



PALAZZO-PONZI

SPEARS'S

MEDIA PACK 2011

WEALTH MANAGEMENT, BUSINESS & CULTURE

SPEAR'S

About Spear's

Spear's is the multi-award-winning wealth management and luxury lifestyle media brand whose flagship magazine has become a must-read for the ultra-high-net-worth (UHNW) community. It is also required reading for the affluent financial services community, which includes top bankers, lawyers and family offices who advise the rich today.

Since its launch in 2006, Spear's has established itself as Europe's leading wealth management authority, as well as for its witty and incisive commentary on arts, business and lifestyle. Using print, digital, events, awards and research-based products and services, Spear's is uniquely placed to connect financial and luxury brands to this exclusive and elusive audience.

The Spear's readership is made up of extremely wealthy individuals and families (average assets of £5 million+) and ranges from hedge fund managers to property developers, rock stars to Rich-Listers, entrepreneurs and entertainers. Spear's aims to provide an informative, entertaining and objective guide to all aspects of the high-net-worth lifestyle, from its problems to its pleasures.

The research behind the magazine has meant that there has never been greater demand for a wealth-oriented media brand which prides itself on an unbiased assessment of asset managers, lawyers, bankers, family offices and art advisors. We also give them the inside scoop on the latest trends in the world of luxury.

Spear's Middle East (2011) will join Spear's Russia in adding new reach to the brand while maintaining the essence of the original.

HAVEN ON EARTH II: REVENGE OF THE HAVENS

Josh Speers returns to the ABC of global tax relief hotspots, begins in the previous number of Spear's Wealth Management

ENGLAND

On the eve of the anniversary of global banking crises, the UK government has introduced a new tax relief scheme for investors in the arts and culture. The scheme is designed to encourage investment in the arts and culture, and is a key part of the government's strategy to support the creative industries. The scheme allows investors to claim a 30% tax relief on investments in eligible arts and culture projects. The scheme is a key part of the government's strategy to support the creative industries.

SWITZERLAND

The Swiss tax system is a key part of the government's strategy to support the creative industries. The scheme allows investors to claim a 30% tax relief on investments in eligible arts and culture projects. The scheme is a key part of the government's strategy to support the creative industries.

NEW YEAR, NEW LIFE

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ART & COLLECTING

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HEY, JOAO

At once actively European and steeped in the mores and manners of modern America, Portuguese artist Joao Leal's newly exhibited two works, says Anthony Holden Guest

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HELSINKI

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SPEAR'S INDICES

Our exclusive surveys are picked up by the global media and are an invaluable reference source for HNWs

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SPEAR'S

WEALTH MANAGEMENT & FINANCE

INTERVIEWS

Spear's talks exclusively with leading business figures and entrepreneurs

MEN OF STEEL

One of them is the most celebrated architect of our age. The other is the most creative car designer. One is transforming the way we look at buildings. The other is doing the same for cars.

These architects are the world's finest: Frank Gehry and Chris Bangle.

Frank Gehry is the most celebrated architect of our age. He has designed some of the most iconic buildings in the world, including the Guggenheim Museum Bilbao and the Walt Disney Concert Hall. Chris Bangle is the most creative car designer. He has designed some of the most iconic cars in the world, including the BMW Z4 and the MINI Cooper.

They are both men of steel, and they are both transforming the way we look at buildings and cars.

ANATOMY OF A BREAKDOWN

Stephen Hill on the causes and chronology of the credit crunch — which the Fed must reverse to the point of central bankster played a key role

It is impossible to trace a crisis, or even a recession, to a single cause. The credit crunch was the result of a complex interplay of factors, including the subprime mortgage crisis, the collapse of Lehman Brothers, and the failure of the financial system to regulate itself. The central bankster played a key role in the breakdown, and it is up to them to reverse it.



