

The Connected Business 2012

'The Connected Business' is an online section and monthly report includes news, features, interviews and comment on the latest IT trends, products and strategies.

A Guide To Understanding IT Investment and Strategy

The Connected Business is aimed at senior business executives who want to learn more about how to use information technology to benefit their companies.

Published in print monthly and as a regularly updated section of the Financial Times' *Management* section on FT.com, *The Connected Business* is edited by our experienced technology writer Paul Taylor.

Publication Dates

January 25 – IT & Customers

February 27 – Mobile Communications for Business

March 21 – IT & The CFO

April 18 – Security

May 23 – Cloud

June 20 – Big Data & Analytics

September 19 – IT & Financial Services

October 17 – IT & Business Leadership

November 7 – The Consumerisation of IT

December 5 – Paying for IT

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| Half Page | 96,320 |
| Junior Page 2 | 80,800 |
| Quarter Page Solus | 67,680 |
| Quarter Page (not Solus) | 50,240 |



The Connected Business – Online Hub

The Connected Business online provides a resource for boardrooms and business people who seek a better understanding of how IT investment and strategy can help their company, whether large or small.

Daily updates and a regular video series will enhance the features to deliver an ideal environment for technology advertisers who want to reach a boardroom audience.

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