

SPEAR'S 500

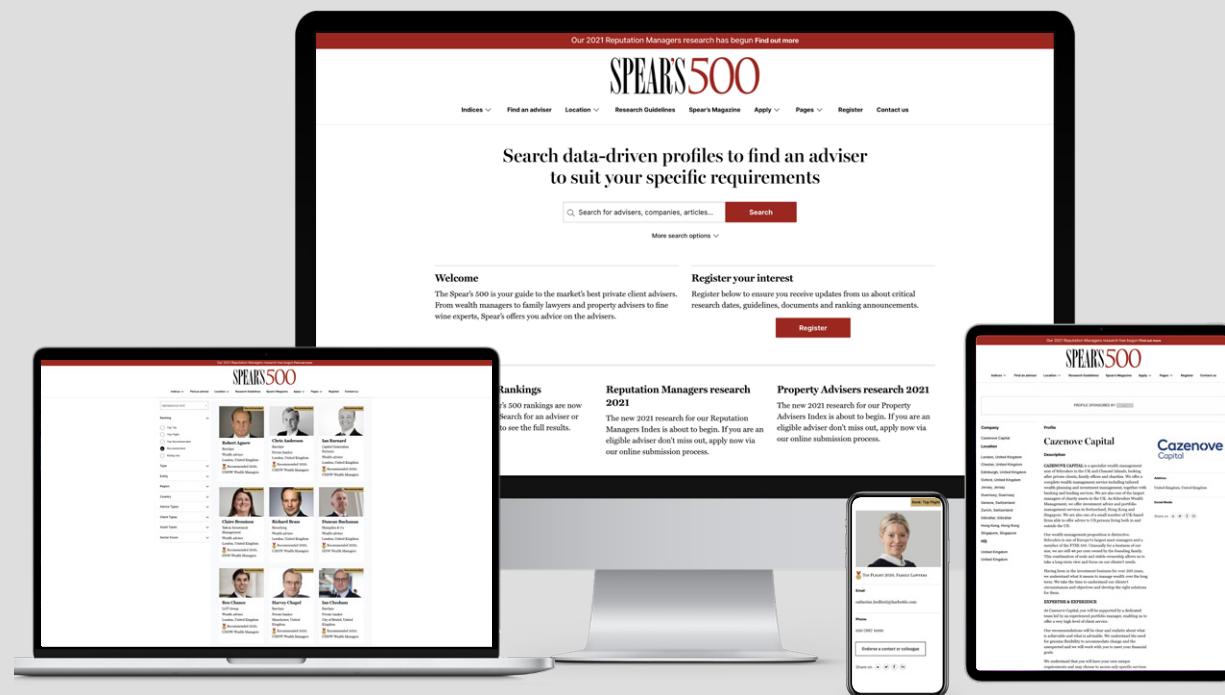
PRINT & DIGITAL MEDIA KIT

2023

spears500.com



About the Spear's 500



Launched in 2014, the Spear's 500 has quickly become Europe's most respected guide to the top private client advisers and service-providers for high-net-worth individuals.

