimedia links, logo placement in the Directory Spotlight, new sponsor announcement and more.



## SPONSORED WEBINARS



AltsWire’s Sponsored Webinars are a powerful platform for firms looking to educate, engage, and influence the alternative investment industry’s most active professionals. Sponsors gain unmatched visibility and thought leadership opportunities in front of a highly targeted audience of wealth advisors, RIAs, broker-dealer executives, investors, and other industry professionals who are actively engaged in alternatives.

**Expert Moderation:** Each webinar is moderated by Damon Elder, publisher of AltsWire, ensuring a polished and professional presentation.

**Customizable Panel:** Feature up to five panelists from your firm or industry partners to showcase diverse expertise.

**Multi-Channel Promotion:** Webinars are promoted across LinkedIn, AltsWire’s Daily News email newsletter, our website, and the Events page—ensuring maximum visibility before, during, and after the event.

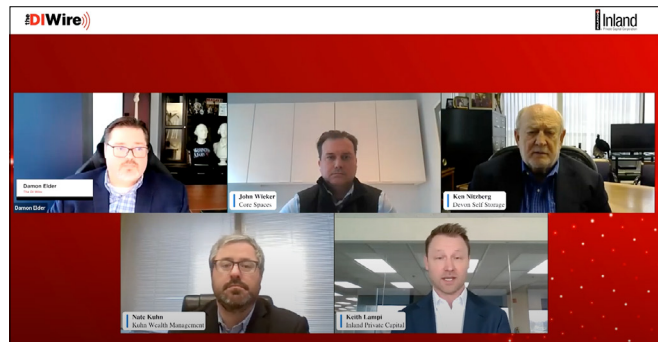
**Co-Branding:** All ads and promotions are co-branded with your firm, aligning your brand alongside AltsWire’s trusted industry platform.

**Engaged Audience Marketing:** Direct promotion to AltsWire’s readership database, composed of professionals who are actively distributing, investing in, and syndicating alternative investment products.

**60-Minute Session:** Ample time for presentations, panel discussion, and live Q&A with attendees.

**Evergreen Value:** Post-webinar, sponsors receive an “In Case You Missed It” recording, full transcript, and a detailed performance report, delivering long-term visibility and measurable ROI.

**Position Your Firm as a Thought Leader,** with an AltsWire Sponsored Webinar



Sponsored content, advertorials and webinars can be hosted on a limited basis.  
Please inquire for details.

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