

squaremile *Club*  
WWW.SQUAREMILECLUB.COM

HEDGE FUND *Club*  
WWW.HEDGEFUNDCLUB.CO.UK

# “I love Square Mile magazine”

BORIS JOHNSON, MAYOR OF LONDON

## WHO WE ARE

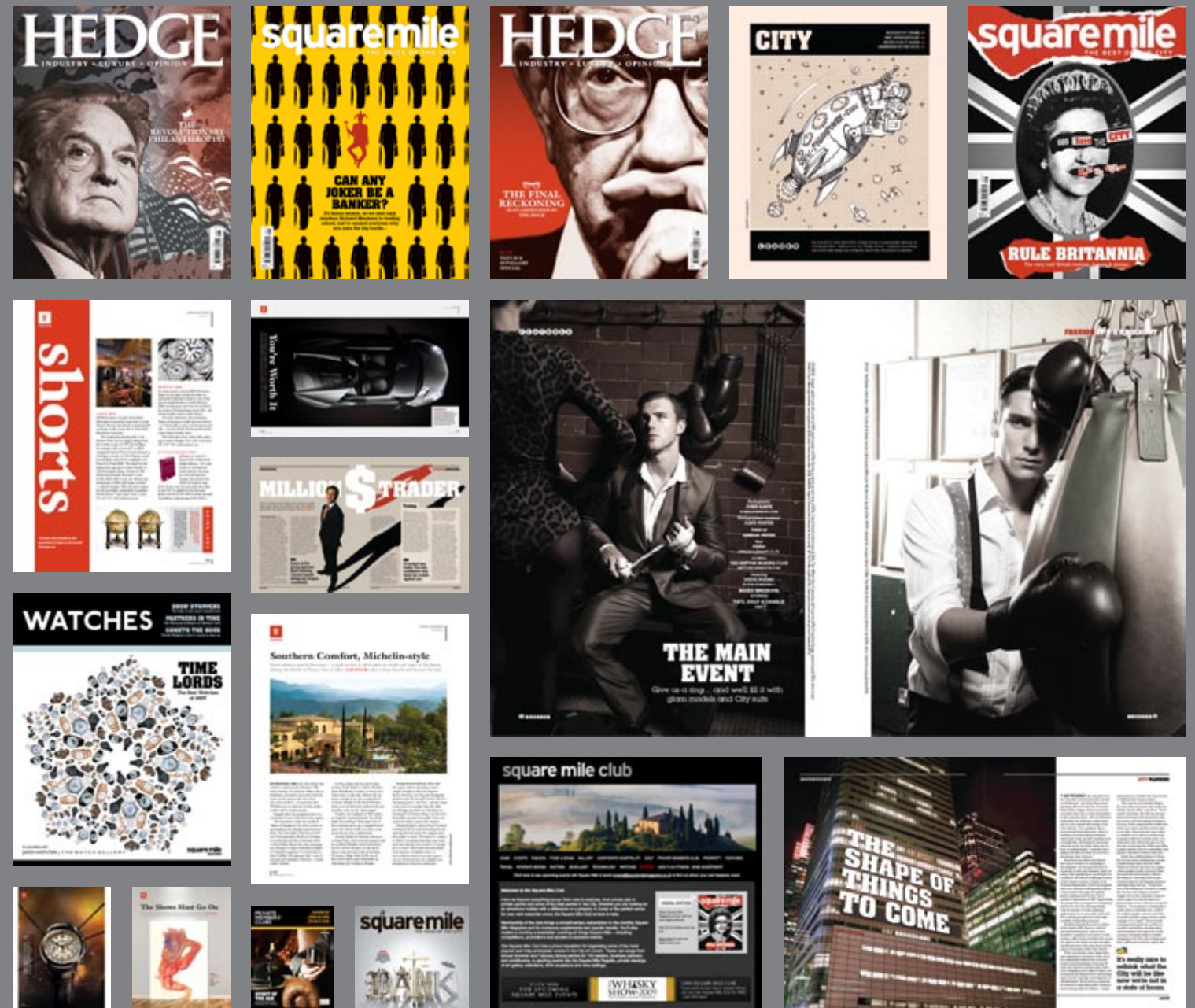
- Square Up Media is a London-based publishing and events company catering for the needs of high net worth individuals in various City professions: affluent executives in the City with Square Mile Club and members of the hedge fund community with Hedge Fund Club.

