

FT Global Audience

The best estimate of the number of people across the globe who, on an average day, consume FT content either in the newspaper or on FT.com.

The FT's Average Daily Global Audience (ADGA)

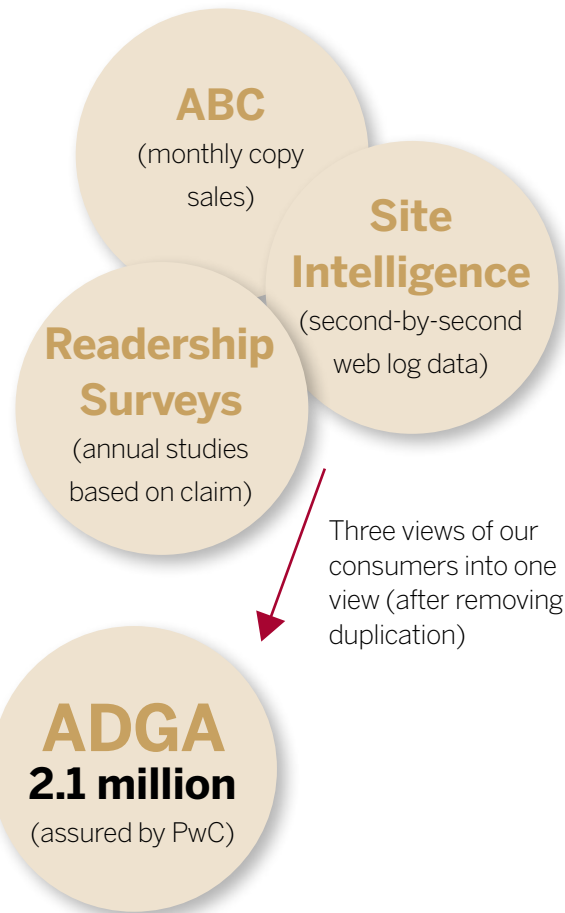
Although readership surveys and ABC print and digital audits give media buyers an audience guide, they're not combined to produce a single, unduplicated audience number.

In a media first, the Financial Times Research Department has developed a model called Average Daily Global Audience (ADGA).

This is the Financial Times' best estimate of the de-duplicated number of people across the globe who, on an average day, consume FT content via the print newspaper or digitally via the FT.com browser-accessed website or the FT tablet application or the FT smart phone application.

ADGA reveals that the FT reaches 2.1 million readers every day. And, as syndicated readership surveys show, those readers are senior business decision-makers, high net worth consumers and influential policymakers. This combined global audience number is assured twice a year (May and November) by PricewaterhouseCoopers.

The FT's innovative ADGA model gives you more meaningful figures and a clearer view of your audience, so you can make better-informed decisions.



ADGA May 2011

Region	Print	Digital	Total Audience
UK	367,000	175,550	491,921
CEMEA	605,153	131,996	662,187
US	497,644	216,770	652,411
ASIA	224,414	97,663	282,503
GLOBAL	1,894,211	621,979	2,089,022

Since November 2009...

smartphone and tablet
contributed growth
year on year **9%**