

MEDIA INFORMATION

With access to some of the industry's biggest names and an astute and talented group of writers and contributors, *The Hedge Fund Journal* has established itself as a responsible and accurate source of information on the European hedge fund industry.

The dedicated team behind *The Hedge Fund Journal* works hard to maintain a high standard of writing and presentation, mixing detailed profiles and interviews with news summaries, commentary, research, expert opinion and analysis.

PUBLISHING DATES

The Hedge Fund Journal is published 10 times a year. Typically, the July/August and December/January are combined issues.

SPECIAL REPORTS

The Hedge Fund Journal also publishes a series of special reports, typically 5 such reports in a 12 month cycle. Previous reports have included:

- Technology Insight 2008
- Hedge Fund Replication
- Managed Accounts
- Cyprus - a country report

CIRCULATION

We print and distribute approximately 3,500 copies of each printed edition.

AUDIENCE

Our readership comprises investors of all descriptions, hedge and long-only managers, and service providers to the industry as follows:

- Investors 50%
- Single Managers 25%
- Service Providers 25%

GEOGRAPHIC COVERAGE

UK and Europe 85%
Americas 13%
Asia and Middle East 2%

CONTRIBUTED COPY

We welcome contributed copy. If you would like to write for *The Hedge Fund Journal* please contact Erica Shery.

Contributed copy will be run over a single or double page spread.

The word count for a single page of copy is circa 1,250 words, and for a double page of copy circa 2,500 words. The word count will be affected where there are accompanying graphics. Please contact us for further guidance.

COPY DEADLINES

All copy must be submitted by the 15th day of the month immediately preceding the month of publication.

ADVERTISING RATES

Single advert:

Full Page (full colour): £4,450*

Series of adverts (3 consecutive issues)

Full Page (full colour): £3,950*

Series of adverts (5 or more consecutive issues)

Full Page (full colour): £3,495*

NB: All premium positions carry a 25% surcharge. These include the inside front cover, inside back cover and outside back cover.

*Price per advert. Rates are quoted exclusive of VAT.

ONLINE ADVERTISING RATES

Banner advertisement (on shared rotation)

Width = 728px / Height = 90px

1 month: £1,500
3 months: £3,000 (in total)
5 months: £4,000 (in total)

Sidebar advertisement (on shared rotation)

Width = 300px / height = 250px

1 month: £1,000
3 months: £2,000 (in total)
5 months: £3,000 (in total)

Turnaround (if created by THF): 3-5 working days

File format: GIF (preferred) or JPG

Max file size: 25k

PRODUCTION SPECIFICATION

Images should be supplied as JPEG, EPS or TIFF formatted CMYK files and resolution should be a minimum of 300dpi.

Advertising material should be provided electronically as a high resolution PDF. Graphics, charts and graphs must be supplied as linked, fully editable files and not embedded as a picture in the main file.

BLEED AREA

Full page (full colour): 318mm (h) x 222mm (w)

TRIM AREA

Full page (full colour): 312mm (h) x 216mm (w)

INSERTS

Prices for loose and bound-in inserts are available upon request.

REPRINTS AND ADDITIONAL COPIES

PDF reprints of articles are available for purchase. Reprints are sold with a licence that enables the purchaser to make free and unrestricted use of the article, in any and all formats and in perpetuity.