## SQUARE MILE CLUB

- Square Mile Club targets wealthy executives working in financial institutions in the City, Mayfair and Canary Wharf. *Square Mile* magazine is a luxury lifestyle title with a monthly ABC-audited circulation of more than 26,000. *Square Mile* magazine successfully targets the most senior executives in London. [squaremileclub.com](http://squaremileclub.com) is a luxury web portal that provides City news and information on investment property, travel, fashion, motoring and all elements of luxury lifestyle. Our City members also receive a monthly e-newsletter detailing openings, events and promotions. There are a number of Square Mile Club events each year, including the annual Bonus Party in February and the Masked Ball in August.

## HEDGE FUND CLUB

- Hedge Fund Club caters for the highly-prosperous hedge fund industry. With an ABC circulation of 5,900, *Hedge* magazine is delivered directly to the most senior executives in the industry every two months. The editorial content includes a focus on art and philanthropy, while also profiling some of the key industry figures. The Hedge Fund Club Diary is a beautifully-produced publication which provides hedge fund managers with a full lifestyle resource guide, as well as a desk diary. [Hedgefundclub.co.uk](http://Hedgefundclub.co.uk) is the online medium for the magazine, and subscribers also receive a monthly e-newsletter. We work with a number of partners to host events for fund managers in the areas of luxury and the arts.



WHO WE WORK WITH

- Square Up Media specifically targets the elusive high net worth individuals in London’s key financial districts. This is a target market we share with a wide breadth of luxury brands – with our range of magazines, websites, e-newsletters and events this gives us a unique opportunity to work even more closely with these companies to get them directly in front of their future customers. Our overall offering is more diverse and more targeted and gets our advertisers closer than ever to our readers. In short we offer a greater engagement with these wealthy readers and view our advertisers as key partners in our business. The quality of advertising in our titles reflects our readership and it’s no surprise that some of the biggest names in the UK luxury goods market choose to work with us; see for yourself...

**Patek Philippe is, and always has been, a strong supporter of Square Mile and Hedge magazines. Both magazines directly target a highly affluent and discerning readership – so they represent an ideal partnership for a brand like Patek. Advertising in both magazines has successfully led to an increased footfall in our Bond Street store and a new base of loyal customers.**

LIZ ALLISTER, PATEK PHILIPPE

**Square Mile’s readership is the spot-on target for Krug as the brand is very popular with the high earners in the City. Sales of Krug gift items have also been made as a direct result of appearing in the magazine.**

PATRICIA PARNELL, KRUG CHAMPAGNE

We tasked Square Mile with increasing awareness of our New Bond Street store among their database of affluent readers. They certainly managed it – exceeding our already high expectations. As well as successful promotions through the magazine, website and e-newsletters, they brought several hundred of their readers to a bespoke cocktail evening at the store. It is a pleasure working with the Square Mile team who are both professional and creative in equal measure.

LEE HUNNISETT DE BEER, GENERAL MANAGER, ARMANI/CASA UK

**Square Mile is synonymous with luxury, excellence and innovation. Its pioneering spirit has driven its cutting-edge design and editorial heritage. Ferrari loves working with the team.**

MASSIMO FEDELI, MANAGING DIRECTOR, FERRARI UK

With all your publications, the layout and format is perfect for their intended target market as well as being a thoroughly-enjoyable read. They are not saturated with over-advertising like some titles can be.

JASON HIRSH, HIRSH

CONTACT US



- For further information, please call 020 7819 9999 and speak with a member of our team

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Wembley has had returns to the mailer you sent, which is very pleasing. Please let us know about the next mailers or options we can use to contact your readers.

STEVE DOYLE,  
WEMBLEY STADIUM

**Diageo has found the partnership with Square Up Media highly rewarding. The team at Square Up proactively look for exciting editorial angles, working well both with Diageo and our wider agencies.**

HUGH PILE, DIAGEO RESERVE BRANDS

Voltrex found working with Square Mile helped us access a very well-targeted market. And the personnel were great to work with.

ALASTAIR CONSTANCE,  
VOLTREX FX

On behalf of everyone at Harry Winston, thank you for all your efforts in making the event a great success. The venue, catering, guest list and general organisation of the event was fantastic. It was an excellent opportunity to present Harry Winston to the City and our sales team are all following up on enquiries.

KATHERINE ROACH, HARRY WINSTON

The magazine looks absolutely phenomenal. Very well done indeed to all you guys. Brilliant front cover, layout, content and style. Didn't think it could get better, but it did!

CHARLIE GILKES, KITTS CLUB

Square Up Media really helped us to reach out to the City investors and high net worth individuals that make up such a significant part of our target audience.

LUCY RUSSELL,  
QUINTESSENTIALLY ESTATES

