

## **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 quickly 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. These reports are published as standalone supplements.

## **CIRCULATION**

We distribute approximately 2,500 copies of each issue. Approximately 2,000 copies of each issue are distributed by mail. The remaining copies are distributed at events in London, Europe and beyond.

## **GEOGRAPHIC COVERAGE**

80% of our mailing is to readers in the UK and Europe. The balance is mailed to readers in the US and RoW.

## **AUDIENCE**

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

## **CONTRIBUTED COPY**

We welcome contributed copy. If you would like to write for *The Hedge Fund Journal* please contact our Commissioning Editor, Philippa Aylmer. Contributed copy will be run over a single or double page spread. The word count for a single page of copy is circa 1,200 words, and for a double page of copy circa 2,400 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 10th day of the month immediately preceding the month of publication.

## **ADVERTISING RATES**

Single advert:  
Full Page (full colour) £2950\*

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

Series of adverts (3 consecutive issues):  
Full Page (full colour) £2500\*

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

Series of adverts (6 consecutive issues):  
Full Page (full colour) £1900\*

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.

## **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) 317 mm (h) x 226 mm (w)

## **TRIM AREA**

Full page (full colour) 311 mm (h) x 220 mm (w)

## **INSERTS**

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

## **REPRINTS AND ADDITIONAL COPIES**

Prices for reprints (pdf and hard copy reprints) and additional copies are available upon request.