



A shared belief in hyperlocal media

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DEAL SNAPSHOT

Best Version Media (BVM), a hyperlocal media and marketing company based in Wisconsin, has received an investment from Bertram Capital, a California-based private equity firm.

Launched in 2007, BVM serves over 600 individual neighborhoods and communities across the US and Canada with professional publications that reflect the integrity, pride and prestige of the community. Based in Brookfield, Wisconsin, BVM offers a growing portfolio of solutions oriented toward consumers and advertisers in high impact local markets typically encompassing a few thousand individual households. The company works in partnership with independent publishers who usually live and work directly within the communities they serve.

Bertram Capital is a private equity firm with over US\$1.4 billion in committed capital, targeting investments in lower middle-market companies. In addition to supplying strategic growth capital, Bertram Capital leverages proprietary processes and services to empower its portfolio companies to unlock their full potential. The Bertram High-5SM is an operationally-focused value creation strategy. The cornerstone of this strategy is Bertram Labs, its in-house technology team, which drives growth and value through digital marketing, e-commerce, big data and analytics, application development and internal and external platform optimization. The investment in BVM represents the sixth platform investment completed by Bertram's third fund.

“We are thrilled to partner with Bertram Capital. Not only do they understand our company’s differentiated approach to media and marketing, but they also bring a wealth of relevant capabilities, including Bertram Labs. BVM is one of the fastest-growing private companies in Wisconsin and among the fastest-growing publishing companies in the United States. Through our partnership with Bertram, we will be well-positioned to accelerate our growth.”

DAVE DURAND
CEO, BEST VERSION MEDIA, USA

OAKLINS HELPS TO ACCELERATE GROWTH

One of our TMT teams in New York acted as the exclusive M&A advisor to BVM in this transaction. We not only have deep investment banking expertise, but we have also been CEOs, company owners, entrepreneurs, executives and corporate development professionals. We know what it takes to build a company and keep your edge in a dynamic and challenging environment. This understanding allows us to offer clients a unique perspective that helps them to create sustainable success.



MARKET TRENDS & DEAL DRIVERS

BVM's publications turned the traditional magazine business model on its head. Rather than selling ad pages and starting from zero every month, BVM's national team of publishers were instead trained to sell 2–3 year, monthly recurring sponsorship contracts to small businesses. The company was able to demonstrate that focusing on building a strong brand image in key target markets was a better use of resources than buying expensive advertisements in local media channels. The clear benefit of this approach is that BVM enjoys stable, long-term, recurring revenue.

M&A VALUATION ASPECTS

- BVM represented a unique challenge in the local media marketplace, given that its end product is a print publication. Print media is largely out of favor for investors, financial and strategic alike. However, because of its rapid sustained growth, the recurring revenue profile and an exceptional management team, interest in the company was still robust.
- The ultimate suitor, Bertram Capital, was a Silicon Valley-based private equity firm that specializes in investing in high-growth, tech-centric companies. This is a testament to their open-mindedness and ability to recognize that many of BVM's underlying financial characteristics mirrored those of the technology companies in which they were accustomed to investing. By promoting these business model characteristics, BVM was able to achieve a valuation in excess of market averages for other media companies, while also securing an invaluable partner and the opportunity for equity upside.

OUR INDUSTRY SPECIALISTS



✉ **REED PHILLIPS III**

CEO and Managing Partner
Oaklins, USA
T: +1 212-651-2606



✉ **JACK NOBLE**

Partner
Oaklins, USA
T: +1 212-651-2612

Reed has advised hundreds of media clients on M&A transactions for magazines, newspapers, events, market research, advertising services, information services, digital media, book publishing, and healthcare media and communications. He has completed transactions with ABRY Partners, Condé Nast, Bonnier (Sweden), Euromoney Institutional Investor (UK), MetrixLab (Netherlands), News Corp, The New York Times, Televisa (Mexico), TPG, Thomson Reuters, Transcontinental (Canada) and WPP.

Jack's areas of expertise cover digital media, advertising and marketing services, and publishing. Recent transactions include the sales of TV Guide Magazine to NTVB Media and Parade to Athlon Media Group; The Hedge Fund Law Report's acquisition by MergerMarket; the sale of The Deal LLC to TheStreet, Inc.; the sale of MarketTools Research Solutions to MetrixLab on behalf of Texas Pacific Group (TPG); and Condé Nast's divestiture of its Fairchild Books division to Bloomsbury Publishing.

OAKLINS HAS CLOSED 838 DEALS IN TMT

Oaklins is the world's most experienced mid-market M&A advisor, with 800 professionals globally and dedicated industry teams in 40 countries worldwide. We have closed over 1,500 transactions in the past five years.

“Bertram Capital is excited to support the innovative business model developed by Best Version Media as it continues to alter the dynamics of traditional publishing. With BVM, we see a unique opportunity for the company to extend its reach as a publisher and to expand the portfolio of innovative solutions it offers to advertisers and consumers.”

RYAN CRAIG
PARTNER, BERTRAM CAPITAL, USA

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