



# HEDGE





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

## Contents

### About HEDGE

- + 03 The industry
- + 04 The magazine
- + 05 The managers

### Advertising solutions

- + 06 Rate card
- + 07 Section sponsorships
- + 08 Advertorials

### Further information

- + 09 Testimonials
- + 10 Partners
- + 11 Contact information



# 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 bi-annual, 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



## 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.

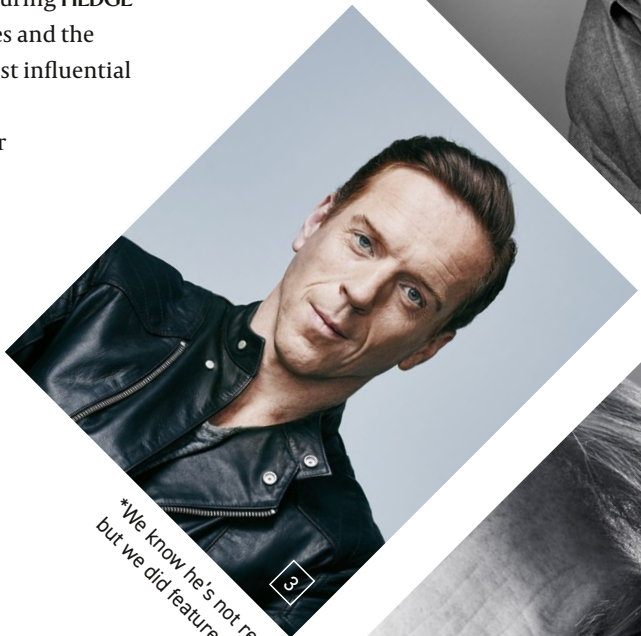
Here are a handful of our interviewees exclusively photographed for HEDGE magazine...



2



1



3

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



4

5



6

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

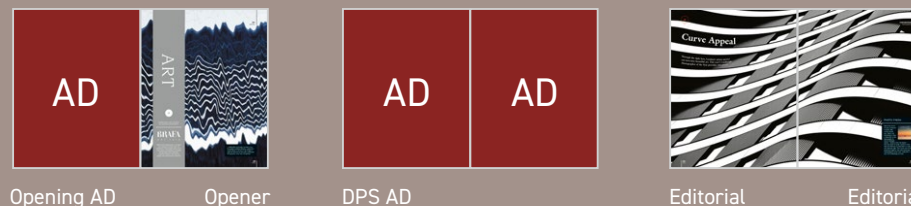
\*£POA

### 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





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

Shutterstock'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 about any issues that may arise with their content or account. The system is designed to be user-friendly and easy to understand, ensuring that users can quickly identify and resolve any problems that may occur.



**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-BOND RETREATS**

The Adventure & Wellness retreats are designed to help you reconnect with nature and yourself. Each retreat is a unique experience, offering a mix of outdoor activities, wellness workshops, and relaxation. The retreats are held in beautiful locations, providing a perfect setting for your wellness journey.



**FIRST CLASS HONOURS**

Tottenham Hotspur's new state-of-the-art stadium offers 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 club's most prized football memorabilia. It's all about the member experience, and it's all about the stadium. The stadium is a state-of-the-art facility, offering a whole new ball game.

**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 tax advantages of a limited company and other investments on the side.

**YOU CANAS well as an investment that offers a return on your investment.**

The six stars, Matt Rowley, Chief Executive of the company, says that the company is looking for a long-term partner who can help them to grow their business. The company is looking for a partner who can help them to grow their business and who can help them to grow their business.



## 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

Get in touch

ADVERTISING ENQUIRIES  
[advertising@hedgemagazine.co.uk](mailto:advertising@hedgemagazine.co.uk)

PRESS ENQUIRIES  
[marketing@hedgemagazine.co.uk](mailto:marketing@hedgemagazine.co.uk)

EDITORIAL ENQUIRIES  
[editorial@hedgemagazine.co.uk](mailto:editorial@hedgemagazine.co.uk)

CREATIVE SERVICES  
[creative@hedgemagazine.co.uk](mailto:creative@hedgemagazine.co.uk)

ADVERTISING COPY PRODUCTION  
[production@hedgemagazine.co.uk](mailto:production@hedgemagazine.co.uk)

SUBSCRIPTIONS  
[subscriptions@hedgemagazine.co.uk](mailto:subscriptions@hedgemagazine.co.uk)

RECRUITMENT  
[jobs@hedgemagazine.co.uk](mailto:jobs@hedgemagazine.co.uk)