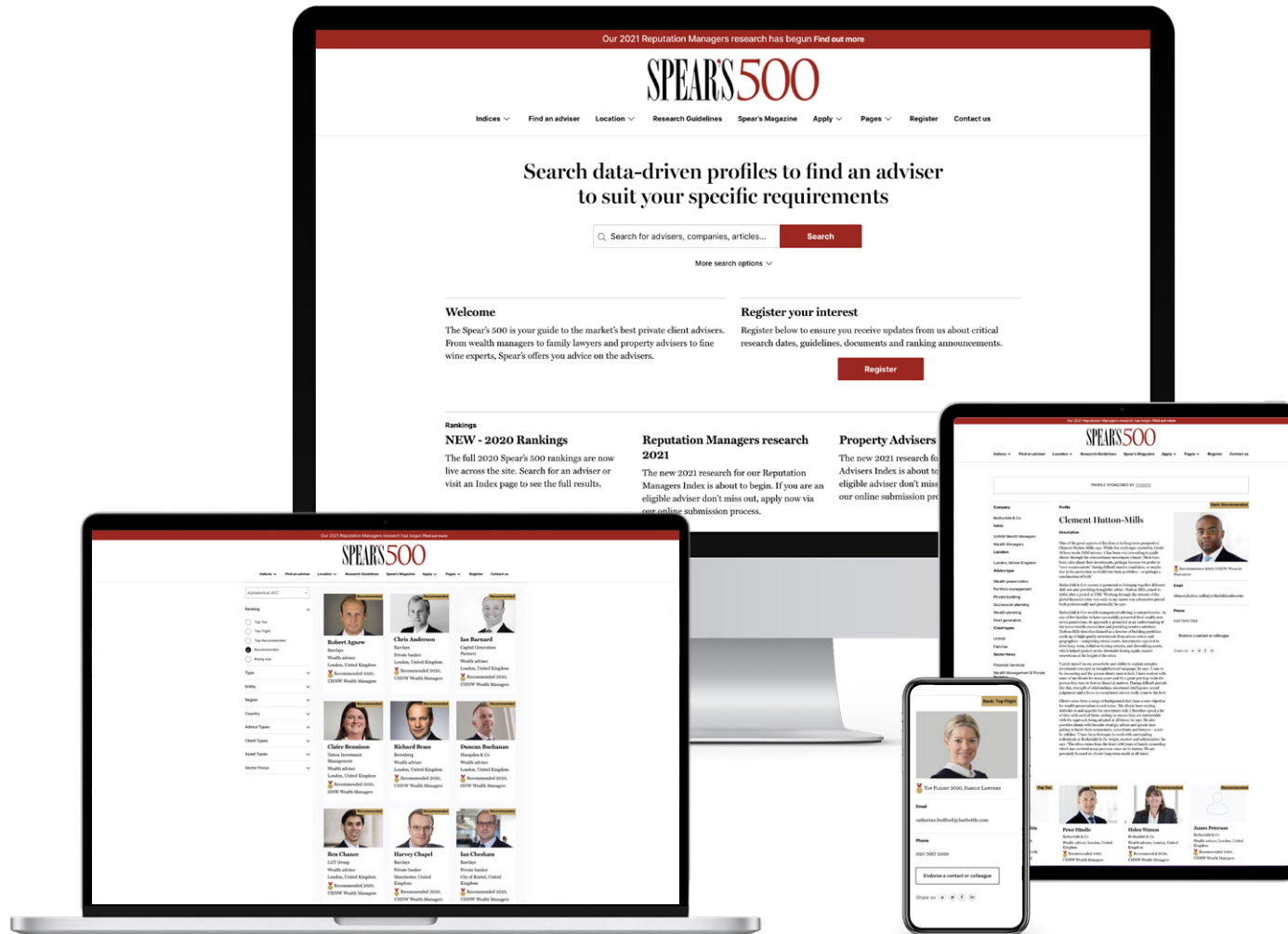
The Spear's 500 is published as a high-quality coffee-table guide that is sent to the private homes and offices of the wealthiest families in the UK. The publication has grown

in size and scope each year, thanks to the reputation of the Spear's brand and the value it generates for readers as well as the individuals and firms that appear in its pages.

This year a totally new website transforms the online user-experience of the Spear's 500 with data-driven profiles and a tool that enables HNWs to find the adviser that's right for them.

“If you're rich enough, these are the people to advise you. From wine to yachts, horses to houses, security to tax, these are the top guns for hire”

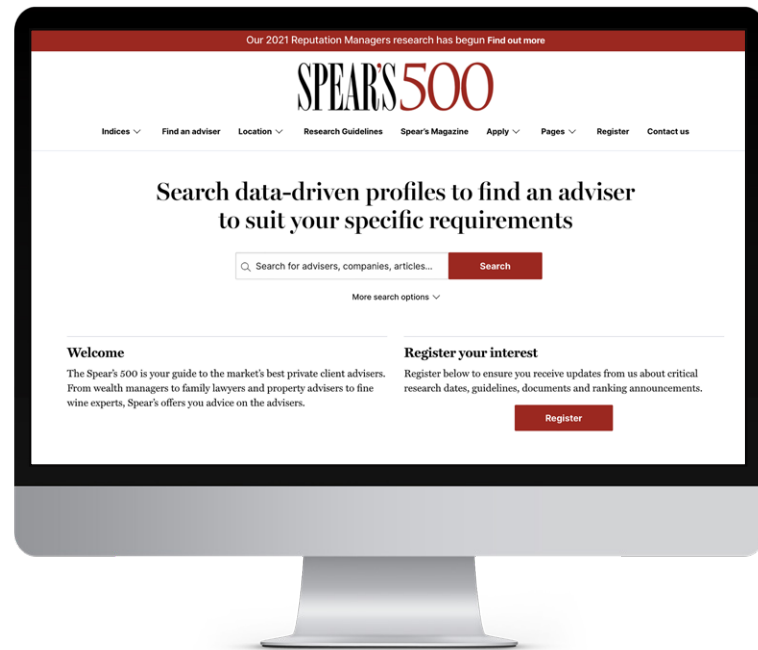
The Evening Standard
on the Spear's 500



The redesigned, revamped Spear's 500 website, spears500.com, is built on the foundation of new data-backed profiles that have been created for all 1,800 private client advisers in the growing Spear's database.

The new architecture of the site and individual adviser profiles is behind the find-an-adviser tool that greets visitors to the site. This makes it possible for users to discover the right advisers for their specific requirements.

