

**DISPLAY  
ADVERTISING  
FUND  
STRATEGY**

# MEDIA INFORMATION



For further information

**Chris Watters:**

020 7943 8028 or email:

[chris.watters@](mailto:chris.watters@centaur.co.uk)

[centaur.co.uk](http://centaur.co.uk)

**Richard Fletcher:**

020 7943 8011 or email:

[richard.fletcher@](mailto:richard.fletcher@centaur.co.uk)

[centaur.co.uk](http://centaur.co.uk)

For editorial information

**Adam Lewis:**

020 7943 8067 or email:

[adam.lewis@](mailto:adam.lewis@centaur.co.uk)

[centaur.co.uk](http://centaur.co.uk)

**fundstrategy**



**FUND STRATEGY** is the only publication catering solely for the top end of the investment intermediary market. It delivers everything specialist retail investment professionals need to know about how market shifts and industry moves affect the funds they recommend.

To receive a copy of Fund Strategy the individual must spend at least 20% of their time researching the investment market or derive at least 20% of their income from writing investment fund business.

#### OUR TARGET AUDIENCE

- Discretionary fund managers
- Investment specialists within general IFA firm
- Specialist investment intermediary firms
- Fund researchers
- Wealth managers
- Private client stockbrokers
- Fund of fund managers

We are currently de-duping our list against those of fund management houses in an attempt to ensure that we have every potential reader of the magazine receiving it on a Monday morning.

#### RECENT READERSHIP RESEARCH

(CONDUCTED BY HARVEY INDEPENDENT RESEARCH) TELLS US:

- Readers spend on average 32 minutes reading Fund Strategy every week
- 22% of readers have discretionary powers over one or more client accounts
- Average value of funds under management by individual reader is £36.4 million
- No other magazine completely covers this market place

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● **COPY DEADLINES**

● Copy deadlines are every Tuesday prior to publication

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● Files must be supplied either as a high-res, print ready pdf (version 1.3) or EPS with all fonts embedded and all images CMYK. We can also accept Quark files. Please ensure you supply all fonts and pictures used.

Files should carry the following URN reference: FundStrat\_IssueDate\_ClientName. They should also be accompanied by copy instructions and a proof, which may be faxed to 020 7943 8090.

Artwork may be supplied via email, ISDN or on disk using the contact details below.

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● **CONTACTS:**

● **Simon Hadley** Group Production Manager  
T: 020 7943 8004 E: simon.hadley@centaur.co.uk

**Nita Patel** Deputy Group Production Manager  
T: 020 7943 8003 E: nita.patel@centaur.co.uk

**Amanda Shaw** Production Assistant  
T: 020 7970 4844 E: amanda.shaw@centaur.co.uk

Fax: 020 7943 8090  
ISDN: 020 7631 1633

**Delivery Address:** Fund Strategy, 3rd Floor, Wells Point, 79 Wells Street, London W1T 3QN

**Postal Address:** Fund Strategy, St. Giles House, 50 Poland Street, London W1F 7AX