

HEDGE





THE WORLD'S ONLY LIFESTYLE MAGAZINE FOR THE HEDGE FUND INDUSTRY

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HEDGE

USD \$3.2 TRILLION

THE GLOBAL HEDGE fund industry is a \$3.2 trillion business. More than 20% of its global AUM (Assets Under Management) are controlled in London – primarily in the Mayfair and St James's area – by a small, elite group of managers. **HEDGE** is read by 7,000 of them.

Hedge fund managers have made their money and their reputation by knowing what to buy, why to buy, and when to buy it. This makes them some of the most discerning consumers on the planet. For the last decade, it's been the role of **HEDGE** magazine to know what passes muster with them.

Alongside inspiring luxury editorial, **HEDGE** carries exclusive interviews with some of the most important and influential people in the industry; an industry that is otherwise notoriously insular and difficult to infiltrate.

thread/needle
MEDIA

The Magazine

HEDGE IS A beautifully designed quarterly, printed on the highest quality paper stock. It looks as at home on the desk of Curzon Street hedge fund manager as it does in Mayfair's most hallowed haunts.

Each issue, we go behind the scenes at some of the world's most exciting fund management companies – from forward-thinking boutiques to multinational institutions – to meet the people behind the numbers. Every one of our interviews is exclusive and a big pull that keeps our readers coming back for more.

Alongside these insightful profiles, **HEDGE** also specialises in what the industry calls 'alternative alternatives'. These are treasure assets – from fine art to classic cars – that provide as much pleasure as profit.

Fund managers are some of the most affluent and intelligent people in the world – and **HEDGE** is their magazine.

The word "HEDGE" in a bold, black, sans-serif font, positioned in the top right corner of the page. The background of the entire page is a stylized illustration of a large, curling wave in shades of blue and white, set against a yellow background with white circles and a pattern of small white dots. The wave is depicted with dynamic, swirling lines, suggesting movement and power. The overall aesthetic is modern and sophisticated, reflecting the magazine's focus on the financial industry.

HEDGE

6,800
CIRCULATION

13,600
READERSHIP

thread/needle
MEDIA

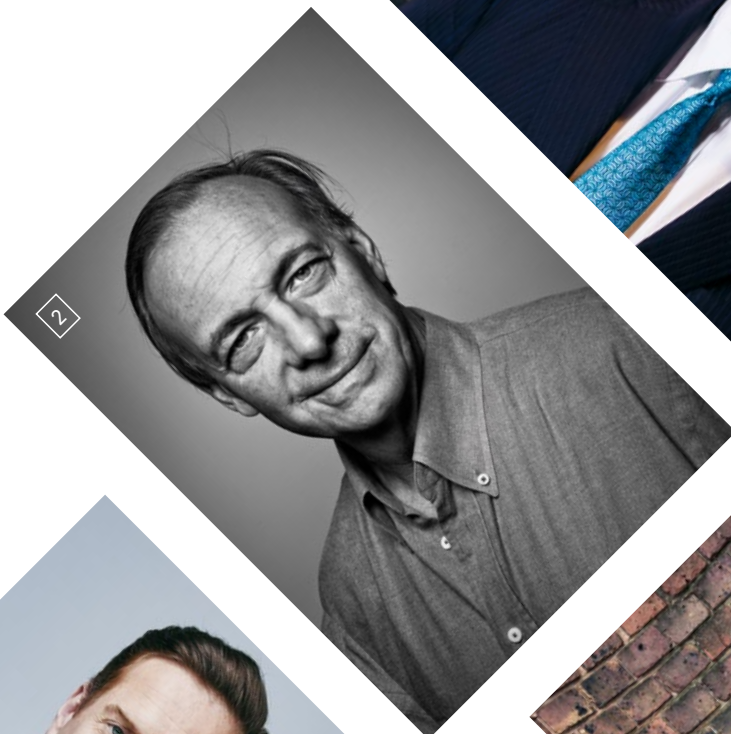
The Managers

HEDGE PRIDES ITSELF on being the only lifestyle magazine in the world to secure exclusive interviews with some of the world's most prominent investment managers. The industry is infamously media shy, and it has taken a long time, hard work and consistent quality to win over the trust of the industry.

