

# Life & Arts 2012

Covering everything from art and books to good living, Life & Arts features news, and discoveries from FT experts, critics and commentators and is read avidly by people with money to spend on leisure and culture.

## In print...

- **Life & Arts** is published worldwide every Saturday with FT Weekend. It's an intelligent guide to everything from travel, theatre, food, fashion, books and music.

Weekly highlights include:

- The fascinating Interview, formally 'Lunch With The FT', where famous figures speak with unusual candour to the FT over lunch.
- Style guru Tyler Brûlé presents his popular "Fast Lane" column as a counterpoint to Harry "Slow Lane" Eyre.
- Gorgina Adam's, editor-at-large of the Arts Newspaper, delivers all the gossip from the Art Market and much more.

## Online...

- Life & Arts is also available online at [www.ft.com/arts-leisure](http://www.ft.com/arts-leisure). Interactive tools, podcasts, videos and blogs enrich the Life & Arts digital proposition adding an extra dimension to the user journey.
- **FT.com** has over 4.2 million registered users and 146,000 paying digital subscribers\*. Ensuring an engaged and receptive audience.
- Bespoke targeting opportunities are available. Please speak to your usual representative for a consultation.

\*Web Analytics November 2011



## Facts & figures:

average household income\*

**US\$1,077,250**

**67%** FT readers read the Life & Arts section regularly\*

**1 in 3** FT readers is an US millionaire\*\*

**47%** travelled 6 or more international air trips in past 12 months\*\*

\*FT readership survey 2011

\*\*BE:ASIA 2011