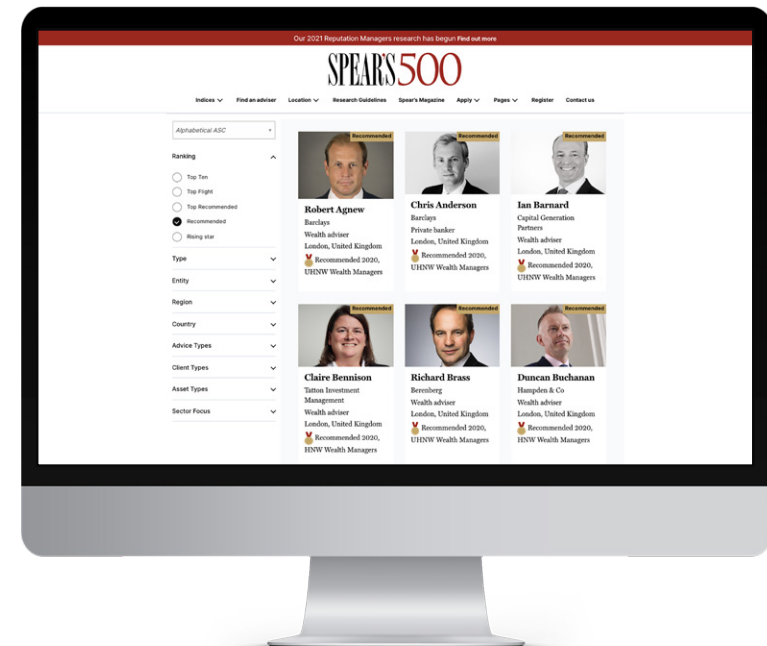
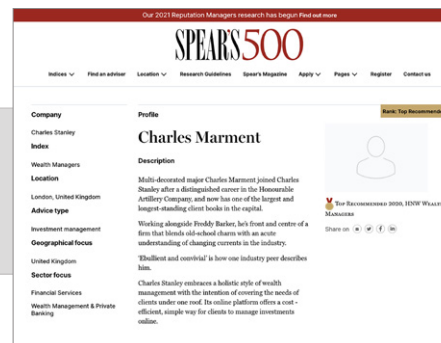
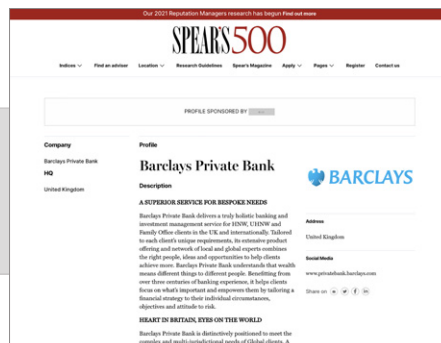
Find-an-adviser tool



The find-an-adviser tool is at the heart of spears500.com.

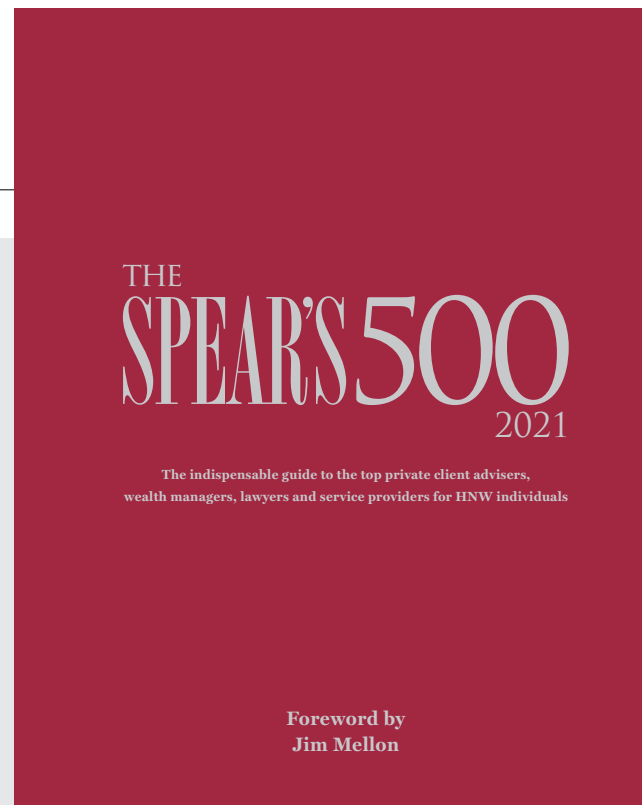
It allows HNW users to search and filter advisers according to a range of attributes such as the adviser's expertise, location(s), the clients they serve, the types of advice they offer, and their Spear's ranking.

This allows HNWs to zero-in on advisers capable of providing exactly what they're looking for. And it enables the advisers to put themselves in front of the people most likely to require their services.



