

Financial Markets Series 2012

Now entering its third year, the Financial Market Series will continue to deliver outstanding editorial coverage of the major issues across the main asset classes in 2012. It is published across three key titles: the *Financial Times* newspaper, *The Banker* and *FTfm*, and also in microsites on *FT.com* and *TheBanker.com*.

This unique series of special reports offers the readers the complete global picture and provides the advertiser with the perfect platform to access three key audiences. Packages have been tailored to ensure advertisers can reach all areas of the market in an environment of the highest quality editorial at a cost-effective rate.

Format

The reports will be published as tabloid supplements in the FT newspaper and *FTfm*, and as bound-in supplements in *The Banker*. Each topic will be launched in the *Financial Times* newspaper with the other reports over subsequent weeks. Content will be aggregated into microsites on *FT.com* and *TheBanker.com* with links throughout both sites.

Three titles

■ FT Newspaper

Reaches the world's most powerful and influential people on a daily basis with informed and cutting edge editorial. There is no more effective route to this elusive and affluent audience.

■ FTfm

The weekly* voice of global fund management. Distributed worldwide to the FT audience. 1 in 6 FT readers picks up the FT on a Monday specifically for *FTfm*.

■ The Banker

Established in 1926, a trusted source of information on the banking sector. Distributed in 90 countries to a readership of c.90,000 of the world's top CEOs, CIOs, CFOs, Corporate Treasurers and Central Bank Governors.

**FTfm* is published worldwide every Monday, except in the US where it appears the first Monday of every month.



Global Capital Markets Survey 2011...

Global print coverage of Financial Time **33%**

Global print coverage of The Banker **18%**

40%+ Global print coverage when The FT and The Banker combined

Global Capital Markets Survey measures readership habits amongst CFOs and senior financial managers in the world's largest organizations and senior managers in the world's largest financial institutions.



For more information

Contact your sales representative or email to asiads@ft.com

www.ft.com/advertising_asia

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Publication dates

	Financial Times	The Banker (monthly)	FTfm
Debt Capital Markets	February 28	March	March 5
Foreign Exchange 1	March 29	April	April 2
Islamic Finance	May 15	May	N/A
Commodities	May 29	June	June 4
Equity Capital Markets/ETFs	September 20	September	September 10
Foreign Exchange 2	September 27	October	October 1
Debt Capital Markets 2	October 25	November	November 5
Transaction Services/Asset Servicing	October 30	October	November 29
Commodities 2	November 29	December	December 3
Islamic Finance 2	December 5	December	N/A

Exact publication dates TBC closer to publication date. Each publication will be able to supply synopses three weeks prior to the publishing date.

Packages per topic

The advertising packages we have developed will help you achieve high impact across all elements of the series, boosting the effectiveness of your budget.

Print (all packages full color WW)

Package 1

- Full page (34cm x 6cols) in FT tabloid report
- Full page in The Banker
- Full page (34cm x 6cols) in FTfm report

Worldwide package – US\$72,000

(Rate card value – US\$145,312)

Package 2

- Junior page (25cm x 4cols) in FT tabloid report
- Full page in The Banker
- Junior page (25cm x 4cols) in FTfm report

Worldwide package – US\$56,000

(Rate card value – US\$86,930)

Package 3

- Quarter page (17cm x 3cols) in FT tabloid report
- Full page in The Banker
- Quarter page (17cm x 3cols) in FTfm report

Worldwide package – US\$40,000

(Rate card value – US\$46,925)

Online

Package 1

- 250,000 leaderboards on FT.com: targeted to the pages relevant to the series
- 250,000 leaderboards on TheBanker.com: targeted to the pages relevant to the series
- Share of voice ad positions on the report microsites on FT.com and TheBanker.com

Worldwide package – US\$35,200

Package 2

- 120,000 leaderboards on FT.com: targeted to the pages relevant to the series
- 120,000 leaderboards on TheBanker.com: targeted to the pages relevant to the series
- Share of voice ad positions on the report microsites on FT.com and TheBanker.com

Worldwide package – US\$19,200

Please note these are package rates for an advertisement in each issue across a single topic. These packages are not transferable or divisible across the other series throughout the year.



FINANCIAL
TIMES

For more information

Contact your sales representative or email to asiaads@ft.com

www.ft.com/advertising_asia