Photo: [Name]

MY FRIEND THE PONZISCHER

Jonathan Chambers on his former schoolmate turned financial shyster

Jonathan Chambers is a former schoolmate turned financial shyster. He has been involved in a number of high-profile financial schemes, including the Ponzi scheme. He is a man of many talents, and he is always looking for the next big thing.

THE GOOD LIFE

THE GOOD LIFE is a lifestyle magazine that focuses on luxury living, travel, and entertainment. It is a must-read for anyone who wants to live the good life.

THE GOOD LIFE

HAUTE CARIURE

There's never been a better time to order a car.

HAUTE CARIURE is a luxury car brand that offers high-end vehicles for sale. They have a wide selection of cars, including sports cars and SUVs.

In a league of their own

Prerogative? Not prerogative. Not in the same way as the other watches in the league.

This watch is a masterpiece of craftsmanship. It is made of the finest materials and is designed to last for generations.

LIFESTYLE

LIFESTYLE is a magazine that focuses on home decor, interior design, and lifestyle. It is a must-read for anyone who wants to improve their living space.

PLANE JAMPIE

Wanted to see the world? Here's how to do it.

PLANE JAMPIE is a travel agency that offers private jet services. They have a fleet of the latest aircraft and can take you anywhere you want to go.

PALAZZO ENVY

Fancy owning spectacular property in the Italian countryside? There have never been so many desirable options.

PALAZZO ENVY is a real estate agency that specializes in Italian property. They have a wide selection of beautiful homes for sale.

TRAVEL

Travel is a wonderful way to see the world. Here are some of the best travel destinations.

TRAVEL is a magazine that offers travel tips, destination guides, and more. It is a must-read for anyone who loves to travel.

SPEAR'S



Products

Print

- **Spear's magazine** is the brand's flagship product, read by over 60,000 ultra-high-net-worth (UHNW) individuals in the UK, Europe and around the world.
- The critically acclaimed publication boasts an **award-winning** team of staff and highly respected contributors, all of whom are considered experts in their field. *Spear's* editor-in-chief is William Cash, named Editor of the Year in 2007 and 2008 at the PPA Independent Publisher Awards.
- Published quarterly, *Spear's* magazine is sent to the homes and offices of **UHNW individuals**.
- *Spear's* also publishes **supplements** distributed with the magazine, e.g for an offshore financial centre, a travel destination, or a jewellery line. Publications have included a watch supplement sponsored by Harrods and a 'Next Generation' supplement for JP Morgan Private Bank.
- **Spear's Russia**: a highly successful Russian edition, which is also distributed to London's wealthiest Russians.
- **Spear's Middle East**: a new edition of the magazine to be distributed to HNWs across the region.

'The ultra-high-net-worth set now has its own magazine'

The Guardian

Digital

- **spearswms.com** is the digital arm of *Spear's*. The fully-integrated website features daily news, star bloggers, online-only articles and free expert advice. It is a vital companion to the magazine. The immediacy of the website enables *Spear's* to keep its loyal audience informed and allows us to update *Spear's* Indices immediately.
- spearswms.com also delivers a weekly **e-newsletter** to its audience, detailing exclusive offers for subscribers, as well as hosting blogs, podcasts and premium online content that only subscribers can access.
- *Spear's* offers a host of **digital marketing solutions** including banner advertising, channel sponsorship and email newsletter sponsorship.

Events

- *Spear's* has an established and highly respected events business which includes:
 - The Wealth Management Awards** — described as the 'Oscars of the financial world' by the *Evening Standard*, these are awarded to the leaders in the wealth management industries.
 - The Book Awards** — already respected and cited in the media after only one year.
 - The Design for Living Awards** — awarded to the most cutting-edge luxury brands and design innovators.
- *Spear's* can also create **bespoke events** for clients from intimate dinners and gallery viewings to larger scale product launches.
- The *Spear's* team can create unique **integrated marketing packages** that deliver widespread brand exposure to its unique audience and tangible results provided by a live event with a captive audience.
- Together with the *Spear's* Research Unit, *Spear's* events will also be launching *Spear's on Tour*, a series of seminars across the UK in 2011 which will give selected wealth professionals the chance to meet with and address high-net-worth individuals on a regional basis.