The print edition

The annual print edition of the Spear's 500 has grown every year since its inception (the most recent runs to 680-pages). It is the only product of its kind on the market and has become established as an indispensable resource, found in the private offices and homes of the wealthiest individuals and families with a presence in the UK.



“
The Michelin Guide to the wealth management industry
Julien Seveaux, CEO, Eighteen48 Partners

“
Spear's is for anyone who wants to make money – and keep it
Elizabeth Hurley

“
A cross between Forbes and Vanity Fair
Ben Goldsmith

“
Widely regarded as the pre-eminent publication of the wealth management sector
Sir Lloyd Dorfman

Spear's 500 profiles (online)

Attributes

This section provides information about the adviser, their clientbase, the advice and services they provide, as well as the markets they serve and where they are based. This information can be searched and filtered by prospective clients using the find-an-adviser tool

Spear's Review

A c. 110-word editorial profile of the adviser written by the Spear's team

Adviser Profile

The adviser's chance to add extra information of their choice to their profile. Only available on enhanced profiles; the length of the section varies according to whether bronze, silver or gold

The screenshot displays the Spear's 500 website interface. At the top, a red banner reads "Our 2021 Reputation Managers research has begun Find out more". Below this is the "SPEARS500" logo and a navigation bar with links: Indices, Find an adviser, Location, Research Guidelines, Spear's Magazine, Apply, Pages, Register, and Contact us. The main content area is divided into two columns. The left column, titled "Company", lists "Farrant Group". Below this, a "Position" section lists "Director". Further down, an "Index" section lists "Reputation Managers". A "Location" section lists "London, United Kingdom". An "Advice type" section lists "Reputation". A "Client types" section lists "Politicians". A "Sector focus" section lists "Internet & Media", "Marketing & Advertising", and "Governmental Organizations". The right column, titled "Profile", features a "Rank: Top Ten" badge. Below this is a "Description" section with a "Spear's Review" byline. The review text describes Michael Farrant's background and the firm's expertise. Below the review is an "Adviser Profile" section with a quote from Farrant. At the bottom of the profile section is a "Network connections" section, which includes a "Recommended" badge and a photo of Peter Headen, a Reputation manager at Farrant Group, London, United Kingdom, who was Recommended in 2021.

Profile picture

Enhanced profiles include an image of the adviser

Ranking

All profiles display the adviser's Spear's ranking (see page 14 of this document for details)

Contact details

Enhanced adviser profiles include selected contact details so that prospective clients can make contact directly

More new features

Gold enhanced profiles provide advisers with the opportunity to add social media profiles, such as LinkedIn

Network

The Spear's database displays members of the adviser's network, including colleagues at the same firm

Enhanced profiles

Spear's does not charge a fee to include advisers in its indices and rankings, which are drawn up by the Spear's Research Unit on merit. (For more information about Spear's research, see page 14.) However, many firms and individuals choose to enhance their Spear's profiles in order to benefit from additional features. The different types of enhanced profile are summarised in the table below, and described in more detail on the following pages.

Profile	Length	Picture	Contact details	Social media profiles	Spear's 500 live	Priced from
Standard	c. 110 words	-	-	-	-	-
Bronze	c. 110 words + 670-725 characters	Black & White	✓	-	-	£2,000
Silver	c. 110 words + 1,610-1,780 characters	Black & White	✓	-	-	£2,500
Gold	c. 110 words + 1,750-1,900 characters	Colour	✓	✓	-	£3,000
Gold+	c. 110 words + 1,750-1,900 characters	Colour	✓	✓	✓	£3,300
Company profile*	5,000 characters	Firm logo (colour)	✓	✓	-	£1,250

*Only available to firms purchasing enhanced profiles for individuals

Enhanced profiles offer firms and their advisers the opportunity to optimise their presence in the Spear's 500. For more information, please contact commercial director Shady Elkholy

Shady Elkholy
COMMERCIAL DIRECTOR
Shady.Elkholy@spearswms.com

Enhanced adviser profile: Bronze

PRINT

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 670-725 characters (c. 100 words)
- Black & white photograph
- Contact details (telephone, email and company website) published in the print edition of the Spear's 500
- Receive one copy of the print edition of the Spear's 500 (RRP £150)

DIGITAL

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 670-725 characters (c. 100 words)
- Black & white photograph
- Contact details (telephone, email and company website) published on the adviser's spears500.com profile
- Data-backed profile that allows advisers to be discovered by spears500.com users searching for advisers according to their expertise, location, clientbase and other attributes. (See 'Adviser profiles', page 6, for more details)
- Spear's 500 2023 digital icon for use in the adviser's email signature and/or marketing materials, company website etc.

