Editorial Calendar 2019
Who we are

Master Investor Magazine is the UK’s leading free-to-read investment publication. We offer insight and analysis from some of the UK’s leading investment minds, with a focus on nascent investment themes and trends.

Whereas many other publications offer glorified news, Master Investor cuts through the "noise" to provide readers with the information they need to manage their investments and secure their future prosperity in an uncertain world.

"The FT and your magazine are a must for me these days."
Editorial Calendar 2019

JANUARY 2019
'Tips' for 2019
- Ad close: 21/12/18
- Publication: 09/01/19

FEBRUARY 2019
ISA & SIPP special
- Ad close: 21/01/19
- Publication: 04/02/19

MARCH 2019
Brexit / International Women’s Day supplement
- Ad close: 18/02/19
- Publication: 04/03/19

APRIL 2019
Show issue
- Ad close: 18/03/19
- Publication: 01/04/19

MAY 2019
Alternative investments
- Ad close: 22/04/19
- Publication: 07/05/19

JUNE 2019
Small caps
- Ad close: 20/05/19
- Publication: 03/06/19

JULY 2019
Technology
- Ad close: 17/06/19
- Publication: 01/07/19

AUGUST 2019
Emerging markets
- Ad close: 22/07/19
- Publication: 05/08/19

SEPTEMBER 2019
Property
- Ad close: 19/08/19
- Publication: 02/09/19

OCTOBER 2019
How to invest for retirement
- Ad close: 23/09/19
- Publication: 07/10/19

NOVEMBER 2019
Investing for an ageing population
- Ad close: 21/10/19
- Publication: 04/11/19

DECEMBER 2019
Dividends for life
- Ad close: 18/11/19
- Publication: 02/12/19
Regular Features

Mellon on the Markets
Billionaire investor Jim Mellon updates on his latest investing and trading activities.

Funds in Focus
Nick Sudbury scours the market for the best funds & investment trusts.

Chart Navigator
Ex-IG Index chief market strategist David Jones charts a path to success.

Opportunities in Focus
Victor Hill explores nascent investment themes before the market gets wind of them.

From Acorns to Oak Trees
Richard Gill, CFA, digs for value in the small cap arena.

Dividend Hunter
John Kingham of UK Value Investor goes hunting for income.

Macro Investor
Economist Filipe R. Costa takes a top-down approach to investing.

Forensic Forex
David Jones on all the latest developments in the currency markets.

Final Word
Fund Manager Tim Price tells it as it is. Always edgy. Always opinionated.

Markets in Focus
All the latest market data.

Always look forward to the next issue - love the in-depth articles and the variety - please keep going.
Our readership, your opportunity

Master Investor Magazine offers our partners access to a sophisticated and wealthy audience of mainly private investors.

- **3,100-3,700**
  - Readers per month

- **61 min.**
  - Average read time of online version

- **50%**
  - Aged between 45-64

- **20%**
  - Aged between 25-44

**Readers' portfolios**

- Small cap / AIM shares **71%**
- OEICs and investment trusts **69%**
- Blue-chip shares **68%**
- International equities **59%**
- Property **44%**
- £100,000 to £249,999 **24%**
- £250,000 to £499,999 **18%**
- £500,000 to £999,999 **13%**
- More than £1 million **23%**

**Readers' main interests**

- Tech **39%**
- Lifesciences / Biotech **32%**
- Income Investing **30%**
- Emerging Markets **27%**
- Commodities **25%**
- Property **23%**
What our readers say

I think you really have got it right, with some truly excellent contributors, none better than Jim Mellon.

99% of readers rate the quality of the mag "good" (19%), "very good" (46%) or "excellent" (34%)

93% of readers rate the mag of similar or higher quality to investment publications they can buy at the newsstand

It's refreshing to have depth of comment and analysis with links to theory, rather than simple opinion.

I am very appreciative of the independent, well researched information that is provided free of charge by Master Investor. I am in my 20s and it can be hard to find people with a similar passion for the markets.

Source: Master Investor Magazine reader survey, 2016
Opportunities and Rates

Advertorials (Two-page advertorial: POA)

Ads (Full-page ad: POA)

Dimensions:
- Trim: A4, 210x297mm
- Bleed: 216x303mm (3mm bleed on each side)

Copy requirements:
- Embedded images: minimum 300dpi
- Colour format: CMYK
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