

# How To Spend It

Chic, glossy and unashamedly glamorous, the award-winning *How To Spend It* is the FT's salute to style and luxury living. It provides a distinctive look at how the affluent and influential spend their time and money.

## In print

Published 30 times a year, *How To Spend It* covers a diverse range of topics, such as art, travel, yachting, interior design, fashion, and food and wine.

*How To Spend It* brings our readers intelligent and entertaining features on the most rewarding ways to spend their time and their money. Every issue is packed with lavishly-illustrated articles on luxuries from perfume to performance cars and from bespoke travel to brilliant gadgets.

**Eclectibles** – must-haves for the home and cutting-edge accoutrements

**The Smooth Guide** – luxury travel breaks around the world

**Technopolis** – cruise the highways and rat runs of Gizmo City

**Past Masters** – secondhand finds that are anything but second best

## Online

[www.howtospendit.com](http://www.howtospendit.com)

Following the success of our multi-award winning magazine, October 2009 saw the launch of the How To Spend It website. In addition to all the magazine's lavish features and stunning photography, [howtospendit.com](http://howtospendit.com) also hosts a wealth of online-only content – including videos, blogs, new columns and a daily content refresh.



### 2012 Rates (US\$)

Position	World	Asia
Inside DPS1	102,800	23,120
Inside DPS2	100,000	21,040
Centre Spread	72,000	17,600
DPS (ROM)	48,800	11,200
Outside Back Cover	61,200	15,920
Left Facing Contents	58,000	15,520
1st Right Hand Page	52,400	14,480
Full Page (ROM)	33,600	6,000

\*Other special advertising opportunities available upon request. All rates in US dollar gross.

### 2012 Schedule

Jan	07 (Sat)	How to Spend It	Aug	04 (Sat)	How to Spend It
Feb	04 (Sat)	How to Spend It	Sept	01 (Sat)	How to Spend It
	18 (Sat)	Smart Arts		07 (Fri)	Friday Edition
March	03 (Sat)	How to Spend It		15 (Sat)	Passion for Fashion
	17 (Sat)	Passion for Fashion	Oct	06 (Sat)	How to Spend It
	23 (Fri)	Friday Edition		12 (Fri)	Friday Edition
April	07 (Sat)	How to Spend It		20 (Sat)	Superior Interiors
	13 (Fri)	Friday Edition		27 (Sat)	Travel Unravalled
	21 (Sat)	Superior Interiors	Nov	03 (Sat)	How to Spend It
May	05 (Sat)	How to Spend It		09 (Fri)	Friday Edition
	19 (Sat)	Travel Unravalled		17 (Sat)	Christmas Unwrapped
	25 (Fri)	Friday Edition		24 (Sat)	Fine Times*
June	02 (Sat)	How to Spend It	Dec	01 (Sat)	How to Spend It
	08 (Fri)	Friday Edition		07 (Fri)	Friday Edition
	16 (Sat)	Boats that Rock			
July	07 (Sat)	How to Spend It			

\* Europe and Asia only, running in US on December 8th. No booking or copy deadlines affected.



For more information

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