

Target China's Elite

Reach China's growing community of wealthy businesspeople and consumers, with the FT's local language product – FTChinese.com.

FTChinese.com

FTChinese.com is the Financial Times' Chinese language business news information site serving the mainland China market. Launched in 2005, it has grown to become one of China's leading sources of international business news and analysis.

FTChinese.com offers access to the FT's award-winning news and commentary, giving its users a global perspective with a local flavour. A site refresh in Oct 2009 introduced multi-media content, discussion and blogging functions, and extensive search and archiving capabilities. Busy executives on the go can now access FTC thru various mobile platforms

- 18 millions monthly page views
- 2.5 millions monthly unique users
- 1.72 millions total registered users

Sources: FTChinese internal figure, December 2011

FTC reaches the China's top business people and decision makers

- Average age – 35 years
- 82% male
- Highly influential – 51% Business decision makers
- Highly educated – 82% have bachelor's degree or above
- Highly affluent – Monthly income of RMB42,000+ (6 times the professional average in BJ and SH) average total household asset is up to RMB 2.42 million, 52% of which is RMB 1 million+
- Strong regional exposure – 82% lived or traveled aboard
- Pursuing a luxury lifestyle – 58% owns 1+ high-end expensive watch, 65% owns 1+ cars
- Average of 6 trips in a year, 31% flies either first/business class.

Source: Millward Brown 2010 & 2011



For more information

Contact Jeffrey Kwan on +852 2230 5853 or jeffrey.kwan@ft.com
or Christine Wong on +852 2905 5524 or christine.wong@ft.com
www.ftchinese.com