

Where do you go  
to talk to people  
who have *\$trillions*  
to invest?

# To the Wine Country.

**Introducing *BUYSIDE Magazine*, the most focused, cost effective way to reach money managers and receive a targeted list of those money managers interested in your company.**

Today, institutional investors throughout the country are reading *BUYSIDE*, the new financial magazine for money managers, published in Sonoma, the heart of California's Wine Country.

Market-savvy public companies searching for a cost-effective way to reach money managers interested in their company are now turning to *BUYSIDE*. It makes good sense when you take a good look at *BUYSIDE*'s readership, which currently includes over 18,000 buy-side money managers and 2,500 sell-side analysts.

The average reader is a money manager who works for a firm with \$20 billion under management.

- They work for a wide range of firms, from smaller, fast-moving firms with a few hundred million dollars to large ones with over \$100 billion under management.
- They are mostly value and growth oriented
- They buy large cap, midcap, small cap and even microcap stocks
- They are looking for domestic as well as international ideas

Today, money managers depend on *BUYSIDE* for a number of important reasons:

- Its colorful and impactful presentation of stock market ideas from top U.S. and international investment strategists, analysts and money managers.
- It gives money managers an opportunity to receive research and ideas from firms they're not working with.
- Its exclusive system of rating securities analysts based on performance, not popularity.
- It gives money managers the names and telephone numbers of the best analysts in each field.
- Using an exclusive database, it quantifies the buy, sell and hold recommendations of all analysts. The resulting Sponsorship Index tells them the level of support on the Street for selected industry groups and individual stocks.
- It enables them to order the research reports they want—from companies like yours—on demand.
- It provides information and ideas to the growing number of firms that depend on in-house resources and research.

By appearing in *BUYSIDE*, you will be targeting money managers just as they're searching for the kind of ideas they can only find in our magazine.

And you'll be reaching them in an interactive environment—where they're not just reading, but acting on the information they read.

The money managers who ask for your research are genuinely interested in your company, giving you a targeted list of true value to your marketing efforts.

**A plan to fit every budget.**

*BUYSIDE* offers a number of different ways to take advantage of its superior targeting capabilities. All our marketing programs use cost-effective combinations of our various products (Wall Street listing, Corporate listing, ads, fact sheets, profiles and exciting new vehicles such as 4-color research reports and analyst interviews).

We have a plan to fit your upcoming budget and meet your goals. And to make things easy and convenient we will send you a free budget planning kit and work with you to find the plan that suits you best.

**We'll also send you a free bottle of Buyside wine.**

Since we're located amidst some of the world's finest wines, we'd like to send you a free bottle of our own Buyside wine. *(Turn over for details.)*





*Gordon Holmes co-founded and was chairman of Research Holdings, which publishes Research magazine, the leading trade publication for U.S. stockbrokers. After 15 years at Research, Mr. Holmes founded BUYSIDE, a magazine serving the needs of money managers. With the latest information and communications technology, he is able to provide top investment information and ideas, and publish BUYSIDE from the heart of California's Wine Country in Sonoma.*

# Receive a bottle of *BuySide* wine for free.

***...and we'll also include a  
Budget Planning Kit.***

In addition to producing *BUYSIDE* Magazine, we've also taken advantage of a wonderful grape harvest here in Sonoma & Napa Valley, and produced our first wine. To celebrate the harvesting of both endeavors, we'd like to send you a bottle of *BuySide* Wine—For free. Just fill out and fax back the enclosed form and we'll send you a bottle of our very own *Merlot* or *Chardonnay*, along with a budget planning kit. After all, what better way to enjoy *BUYSIDE* magazine than over a glass of *BuySide* wine!

***Use the enclosed fax-back reply form or  
contact us at BUYSIDE:***

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