£2,000

# OF PROFILES	COST	£ PER PROFILE
1	2,000	2,000
2	3,600	1,800
3	5,280	1,760
4	6,880	1,720
5	8,400	1,680
6	9,480	1,580
7	11,200	1,600
8	12,480	1,560
9	13,680	1,520
10	14,800	1,480
11	15,840	1,440
12	16,800	1,400
13	17,680	1,360
14	18,480	1,340
15	19,200	1,280
16	19,840	1,240
17	20,400	1,200
18	20,880	1,160
19	21,280	1,120
20	21,600	1,080
21	22,260	1,060
22	22,880	1,040
23	23,460	1,020
24	24,000	1,000

Enhanced adviser profile: Silver

PRINT

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 1,610-1,780 characters (c. 250 words)
- Black & white photograph
- Contact details (telephone, email and company website) published in the print edition of the Spear's 500
- Receive one copy of the print edition of the Spear's 500 (RRP £150)

DIGITAL

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 1,610-1,780 characters (c. 250 words)
- Black & white photograph
- Contact details (telephone, email and company website) published on the adviser's spears500.com profile
- Data-backed profile that allows advisers to be discovered by spears500.com users searching for advisers according to their expertise, location, clientbase and other attributes. (See 'Adviser profiles', page 6, for more details)
- Spear's 500 2023 digital icon for use in the adviser's email signature and/or marketing materials, company website etc.

£2,500

# OF PROFILES	COST	£ PER PROFILE
1	2,500	2,500
2	4,500	2,250
3	6,600	2,200
4	8,600	2,150
5	10,500	2,100
6	12,300	2,050
7	14,000	2,000
8	15,600	1,950
9	17,100	1,900
10	18,500	1,850
11	19,800	1,800
12	21,000	1,750
13	22,100	1,700
14	23,100	1,650
15	24,000	1,600
16	24,800	1,550
17	25,500	1,500
18	26,100	1,450
19	26,600	1,400
20	27,000	1,350
21	27,825	1,325
22	28,600	1,300
23	29,325	1,275
24	30,000	1,250

Enhanced adviser profile: Gold

PRINT

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 1,750-1,900 characters (c. 275 words)
- Colour photograph
- Contact details (telephone, email and company website) published in the print edition of the Spear's 500
- Receive one copy of the print edition of the Spear's 500 (RRP £150)

DIGITAL

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 1,750-1,900 characters (c. 275 words)
- Colour photograph
- Contact details (telephone, email and company website) published on the adviser's spears500.com profile
- Data-backed profile that allows advisers to be discovered by spears500.com users searching for advisers according to their expertise, location, clientbase and other attributes. (See 'Adviser profiles', page 6, for more details)
- Icons relating to adviser's own social media profiles appear on their Spear's profile
- Spear's 500 2023 digital icon for use in the adviser's email signature and/or marketing materials, company website etc.

£3,000

# OF PROFILES	COST	£ PER PROFILE
1	3,000	3,000
2	5,400	2,700
3	7,920	2,640
4	10,320	2,580
5	12,600	2,520
6	14,760	2,460
7	16,800	2,400
8	18,720	2,340
9	20,520	2,280
10	22,200	2,220
11	23,760	2,160
12	25,200	2,100
13	26,520	2,040
14	27,720	1,980
15	28,800	1,920
16	29,760	1,860
17	30,600	1,800
18	31,320	1,740
19	31,920	1,680
20	32,400	1,620
21	33,390	1,590
22	34,320	1,560
23	35,190	1,530
24	36,000	1,500

Enhanced adviser profile: Gold+

PRINT

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 1,750-1,900 characters (c. 275 words)
- Colour photograph
- Contact details (telephone, email and company website) published in the print edition of the Spear's 500
- Receive one copy of the print edition of the Spear's 500 (RRP £150)

EVENT

- 1 x ticket to attend Spear's 500 Live – the live, in-person event that brings Spear's unique insight and content to life. Tickets are strictly limited to 500 for this one-day event, which convenes an audience of HNWs and leading advisers in their field. (Standard ticket price if purchased separately: Early bird: £395 - Full price £595)

DIGITAL

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 1,750-1,900 characters (c. 275 words)
- Colour photograph
- Contact details (telephone, email and company website) published on the adviser's spears500.com profile
- Data-backed profile that allows advisers to be discovered by spears500.com users searching for advisers according to their expertise, location, clientbase and other attributes. (See 'Adviser profiles', page 6, for more details)
- Icons relating to adviser's own social media profiles appear on their Spear's profile
- Spear's 500 2023 digital icon for use in the adviser's email signature and/or marketing materials, company website etc.