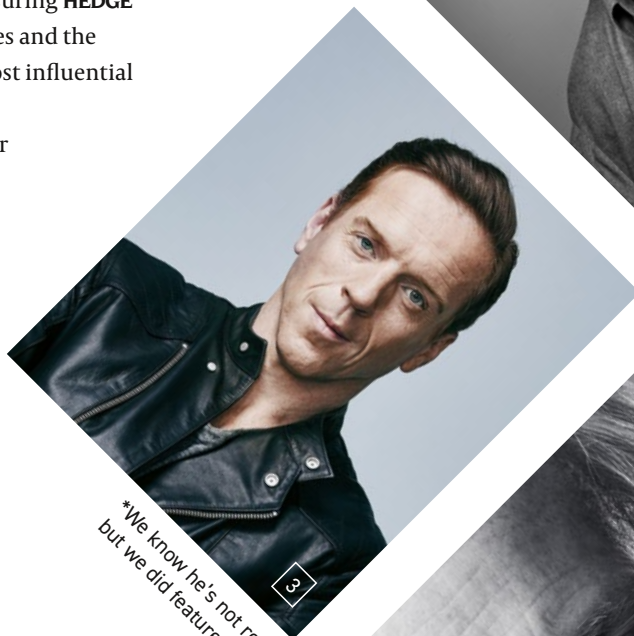
Every feature star is also offered a corporate subscription ensuring **HEDGE** is received by the employees and the investors of the world's most influential hedge funds.

Here are a handful of our interviewees exclusively photographed for **HEDGE** magazine...

*We know he's not real, but we did feature him.



2



3



4



1



5



6

- 1 Jim Chanos
Kynikos Associates
Net worth: \$1.5bn.
- 2 Ray Datto
Datto Associates
Net worth: \$17bn
- 3 Bobby Axelrod*
Axe Capital
Net worth: \$12bn
- 4 David Harding
Winton Capital
Net worth: £1.3bn
- 5 Aref Karim
Quality Capital Mgt
Net worth: £150m
- 6 Dixon Boardman
Optima Fund
Management AUM: \$2.5bn



HEDGE

Rate Card

DISPLAY RATE CARD

| | |
|--------------------------|---------|
| Outside Back Cover | £39,995 |
| Inside Back Cover | £11,995 |
| First Double Page Spread | £17,995 |
| Double Page Spread | £14,995 |
| Full Page | £8,995 |
| Essential | £995 |
| Advertorials | £POA |

ADVERTISING SOLUTION

Section sponsorships

HEDGE offers a range of sponsorship options within the magazine. These packages allow the client to associate their brands with a range of the title's marquee themes by taking 'ownership' of a section.

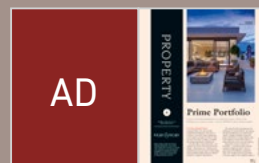
What the package includes

- Opening and closing full-page adverts [Including potential to upgrade to an additional DPS advert.]
- Brand logo and sponsorship on the first editorial page of the section.
- Super MPU on the weekly newsletter hosted by sister publication Square Mile.
- Exclusivity as advertising partner within this section. [Art and Pursuits sections only]

| SECTION SPONSORSHIPS* | ISSUE |
|-----------------------|-------------|
| Style | Spring |
| Treasure Assets | Summer |
| Land, Sea & Air | Autumn |
| Mayfair | Winter |
| Art | Every issue |
| Pursuits | Every issue |
| Property | Every issue |

*£POA

Property section example



Opening AD



Opener



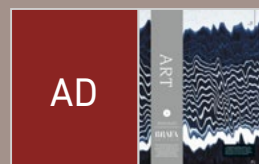
Editorial

Editorial

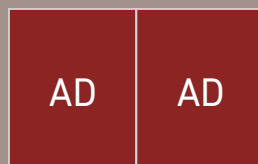


Closing AD

Art section example



Opening AD



Opener



DPS AD

DPS AD



Editorial

Editorial



Advertorial

IF YOU HAVE a story to tell and a branding advert won't cut it, then an advertorial may be the way forward. Work with our editorial and design teams to make sure your company is presented in a way suited to our readership. We only publish a limited number per issue, so the magazine is not flooded. They are subtly labelled 'Promotion' as per the Advertising Standards Authority's edict.

