



HEDGE



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

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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.



HEDGE

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.

6,800
CIRCULATION

13,600
READERSHIP

thread/needle
MEDIA

The Managers

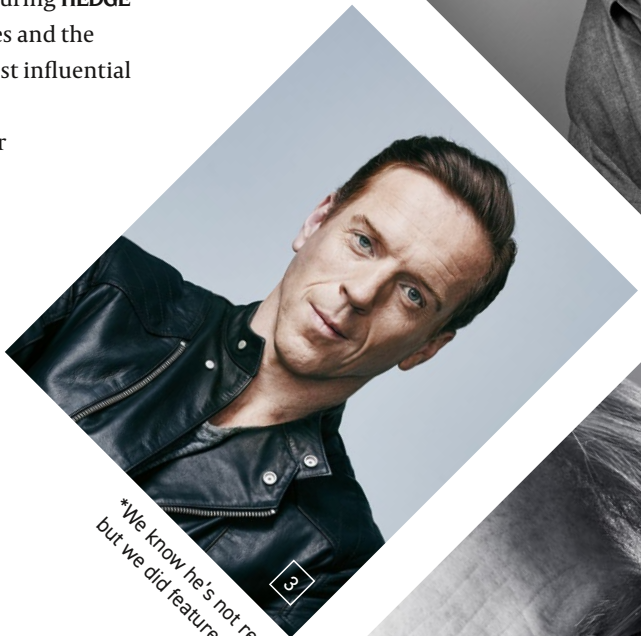
HEDGE PRIDES ITSELF on being the only lifestyle magazine in the world to secure exclusive interviews with some of the world's most prominent investment managers. The industry is infamously media shy, and it has taken a long time, hard work and consistent quality to win over the trust of the industry.

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...



2



3

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



4



1



5

- 1 Jim Chanos
Kynikos Associates
Net worth: \$1.5bn.
- 2 Ray Datto
Bridgewater 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

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

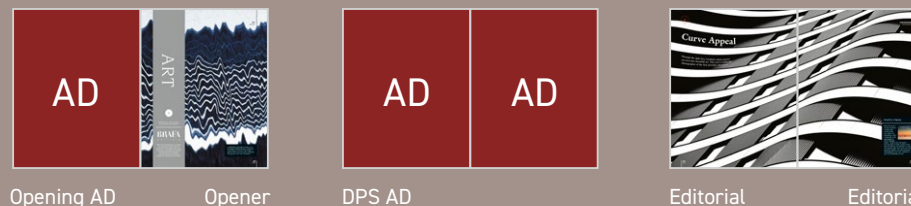
*£POA

Property section example



Opening AD Opener Editorial Editorial Editorial Editorial Editorial Closing AD

Art section example



Opening AD Opener DPS AD DPS AD Editorial Editorial



Shoiker's direct alerting capability provides detailed diagnostic data to be immediately aware if a problem is detected

Shoiker's direct alerting capability provides detailed diagnostic data to be immediately aware if a problem is detected. This feature allows users to receive real-time notifications and detailed diagnostic information directly from the device, ensuring they are alerted to any issues as soon as they occur. The data provided is comprehensive, allowing for quick identification and resolution of problems.



IT'S WELL & GOOD

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

YEAR ROUND RETREATS

The Adventure is yours year round and you can enjoy it all year long. The Adventure is yours year round and you can enjoy it all year long. The Adventure is yours year round and you can enjoy it all year long.



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.

and a fantastic Tottenham Hotspur Director of Hospitality John O'Sullivan says "We will be providing a world class experience for our supporters and we will be doing just that."

SMARTER INVESTING

The UK's love affair with property is 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 limited company & away as Special Purpose Vehicle (SPV), which allows you to benefit from the advantages of limited liability, tax efficiency and other circumstances on the side.



YOUR CLASSIC car is an investment

A classic car is an investment. It's not just a mode of transport, it's a piece of art. It's a statement. It's a reflection of your taste and your personality. It's a car that you can be proud to own and drive.

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

HEDGE

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