Research

- The **Spear's Research Unit** publishes the unique *Spear's* Indices, a *Michelin*-style guide to the top individuals and firms in the private client and financial services sectors that serve the UHNW community. Using our unrivalled access and authority, the *Spear's* Indices rank and rate the top performers in their field.

SPEAR'S



Spear's magazine

Advertising in *Spear's* offers a channel opportunity to reach today's wealthiest and most discerning readers. Our niche circulation provides direct access to the ultra high-net-worth community, and our articles — on subjects from tax havens and trust funds to luxury travel and the art world — are written with insight and wit by celebrated contributors.

'A European rival to *Forbes*'

Evening Standard

Readers and circulation

Spear's is the first magazine published exclusively for Britain's ultra-high-net-worth (UHNW) community. The magazine's 60,000 readers represent some of the wealthiest, most influential and most successful individuals in the world today.*

As more individuals and families enter the UHNW stratosphere, competition among financial institutions to manage, advise and handle these fortunes is becoming increasingly severe.

Reaching the super-rich and attracting new clients is one of the key challenges facing any financial institution targeting the UHNW community.

Spear's unique distribution, 27,000 copies to UHNW individuals and families in the UK, offers an unparalleled opportunity to reach these individuals directly.

Information

Circulation:	27,000 copies
Frequency:	Bimonthly
Readership:	60,000*
Male/female:	70/30
Distribution:	65% — Mailed exclusively to Spear's high-net-worth subscriber database 35% — Distributed onboard British Airways First and Club World cabins; in Eurostar and First Class UK airport travel lounges; Davos World Economic Forum; and selectively to London's finest hotels and private members' clubs
Global footprint:	UK 95%, Rest of World 5%

*Results from a September 2009 reader survey show that each issue of *Spear's* is read by at least two individuals.

SPEAR'S



‘The New Yorker of finance’

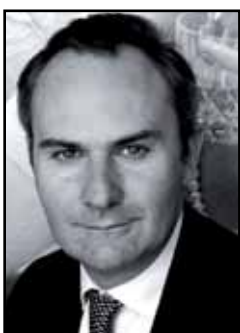
The Independent

Contributors

Contributors to *Spear's* include some of the most respected and renowned writers, artists and experts working today. Bestselling authors write alongside serial entrepreneurs; award-winning editors and industry gurus share their expertise and opinions; style icons and legendary photographers showcase their work.

John Arlidge, *Sunday Times* business writer; **Nick Foulkes**, author and dandy; **William Sitwell**, editor of *Waitrose Kitchen*; **Godfrey Barker**, art market expert; our Mid-Atlantic Girl **Daisy Prince**; **Luke Johnson**, former chairman of Channel 4; **Clive Aslet**, editor-at-large of *Country Life*; **Anne McElvoy**, *Evening Standard*; **Alessandro Tomé**, *Spear's* Discriminator; **Martin Vander Weyer**, business editor of *The Spectator*; cultural commentator **Peter York**; **James Sherwood**, *Financial Times* style correspondent; **Josh Spero**, one of the *Observer's* rising stars of media; **Andrew Roberts**, acclaimed historian; and **Anthony Haden-Guest**, legendary journalist, cartoonist and author.

Spear's editor-in-chief is **William Cash**, an authority on the super-rich who regularly appears on TV and radio as a media and wealth commentator.



From hedge fund managers to serial entrepreneurs, oligarchs to internet moguls, rock stars to royalty, no magazine is read by a more sophisticated mixture of wealthy and successful people today

William Cash Editor-in-Chief

SPEAR'S



Spear's Events

Spear's offers a range of events for its wealthy, specially invited VIP readers to be introduced to advertisers/sponsors.