ADVERTORIAL RATE CARD

| | |
|--------------------|---------|
| Full Page | £11,694 |
| Double Page Spread | £19,494 |

FIRST CLASS HONOURS

Tottenham Hotspur's new state-of-the-art stadium takes football hospitality to the next level. With five different restaurants, a temperature-controlled vault and a Player's Table, it's a whole new ball game

of the member experience - from a menu designed by Michelin-starred chef to a temperature-controlled vault holding some of the best wine in the world. It's a whole new ball game.

and service. Tottenham Hotspur's new stadium takes football hospitality to the next level. With five different restaurants, a temperature-controlled vault and a Player's Table, it's a whole new ball game.

SMARTER INVESTING

The UK's low risk real estate with property (a well documented property) is one of the lowest risk, best returning investments - and arguably, it's the most tangible. But how can you invest with less stress?

In a market where property is one of the lowest risk, best returning investments - and arguably, it's the most tangible. But how can you invest with less stress?

PROPERTY INVESTMENT



PHOTOGRAPH BY JAMES HARRIS



PHOTOGRAPH BY JAMES HARRIS



PHOTOGRAPH BY JAMES HARRIS

IT'S WELL & GOOD

A better work-life balance or maybe you want to reintegrate elements of your professional retreat is for you. Try one of these from Fly Me to The Moon Travel

PROPERTY INVESTMENT

Reinforcing service to the end user is a key element of the business strategy. The end user is the customer who is responsible for the success of the business. The end user is the customer who is responsible for the success of the business.

PHOTOGRAPH BY JAMES HARRIS

What our partners are saying

HEDGE ALWAYS OVERDELIVERS. THEY ARE A CRACK TEAM AND CAN'T SEEM TO DO ENOUGH FOR US. BRAVO.

JAMES SAMSON,
CHAMPAGNE LOUIS ROEDERER

THE FACT THAT SOMEONE WHO'S 26 CAN AFFORD TO BUY FIVE PAIRS OF OUR SHOES KIND OF TIPS YOU OFF. **HEDGE FUND MANAGERS HAVE A QUEST FOR INDIVIDUALITY:** THEY WANT SOMETHING A LITTLE DIFFERENT FROM WHAT EVERYONE ELSE HAS.

DERRICK MILLER,
BARKER BLACK

HEDGE FUND MANAGERS OFTEN HAVE AN OFFICE BUILT INSIDE THEIR YACHTS. TVS SWITCHED ONTO BLOOMBERG VIA SATELLITE INTERNET. THERE WAS THIS ONE GENTLEMAN, WHEN HE PUT HIS FEET UP ON THE TABLE, HIS TOES WERE JUST IN THE WAY OF THE TV, SO HE ASKED US TO REPOSITION THE TV. **THEY REALLY EXPECT THE BEST.**

JOHN NOVAK,
SUNSEEKER

Just some of our advertisers



Cartier



HEDGE

Get in touch

ADVERTISING ENQUIRIES
advertising@hedgemagazine.co.uk

PRESS ENQUIRIES
marketing@hedgemagazine.co.uk

EDITORIAL ENQUIRIES
editorial@hedgemagazine.co.uk

CREATIVE SERVICES
creative@hedgemagazine.co.uk

ADVERTISING COPY PRODUCTION
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SUBSCRIPTIONS
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jobs@hedgemagazine.co.uk