£3,300

# OF PROFILES	COST	£ PER PROFILE
1	3,300	3,300
2	6,300	3,150
3	9,000	3,000
4	11,600	2,900
5	13,500	2,700
6	15,300	2,550
7	17,500	2,500
8	19,600	2,450
9	21,600	2,400
10	23,500	2,350
11	25,300	2,300
12	27,000	2,250
13	28,600	2,200
14	30,100	2,150
15	31,500	2,100
16	32,800	2,050
17	34,000	2,000
18	35,100	1,950
19	36,100	1,900
20	37,000	1,850
21	39,600	1,800
22	40,250	1,750
23	40,800	1,700
24	41,250	1,650

Enhancing your firm's profile

- Company profile **£1,250**
Published online and positioned in the company directory section of the print edition
- Spear's to write/prepare adviser profile **£500**
- Full-page print advertisement **£1,000**
- Double-page spread print advertisement **£1,750**
- Q&A interview **£1,250**
Upgrade an adviser or firm's online profile with a 500-word Q&A interview to highlight particular strengths or messaging
- Video interview included in online adviser profile* **£8,000**
Up to 10 minutes in length
- Audio interview to be included in adviser profile* **£4,000**
Up to 20 minutes in length

*To run for 12 months at spears500.com
and be promoted on Spear's social media accounts

ADVERTISING-ONLY OPTIONS

For firms without enhanced adviser profiles

- Full page: **£3,500**
- Double page spread: **£5,000**

Our 2021 Reputation Managers research has begun [Find out more](#)

SPEAR'S 500

Indices ▾ Find an adviser Location ▾ Research Guidelines Spear's Magazine Apply ▾ Pages ▾ Register Contact us

Company

Cazenove Capital

Location

London, United Kingdom
Chester, United Kingdom
Edinburgh, United Kingdom
Oxford, United Kingdom
Gibraltar, Gibraltar
Saint Peter Port, Guernsey
Hong Kong, Hong Kong
Saint Helier, Jersey
Geneve, Switzerland
Zurich, Switzerland
Singapore, Singapore

HQ

United Kingdom

Profile

Cazenove Capital

Description

CAZENOVE CAPITAL is a specialist wealth management arm of Schroders in the UK and Channel Islands, looking after private clients, family offices and charities. We offer a complete wealth management service including tailored wealth planning and investment management, together with banking and lending services. We are also one of the largest managers of charity assets in the UK. As Schroders Wealth Management, we offer investment advice and portfolio management services in Switzerland, Hong Kong and Singapore. We are also one of a small number of UK-based firms able to offer advice to US persons living both in and outside the UK.

Our wealth management proposition is distinctive. Schroders is one of Europe's largest asset managers and a member of the FTSE 100. Unusually for a business of our size, we are still 48 per cent owned by the founding family. This combination of scale and stable ownership allows us to take a long-term view and focus on our clients' needs.

Having been in the investment business for over 200 years, we understand what it means to manage wealth over the long term. We take the time to understand our clients' circumstances and objectives and develop the right solutions for them.

EXPERTISE & EXPERIENCE

At Cazenove Capital, you will be supported by a dedicated team led by an experienced portfolio manager, enabling us to offer a very high level of client service.

Our recommendations will be clear and realistic about what is achievable and what is advisable. We understand the need for genuine flexibility to accommodate change and the unexpected and we will work with you to meet your financial goals.

We understand that you will have your own unique requirements and may choose to access only specific services from us.

We have a proven track record of delivering strong and consistent investment performance through economic cycles to meet our clients' goals and to preserve and grow the value of their assets in real terms. We draw on the investment expertise of the wider Schroder Group in order to do so.

REVIEW & RECOMMEND

We will:

- Carry out an in-depth review of your financial position, objectives and risk tolerance
- Advise on the most tax-efficient ways to hold your assets
- Recommend an appropriate investment strategy
- Select the most suitable managers and investments within each asset class
- Review any lending arrangements
- Provide ongoing monitoring and reporting

Our investment philosophy is unburdened by strict models - we are able to pursue the most suitable opportunities for you across global investment markets.

The value of investments and the income received from them can fall as well as rise. Investors may not get back the amount invested.

UNIQUE HERITAGE We have a unique heritage in the investment world. Both Cazenove Capital and Schroders have their roots in the trade finance boom that saw the City of London develop into a major commercial and financial centre at the beginning of the 19th century.

Cazenove Capital is founded on the strength and integrity that underpinned two great family companies for centuries and will continue to be fundamental to the way we look after all our clients.

It is this enduring commitment to exceptional levels of service and expertise that really sets us apart.