Events planned for the future

- *Spear's* Design for Living Awards in Spring 2011.
- Third annual *Spear's* Book Awards in Summer 2011.
- Fourth annual *Spear's* Wealth Management Awards in Autumn 2010, called 'the Oscars of the financial world' by the *Evening Standard*.
- Series of Editor's lunches and dinners (10-40 people) around a specific theme or subject introducing select VIP *Spear's* readers and contributors to a sponsor. These will take place in exclusive clubs or venues, such as the Walbrook Club, Scotts or the Club at The Ivy.
- Round tables with leading business figures, wealth management or luxury professionals, filmed by *Spear's* and web-streamed on *Spear's* site, and available to the sponsor for their own promotional use.
- Breakfast round table on the futures of luxury and wealth management, with VIP speakers from the worlds of luxury, business and media.
- *Spear's* will be actively sponsoring various financial speaker slots at major literary festivals around the UK and an opportunity will be given to a firm to sponsor a dinner afterwards, at which the editor William Cash and VIP speaker will be present.
- *Spear's* offers the opportunity for a firm to sponsor an evening at a major new art exhibition in London, or a preview evening at Christie's, which will allow for the firm in question to be introduced to *Spear's* high net worth readers.
- *Spear's* will host a party to celebrate the publication of each new *Spear's* Index at which all those featured on the Index will be invited, along with VIP selected readers. This event can be sponsored by a firm wishing to associate itself with the top performers in a particular Index, from Private Banking to Art Advisory.

Event rates are subject to sponsor's requirements.

SPEAR'S

Spear's rate card and specifications

	x1	x2	x4	x6
Inside Front Cover	13,000	11,700	10,000	POA
Outside Back Cover	13,000	11,700	10,000	POA
Inside Back Cover	12,000	10,700	9,000	POA
Double Page Spread	10,800	9,700	8,600	POA
Full Page	6,500	5,495	4,495	3,995
Half-Page (horizontal/vertical)	4,000	3,100	2,795	2,515
Bound and loose inserts		Price available on request		
Bookmarks		Price available on request		
Bandwrap		Price available on request		
Bespoke inserts (invitations, supplements, catalogues)		Price available on request		
Special gatefolds		Price available on request		

SIZES (DxW)	FULL PAGE	1/2 PAGE VERTICAL	1/2 PAGE HORIZONTAL
Trim	260 x 210mm	260 x 100mm	125 x 210mm
Bleed	266 x 216mm	266 x 106mm	131 x 216mm
Type Area	240 x 190mm	240 x 80mm	105 x 190mm

- Please allow 3mm each page for gutter loss allowance. This is to be included **within** the trim size
- **Double page** (DPS) advertisements should be split and supplied as single pages to the measurements above
- Advertising material should be supplied in **PDF format**
- PDFs should conform to the PPA pass4press specifications, which are based on PDF/x-1a standards, details of which can be found at www.pass4press.com.
- All PDFs must be supplied in Acrobat Version 1.3
- All files to be supplied as composite CMYK
- The file must not contain any transparent elements
- Files must contain crop marks
- All images contained within PDF must be high-resolution (300 dpi recommended) and in CMYK format
- All fonts must be embedded
- Files should not contain TrueType or Multiple Master fonts
- File creator should apply any trapping requirements. No trapping will be applied by the printer
- Combined colour ink density must not exceed 300%

To advertise in *Spear's* or on spearswms.com
Jiggs Patel
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jpatel@progressivemediagroup.com

Emily Rookwood
 Production contact
 +44 (0)20 7936 6754
emily.rookwood@spearswms.com

spearswms.com rate card

Size	Copy	3 months
Leaderboard below masthead (prime position)	728 x 90 pixels	£3,750
Skyscraper (middle left)	160 x 600 pixels	£4,500
Multi-purpose unit (MPU) (middle right)	300 x 300 pixels	£5,250

Section sponsorship: £500 per section.

For events
Wendy Coumantaros
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