

FT Weekend 2012

FT Weekend gives you a direct route to reach the world's elite as they focus on leisure, luxury, business and personal finances.

Reach the World's Elite at the Weekend

FT Weekend offers a relaxing change of gear for influential and high-spending consumers who like winding down without switching off. It offers them stimulating and absorbing coverage, both of life's pleasures and the serious issues of the moment. What's more, its perspective on both news and culture is global, not a common trait for a weekend paper.

Who says you can't mix business with pleasure? FT Weekend gives you a direct route to reach the world's elite as they focus on leisure, luxury, business and personal finances. With two great sections and How To Spend It magazine, this is the thinker's weekend read.

FT Weekend Features

Award-winning journalism with a global view, this is the weekend's definitive coverage of world news on politics, business, economics, companies and markets that also expands into its readers' more leisurely interests. Features include:

- Food and Drink
- Arts
- Books
- House & Home
- Style
- Fashion
- Pursuits
- Property
- Travel

How To Spend It

Chic, glossy and unashamedly glamorous, the multi-award-winning *How To Spend It* is the FT's salute to style and luxury living. Published 30 times a year, *How To Spend It* provides a distinctive look at how the affluent and influential spend their time and money, providing FT readers with intelligent, in-depth features on their personal passions.



FT weekend circulation*

EMEA (ex UK & Eire)	134,388
Asia Pacific	49,394
USA	117,230
UK & Eire	127,815
Worldwide	428,827

*FT internal figures, January to June 2011, Saturday only