Cazenove Capital

Address

United Kingdom

Social Media

www.cazenovecapital.com

Share on [◻](#) [◻](#) [◻](#) [◻](#)

Spear's adviser categories

Wealth & Investing	International	Legal	Lifestyle & Passion Investments	Health & Wellness
<p>Wealth Managers - UHNW</p> <p>Wealth Managers - HNW</p> <p>Cryptocurrency</p> <p>Family Office Services</p> <p>Hedge Funds</p> <p>Insurance Advisers</p> <p>Life Sciences</p> <p>Philanthropy Advisers</p> <p>Precious Metals</p> <p>Private Equity</p> <p>Venture Capital</p>	<p>Private Client Advisers Isle of Man</p> <p>Wealth Managers Guernsey</p> <p>Wealth Managers Hong Kong</p> <p>Wealth Managers Jersey</p> <p>Wealth Managers Liechtenstein</p> <p>Wealth Managers Luxembourg</p> <p>Wealth Managers Singapore</p> <p>Wealth Managers Switzerland</p> <p><i>(Other international indices tbc)</i></p>	<p>Art Lawyers</p> <p>Aviation & Yachts Lawyers</p> <p>Classic Car Lawyers</p> <p>Contentious Trust Lawyers</p> <p>Corporate Lawyers</p> <p>Criminal Lawyers</p> <p>Employment Lawyers</p> <p>Family Lawyers</p> <p>Hommes d'Affaires</p> <p>Immigration Lawyers</p> <p>Litigaton / Litigation funding</p> <p>Property & Landed Estate Lawyers</p> <p>Reputation Lawyers</p> <p>Tax & Trust Lawyers</p>	<p>Antiques Experts</p> <p>Art Advisers</p> <p>Art Finance</p> <p>Aviation</p> <p>Aviation & Yachts Finance</p> <p>Cigars Advisers</p> <p>Classic Car Advisers</p> <p>Collectibles</p> <p>Concierge Services</p> <p>Country House Rentals</p> <p>Education & Private Universities</p> <p>Equine experts</p> <p>Events & Entertainment</p> <p>Florists</p> <p>Food & Drink</p> <p>Matchmakers</p> <p>Nannies</p> <p>Private Members Clubs</p> <p>Sport & Betting</p> <p>Whisky Advisers</p> <p>Wine Advisers</p> <p>Yachts</p>	<p>Divorce Consultancy & Support Services</p> <p>Health Clubs & Spas</p> <p>Life Coaches & Performance Coaches</p> <p>Medical Advisers</p> <p>Private Doctors</p> <p>Psychiatrists</p> <p>Rehabilitation Centres</p> <p>Surgeons</p>
Tax & Offshore	Property	Business & Entrepreneurs	Homes & Design	
<p>Accountants & Tax Advisers</p> <p>Citizenship by Investment</p> <p>Offshore Experts</p> <p>Tax & Trust Lawyers</p> <p>Trustee Services</p>	<p>Buying Agents</p> <p>Country/Rural Specialists</p> <p>Selling Agents</p> <p>Property Investment, Finance & Private Office Services</p> <p>Property Management</p>	<p>Business Angels</p> <p>Family Business Advisers</p> <p>Recruitment Consultants</p> <p>Reputation Managers</p>	<p>Architects</p> <p>HNW Technology Solutions & Smart Homes</p> <p>Interior Designers</p> <p>Landscape Gardeners</p> <p>Security Experts</p>	

Spear's rankings and research

Throughout the year, Spear's carries out various rounds of research. This research underpins the Spear's Indices, which rank the most accomplished private client advisers and providers of services to HNWs.

Spear's indices and rankings are respected across the private client world - from wealth management to property, tax, family law and beyond. They are drawn up on the basis of peer nominations, dozens of telephone and face-to-face interviews, data supplied by firms, as well as information gathered by the Spear's editorial and research teams.

The timing of the research and the publication of the indices is described in the calendar below.

Every private client firm in the market can take part in our research by completing our short research form. The form asks for basic data about the firm, its key advisers and its work. The rankings generated by the research process are displayed on all adviser profiles.

To avoid missing out on Spear's research go to spears500.com and click 'Register'.

Completing the research forms not only provides the best chance of a high ranking; it also provides Spear's with up-to-date information about individual advisers' practice and specialisms, ensuring that they can be easily discovered by prospective clients searching spears500.com.

<i>Category</i>	<i>Research registration</i>	<i>Submission deadline</i>	<i>Index publication</i>
Reputation Managers	14 Oct 2021	10 November 2021	26 January 2022
Property	25 November 2021	15 December 2021	18 of March 2022
Wealth Managers	05 January 2022	01 Feb 2022	15 April 2022
Family Law	07 February	01 March 2022	18 May 2022
Tax	07 March 2022	02 March 2022	15 June 2022

Other categories TBC - dates are subject to change and please check the updated calendar on www.spears500.com

RANKINGS

Within each category Spear's ranks three core tiers of advisers:

- *Top Ten*
- *Top Recommended*
- *Recommended*

The Spear's Research Unit also selects a limited number of 'Rising Stars' - private client advisers aged 35 and under who have displayed excellence in their field

