

House & Home 2012

House & Home helps reach wealthy people who are passionate about property, interiors and gardening. This full-colour supplement is the world's only weekly property and lifestyle section which is internationally focused and globally distributed every weekend.

In print...

House & Home is the definitive weekly guide to hot properties and home living worldwide. Highlights include:

- Absorbing stories and stunning pictures of architecture, interiors and gardens.
- In-depth features on well-known and up-and-coming property markets in the UK and across the world.
- The "Secret Agent" column, detailing a top-end property finder's lucrative deals and high maintenance clients.
- The FT's signature interviews, "At Home" and "Expat Lives".
- The weekly column from renowned gardening writer Robin Lane Fox.

Online...

- House & Home is also online at www.ft.com/house&home
- FT.com has 17.6 million unique users worldwide per month.
- FT.com has an average of nearly 119.3 million page view per month.
- For added impact, you can sponsor this section on a monthly basis.

Source: Web Analytics November 2011



2012 Rates (US\$)

(WW)	B/W	Colour
Per Single		
Column Unit (SCU)	115	158
Front Page Solus Strip	N/A	15,200
Full Page	51,520	70,784
Half Page	25,760	35,392
Quarter Page	12,880	17,696
Eighth Page	7,245	9,954
Property Gallery	N/A	1,232

Other sizes are available upon request.



Reach a premium audience globally...

47% read House & Home regularly

average household income
US\$1,077,250

48% involved in business purchase decisions

*FT readership survey 2011