

ISSUE DATE

September 2009

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AR

ABSOLUTE RETURN + ALPHA



Absolute Return and *Alpha* – two iconic titles from *HedgeFund Intelligence* and *Institutional Investor* magazine– are being combined to deliver a compelling upgraded package to the U.S. and International hedge fund industry: **AR**.

In its September debut issue **AR** will carry all of what made its predecessors great. From *Alpha* will come Alpha Bytes, Inside the Trade, The Good Guys, Pension Corner and Unhedged: Commentary. From *Absolute Return* will come Brand Names, Global View, Indices, Intelligence, Investment Performance, News Analysis, Portfolio Watch and Strategies.

There will be must-read new features as well. “In depth” will investigate the top issues of the day. “The Niche Player” will profile funds with less than \$1 billion in assets under management, uncovering the lesser-known talent that investors seek.

And of course the revealing profiles and industry rankings that were *Alpha* and *Absolute Return* at their best will be the mainstays of the new magazine.

AR will provide a fresh and much needed link between the hedge fund industry, its users and those who provide advisory, financial and technological services to the sector. The publication will contain the same informed, insightful and exclusive reporting that characterized both *Alpha* and *Absolute Return*, making **AR** a key title serving the hedge fund industry today.

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EDITORIAL CALENDAR

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SEPTEMBER

**Semi-Annual
AR Billion Dollar Club**
AR's definitive ranking of the top American Funds with more than \$1 billion in assets

New Investor Poll
AR's Hedge Fund Report Card, a new poll of more than 3000 investors that will rank the top 50 hedge funds on key criteria such as liquidity, terms, transparency, accessibility, strategic focus, and independent oversight

Focus Series
Accounting/Legal Services

Bonus Distribution
September 15-16
The 7th Annual InvestHedge Forum: British Museum, London The top hedge fund investors and managers come together: "Tomorrow's Hedge Fund Investor"

September 20-22
Family Office Wealth Conference: Laguna Beach, CA

OCTOBER

InvestHedge's Semi-Annual Billion Dollar Club:
A ranking of the top 25 funds of funds

Focus Series
Best Practices of Offshore Jurisdictions

NOVEMBER

The 5th Annual AR Awards
Honoring the top performing hedge funds of 2009

HFI Global Review 2009
Our editors' semi annual analysis of the top global hedge funds (more than \$1 billion in assets). This much anticipated survey will report on the top funds' new launches, AUMs, strategies and more.

Focus Series
Canada: Investment & Trading Opportunities

Bonus Distribution
November 3-4
6th Annual AR Symposium: New York, NY. Bringing together the hedge fund elite

DECEMBER/JANUARY

AR Symposium
Exclusive coverage will include the highlights of this key annual hedge fund event

Outsourced Trading Roundtable
AR will explore the increased usage of outsourcing in the trading space in a roundtable format

ETFs
Hedge funds are increasingly utilizing them for asset allocation models, we will explore the proliferation of new product offerings

REGULAR FEATURES FROM AR WILL INCLUDE:

Alpha Bytes: AR's regular column on how technology impacts the hedge fund industry

The Good Guys: Profiles those in the industry doing good works in the world of philanthropy

Pension Corner: A look at pension funds and their moves into hedge funds

Inside The Trade: Behind the scenes look at a current important trade in the hedge fund world

New - The Niche Player: Brand new feature that will look at the next "hot" hedge fund managers among smaller funds as well as emerging managers.

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CIRCULATION BREAKOUT

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INDUSTRY*

Industry Type	Quantity
Hedge Funds	1,350
Corporate Tax-Exempt Fund Managers	500
Government Pension Fund Managers	500
Non-Profit / Foundation Pension Fund Managers	400
Education / Endowment Pension Fund Managers	400
Union Pension Fund Managers	300
Investment Advisory Firms	1,700
Investment Banks, Securities Brokerages, Stock Exchanges & Prime Brokerage Firms	850
Law Firms	75
Accounting Firms	75
Private Equity	300
Pension Fund Consultants	150
Others (Paid Subscribers Only)	2,400
TOTAL	9,000

Subscribers to *Absolute Return + Alpha* include:

Chief Executive Officers, Chairmen, Presidents, Directors, Chief Operating Officers, Owners/Partners, Managing Directors, General Managers, Chief Financial Officers, Treasurers, Chief Investment Officers, Directors of Investments, Portfolio Managers, Fund Administrators, Retirement Fund Committee Members, Employee Benefits Managers, Research Directors, Securities Analysts, Traders, Dealers, Vice Presidents and other senior positions.

40% of the *Absolute Return + Alpha* circulation are paid subscribers.



GEOGRAPHY*

Region	Quantity
US & Canada	8,116
Europe	638
Asia and Middle East	178
ROW	68
TOTAL	9,000

*Publisher's statement: The circulation will be made up of subscribers and controlled circulation. Future circulations may vary.

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ONLINE

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AUDIENCE

- 9000 Unique Monthly visitors
- 70,000-100,000 monthly page views (projected)

CONTENT

AR will employ a "web-first" editorial strategy. All AR content will appear on the website (and in many cases in greater depth) before it appears in the magazine, ensuring that site visitors have the most immediate access AR content. Site content will be updated on a daily, weekly and monthly basis.

PRIMARY CONTENT FEATURE ELEMENTS:

- Performance Data (web only)
- Research & Rankings (web only)
- Hedge Fund Industry News & Analysis
- Indices
- In-depth Features
- Inside the Trade
- Strategies
- Alpha Bytes
- The Good Guys
- Global View
- Commentary
- Portfolio Watch
- Pensions Corner

- Profiles & Interviews with the industry's thought leaders
- Quick Polls
- The Niche Player
- Blogs
- Podcasts
- Video

WEEKLY ENEWSLETTERS

1000 hedge fund subscribers
Every Friday

ADVERTISING OPPORTUNITIES

AR's editorial reach and vision along with a very targeted circulation allow our advertisers to benefit from a unique platform and gain access to the world's most powerful audience. AR'S online advertising and sponsorship Opportunities include:

- ROS Banners
- Section Sponsorships
- Pre-stitial Welcome Ads
- Exclusive eNewsletter Sponsorships
- Targeted Thought-leadership Webcasts, including Guaranteed Lead-Gen
- Video
- Weekly eNL Sponsorships (Leaderboard and Bottom banners)

TECHNICAL SPECS

Banner Type	Dimensions	Max file size	Looping Formats
Leaderboard	728x90	35kb	Unlimited, gif, jpeg, all rich media
IMU	336x280 /300x250	35kb	Unlimited, gif, jpeg, all rich media
Skyscraper	160x600	35kb	Unlimited, gif, jpeg, all rich media
Welcome ad	640x480	100kb	Unlimited, gif, jpeg, all rich media

No flash for NLs



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