



HEDGE



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

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HEDGE

USD \$5.7 TRILLION

THE GLOBAL HEDGE fund industry is a \$5.7 trillion business. Around £500bn of that is controlled in London - primarily in the Mayfair and St James's area - by a small, elite group of managers. HEDGE is distributed directly to more than 7,500 of them.

These are individuals who have built fortunes on knowing what to buy, why to buy it and when to act. As a result, they are among the most discerning consumers anywhere. For more than a decade, HEDGE has refined its understanding of what meets their standards.

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.

For our partners, HEDGE offers a rare point of entry into one of the most selective audiences in global finance.

thread/needle
MEDIA



HEDGE

The magazine

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

Each issue goes behind the scenes at some of the world's most compelling fund management firms – from forward-thinking boutiques to global institutions – to meet the people behind the numbers. Every interview is exclusive, and a key reason readers return.

Alongside these profiles, HEDGE explores 'alternative alternatives' – treasure assets, from fine art to classic cars, that offer as much pleasure as performance.

Fund managers are among the world's most affluent and discerning individuals.

HEDGE is their magazine.

21,500
READERSHIP

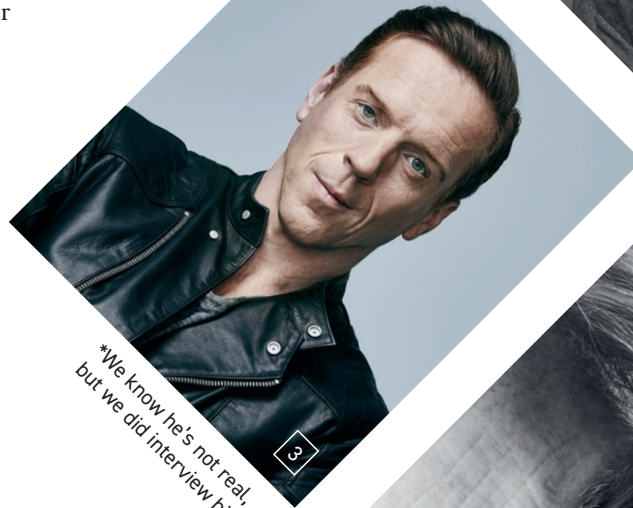
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The managers

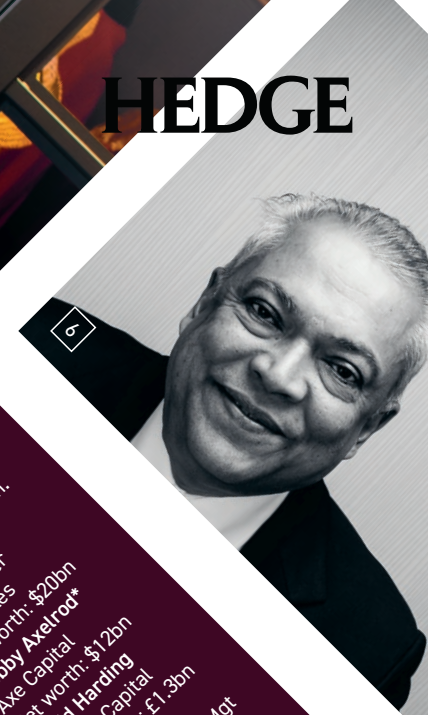
HEDGE PRIDES ITSELF on being the only lifestyle magazine in the world to secure exclusive interviews with some of the world's most prominent investment managers. The industry is infamously media shy, and it has taken a long time, hard work and consistent quality to win over the trust of the industry.

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 interview him.*



- 1 Jim Chanos
Kynikos Associates
Net worth: \$1.5bn.
- 2 Ray Dalio
Bridgewater Associates
Net worth: \$20bn
- 3 Bobby Axelrod*
Axe Capital
Net worth: \$1.2bn
- 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: \$1.4bn



Display advertising

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

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

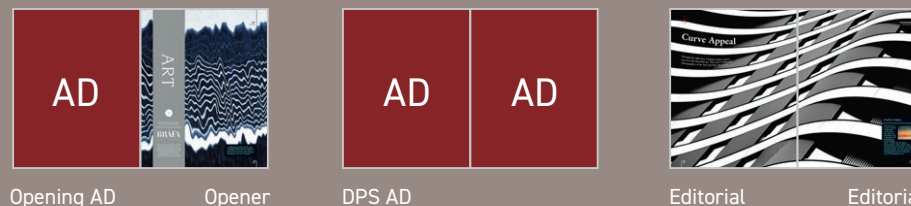
*£POA

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

HEDGE

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