

Business Education 2012

Reach highly-motivated business individuals and world-class graduates looking for professional development in their careers.

Regular Monday Section

Every Monday the FT devotes two pages of high quality editorial coverage to the latest trends and ideas in business and management education. In the Business Education spread, the FT profiles business schools and their deans and reviews new and innovative training and study programs. This section is an ideal platform for advertisers to display courses, programs or working philosophy. With regular frequency and a few days booking notice, it offers the flexibility you need for promoting your ad campaign or open house.

Monday Education Rates – WW (US\$)	B/W
Per Single Column Unit (SCU)	123
Full Page	55,104
Junior Page 1	28,044
Half Page	27,552
Junior Page 2	20,295
Quarter Page	13,776

FT Business Education Reports

FT's Business Education Reports are renowned for their cutting-edge and highly-anticipated coverage of key trends in the Business Education sector, readers rely on these reports to:

- Research business school programs and FT rankings on MBA, EMBA and Executive Education Programs
- Gain 24-hour access to FT Business Education Special Reports for a year after the publication date

Publication Date

January 30	Global MBA Ranking 2011**
March 12	Online Learning*
May 14	Executive Education**
June 18	Financial Training*
September 17	Masters in Management**
October 15	EMBA**
November 19	Innovative Law Schools*
December 3	European Business Schools**

*in boardsheet format; **in magazine format



Boardsheet Rates – WW (US\$)	B/W	Colour
Per Single Column Unit (SCU)	229	278
Full Page	102,592	124,544
Junior Page 1	52,212	63,384
Half Page	51,296	62,272
Junior Page 2	37,785	45,870
Quarter Page	25,648	31,136

Magazine Rates – WW (US\$)

1st DPS	56,000
2nd DPS	48,000
DPS ROM	40,000
Outside Back	41,280
First RHP	32,000
Inside Back	32,000
Full Page Colour Prime	29,568
Full Page Colour ROM	23,184
Half Page Colour ROM	14,400
Quarter Page Colour ROM	8,000
Quarter Page B/W ROM	4,800

Please contact your FT representatives for regional advertising opportunities.

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FT.com Business Education

Business Education can be found under Management at FT.com, making it easy for prospective students to find our latest content and related archives. Our Education Special Reports are here as well as interactive rankings of world renowned schools. We offer online packages for schools who want an advertising adjacency to our world class education content. www.ft.com/businesseducation

Online Sponsorship Packages* (US\$)	World
1 Month	8,280
3 Months	15,680
6 Months	24,928
12 Months	38,400

Interactive Rankings

Interactive online rankings are taken directly from the special reports enabling students to customize our rankings to their personal priorities. Main advertising positions include share of voice of top banner/leaderboard and the masthead banner on the school's results page where your school is ranked, linking to the school's website.

Interactive Rankings Sponsorship* (US\$)	World
1 Month	8,832
3 Months	16,928
6 Months	25,392
12 Months	40,656

Widgets

Available to all accredited or ranked schools with a profile page on FT.com US\$11,680 p.a.

*Package includes leaderboard and MPU served as a wrap on a SOV basis.



MBA Gym

An innovative and extremely creative online branding activity, the MBA Gym is designed to give prospective students an insight into the key concepts of an MBA via a series of 15-minute 'work-out' sessions on various modules. This is a unique opportunity for unprecedented brand exposure and interaction with the unique FT audience over a prolonged period of time.

www.mbagym.com (US\$)	World
1 Month	8,000
3 Months	14,400
6 Months	24,000
12 Months	40,000

Masters Gym Sponsorship (US\$)	World
1 Month	8,000
3 Months	14,400
6 Months	24,000
12 Months	32,000