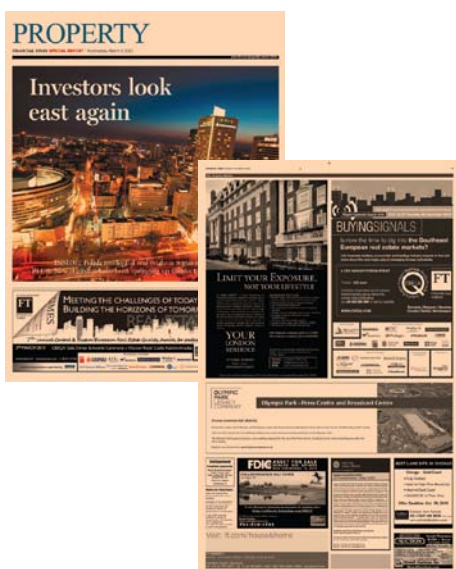


# Commercial Property 2012

The Financial Times is read by the world's most senior decision-makers who use the FT's property news and analysis – in print and online – to help them avoid the risks and reap the rewards of the commercial property market.

## In print...

- The Property Market is the FT's weekly property advertising section, appearing every Tuesday in the Worldwide edition of the newspaper. The section provides a prime advertising environment to promote property sales and investment opportunities.
- FT Property special reports aim to address the interests of all involved in the property industry from investors and developers through to agents and the public sector. Read by a mid-week business minded audience, these pull-out-and-keep supplements are also distributed at key industry events. The content appears online for 12 months with sponsorship opportunities available to advertisers.



## Online...

- The commercial property hub on FT.com is dedicated to covering news pre, post and during MIPIM, MAPIC and MIPI Asia. Advertisers can reach investors looking to explore global opportunities in property and development.



Corporate strategic solutions can be designed for you across all FT's media platforms and are ideal for building long term branding campaigns.

Options include:

- Special reports
- FT.com
- iPad / tablet app
- Mobile
- Print
- Events

### Commercial Property–Tuesday (US\$)

Worldwide	B/W
Per Single Column Unit (SCU)	118
Full Page	52,864
Junior Page	26,904
Half Page	26,432
Quarter Page	13,216
Eighth Page	7,434

### Property Special Reports (US\$)

Tabloid (WW)	Colour	B/W
Per Single Column Unit (SCU)	n/a	258
Full Page	76,000	
Junior Page	40,480	
Half Page	40,480	
Quarter Page	21,200	

Other sizes are available upon request.

Reach a premium audience in global\* ...

38% read FT Special Reports regularly

average household income

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

48% involved in business purchase decisions

\*FT readership survey 2011