

# 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



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** magazine is read by 7,000 of them.

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

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



## 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 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

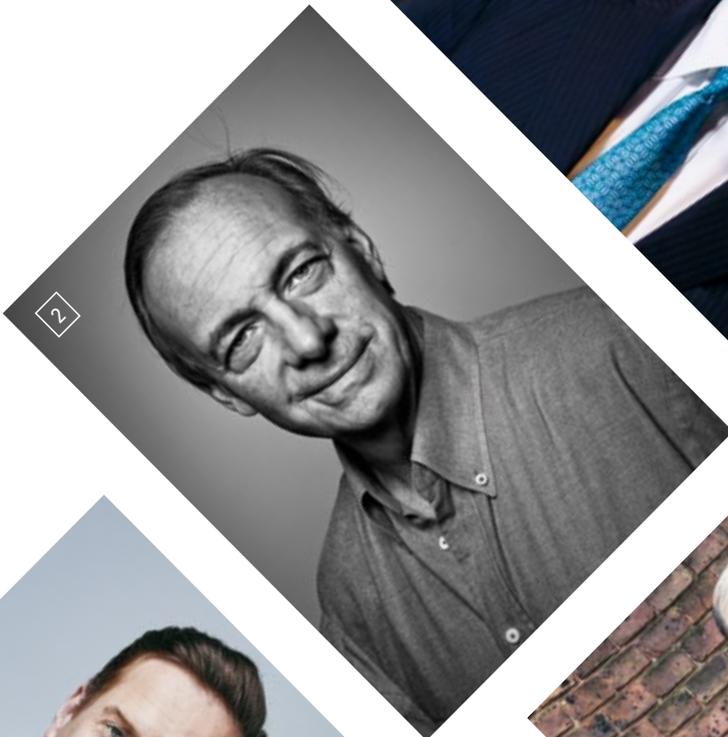
**13,600**  
READERSHIP

# 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 and a lot of work 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...



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1

- 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

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

## 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

## 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.

### PACKAGE INCLUDES

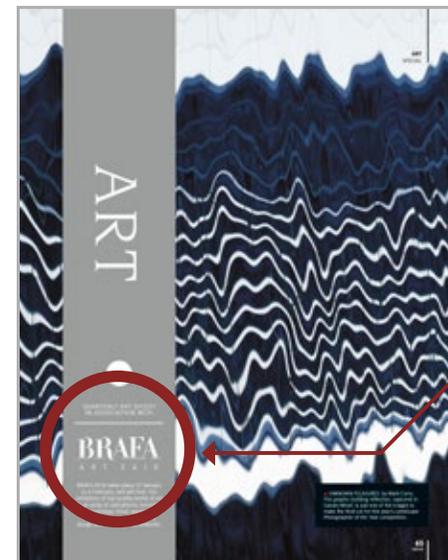
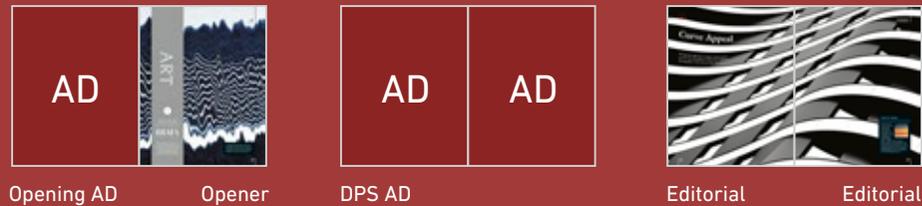
- Opening and closing full-page adverts [Art section only: includes an opening DPS advert.]
- Brand logo and sponsorship on the first editorial page of the section.
- Super MPU on the weekly newsletter hosted by sister publication *Square Mile*.
- Exclusivity as advertising partner within this section. [Art and Country pursuits sections only]

Section sponsorships (£POA)	Issue
Style	Spring
Treasure Assets	Summer
Land, Sea & Air	Autumn
Mayfair	Winter
Art	Every issue
Country Pursuits	Every issue
Property	Every issue

### PROPERTY SECTION EXAMPLE



### ART SECTION EXAMPLE





# 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.

Rate Card	
Full page	£11,694
Double page spread	£19,494

## WHAT OUR PARTNERS ARE SAYING

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

JAMES SAMSON  
CHAMPAGNE LOUIS ROEDERER

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*

dunhill  
LONDON

ROLEX



BLANCPAIN  
MANUFACTURE DE HAUTE HORLOGERIE

PATEK PHILIPPE  
GENEVE

JOHNNIE WALKER.  
*Blue Label*  
BLENDED SCOTCH WHISKY

BOSS  
HUGO BOSS

BREITLING  
1884

BoConcept  
urban design

CHR. WARD  
LONDON

MONT  
BLANC

PANERAI  
LABORATORIO DI IDEE.

BAUME & MERCIER  
MAISON D'HORLOGERIE GENEVE 1830

BRITISH AIRWAYS

COACH  
NEW YORK

DOLCE & GABBANA

*Chopard*



# GET IN TOUCH

ADVERTISING ENQUIRIES  
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**HEDGE**

SQUAREUP MEDIA is a square up group company