TO FIND OUT MORE ABOUT SPEAR'S RESEARCH, CONTACT:

Joshua Bentley
HEAD OF RESEARCH & INSIGHT
Joshua.Bentley@spearswms.com

Rasika Sittamparam
SENIOR RESEARCHER
Rasika.Sittamparam@spearswms.com

The Spear's 500 and its competitors

	High-net-worth specific				Dedicated researchers and respected rankings				Social media profiles incorporated in profiles				Data-driven, searchable online adviser profiles				High-quality annual print edition			
<i>Legal 500</i>								✓												
<i>Chambers High Net Worth</i>		✓					✓													
<i>Tatler Address Book</i>		✓								✓										
<i>Spear's 500</i>		✓					✓			✓			✓					✓		

Several directories offer a guide to advisers and service-providers to high-net-worth individuals. The Spear's 500 has emerged as the market-leader thanks to the unrivalled combination of its HNW audience, its robust research and rankings, its sophisticated digital offering and its high-quality print publication.

Spear's partnerships



Print specifications

ADVERTISEMENT SIZES

For best reproduction, materials should be submitted in a digital file format. Platforms supported are Macintosh and PC

High resolution PDFs

All high-res images and fonts must be included when the file is created. Artwork should be 100% in size and include all standard trim, bleed and center marks outside of the live area.

All images contained within PDF must be high-resolution (300 dpi recommended) and in CMYK format. PDFs should conform to the PPA [pass4press](#) specifications, which are based on PDF/x-1a standards, details can be found via the above link.

Images

For best reproduction, all images must be supplied at 300dpi. Only CMYK colour space is supported. Solid black backgrounds should be a rich black (100% black, 70% cyan, 60% magenta, 50% yellow)

Fonts

Fonts must be supplied as Type 1 Postscript fonts with associated suitcase file(s) or Open Type fonts. We cannot use TrueType or Multiple Master fonts. Fine serif type and hairline rule should NOT knock out or be a tint

Sizes (width x depth)

Cover 2, Page 1

Trim = 210 x 260mm

Bleed = 216 x 266mm

Type area = 190 x 240mm

Double Page Spread

Trim = 420 mm x 260 mm

Bleed = 426 mm x 266 mm

Type area = 400 mm x 240 mm

Full Page

Trim = 210 x 260mm

Bleed = 216 x 266mm

Type area = 190 x 240mm

Half Page (Horizontal)

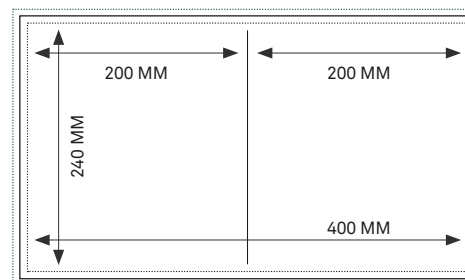
Trim = 210 x 130 mm

Bleed = 216 x 136mm

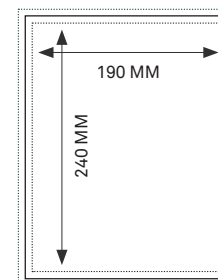
Type area = 190 x 105mm

Bleed Advertisements should have a (3mm) bleed on all sides that bleed

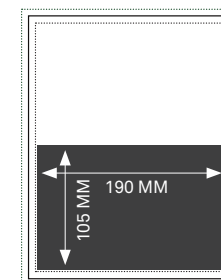
Type and important subject matter should be kept at least 10mm from the live/trim area on all sides



DOUBLE PAGE SPREAD



SINGLE PAGE



HALF PAGE (HORIZONTAL)

SUBMITTING YOUR ADVERTISEMENT

- Advertising material should be supplied in PDF format. Please allow 3mm each page for gutter loss allowance, include within the trim size. Double page (DPS) advertisements should be split and supplied as single pages to the required sizes.
- The file must not contain any transparent elements and file creator should apply any trapping requirements - no trapping will be applied by the printer. Combined colour ink density must not exceed 300%.

Files smaller than 10MB may be emailed to **Clare Ovenell**. For larger files please also send to Clare, but via [wettransfer.com](#): clare.ovenell@ns-mediagroup.com

Please name the files with your company name and the Spear's publication and issue.

ARTWORK AND DESIGN SERVICE

If you are unable to supply your materials in any of these formats, we can offer an artwork, design and production service.

In order for us to process your advertisement, please supply the following:

Advertising text

Company contact details

Company logo

Images

We will then write, design and provide you with a proof of your advertisement prior to publication. Charges for design and/or amendments will be determined on a case-by-case basis.

For all print production questions, please contact: clare.ovenell@ns-mediagroup.com

SPEAR'S 500

Shady Elkholy

COMMERCIAL DIRECTOR

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