

# PetskyPrunier

INVESTMENT BANKERS

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## Petsky Prunier Advises New Track Media on its Sale to F+W Media

**January 21, 2014 (New York, NY)** – Petsky Prunier is pleased to announce it has advised New Track Media, LLC, a consumer enthusiast media and commerce company, on its sale to F+W Media, Inc. New Track Media was a portfolio company of private equity firm BV Investment Partners.



New Track Media is an integrated consumer enthusiast media company with operations in publishing, digital media, broadcasting, video, licensing, merchandising, eCommerce, and events. The company's products and services are organized around various special interest subject areas, including select craft categories, woodworking, and astronomy. The company was formed in 2006 by BV Investment Partners and CEO Stephen J. Kent with the objective of acquiring established properties in a limited number of enthusiast subject areas and then building those properties through organic development and add-on acquisitions.

The New Track acquisition adds three robust direct-to-consumer catalog businesses with more than 12 million members. The total F+W eCommerce division now includes 30 individual community-based stores, with more than 20 million individual consumer orders annually and revenues in the

**"Petsky Prunier ran a very strong process for us. They were thoughtful about our business as it stands today and how it will develop. As a result, they were able to bring a broad range of interesting strategic buyers to the table. Petsky Prunier has a highly professional team, and we would recommend them to anyone."**  
**Elizabeth Granville-Smith, Managing Director, BV Investment Partners**

tens of millions. The acquisition adds eight eCommerce storefronts, three consumer catalog brands, 13 magazines, 45 SIPs, 37 consumer events (with more than 100,000 attendees),

**"We selected Petsky Prunier, because they had a deep understanding of our content, commerce, and community model, and we had confidence they would help us articulate it, which they did superbly. Over the course of the assignment, we became even greater fans, because their advice was consistently high quality and always right."**  
**Stephen J. Kent, President & CEO, New Track Media**

three affinity clubs, and two retail shops to F+W Media's portfolio and will add tens of millions in revenue increasing total company revenues by nearly 40 percent. New Track operates from eight offices and two retail locations.

A team from Petsky Prunier, led by Sanjay Chadda, Michael Petsky, and Matthew Kratter, served as exclusive financial advisor to New Track Media.

### *About Petsky Prunier LLC*

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, eCommerce, and healthcare industries. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. In addition, we offer international reach through our partnership with Altium. Established for more than 20 years and privately owned, Altium is an international investment bank operating from eight offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC, member of FINRA/SIPC.

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