

# FT Mobile & Tablets

In June 2011, we have launched a new, faster, more complete web app for the iPad and iPhone which is available via your browser rather than from an app store. In November 2011, we also launched an Android app for both Android handsets and tablets.

## FT iPad & iPhone\*

- 205,882 unique users recorded on FT iPad App
- 211,276 unique users recorded on FT iPhone App
- Total (de-duplicated) FT App unique users were 342,390 (across both iPad & iPhone, many users obviously access the app on both devices)
- On average, each user views 5.43 pages per visit
- Dwell time is approx. 7 minutes per user session (iPad & iPhone)
- 21% of iPad users are accessing from the UK & 22% from the US
- 25% of iPhone users are accessing from the UK & 30% from the US

\*Web Analytics December 2011



## Android\*

- The new FT Android App launched in the 'Android Marketplace' in November 2011
- The Android App is available on both Android handsets and tablets e.g. Samsung Galaxy SIII handset / Samsung 10.1 tablet
- 23,658 unique users recorded
- 303,071 page views
- On average, each user accessed 12.8 pages

\*Web Analytics December 2011

## m.ft.com\*\*

- 1,897,893 page views recorded during November 2011
- 80% of page views are coming from Europe & the US

\*\*Google Analytics

## FT on the move...

The FT iPad app audience\* are...

**32%** of the FT audience are C-suites or Owner and Partner

The FT iPad app won in Apples' iPad Developer Showcase

2010 Apple Design Award

**The Financial Times is the first publisher to launch an Android Tablet app**

\*FT Mobile & Tablet Survey 2010



FINANCIAL  
TIMES

For more information

Contact Hiroko Hoshino on + +81 3 3581 1465 or [hiroko.hoshino@ft.com](mailto:hiroko.hoshino@ft.com)

Or Jeffrey Kwan on +852 2230 5853 or [jeffrey.kwan@ft.com](mailto:jeffrey.kwan@ft.com)

[www.ft.com/advertising\\_asia](http://www.ft.com/advertising_asia)

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## 2012 mobile & tablet rates

### iPhone & mobiles (US\$)

iPhone	Monthly
World	115,200
UK	50,760
Cont Europe	32,400
Americas	22,680
Asia	23,760
Middle East & Africa	32,400

### m.ft.com

World	48,000
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### Combined iPhone and m.ft.com global package

120,000

### iPad & tablets (US\$)

#### iPad homepage

iPad homepage	Monthly
World	208,000
UK	72,000
Cont Europe	54,000
Americas	72,000
Asia	36,000

Units: MPU and Leaderboard

#### iPad 100%SOV (Index/Article)

iPad 100%SOV (Index/Article)	Monthly
World	324,000
UK	120,000
Cont Europe	88,000
Americas	88,000
Asia	64,000

Units: MPU on Index pages, 1/2 Page (300x600) on article pages

#### iPad 50%SOV (Index/Article)

iPad 50%SOV (Index/Article)	Monthly
World	176,000
UK	66,000
Cont Europe	46,200
Americas	46,200
Asia	35,200

Units: MPU on Index pages, 1/2 Page (300x600) on article pages

Valid for bookings made up to 3/31/2012.

Rates are subject to change based on introduction of new advertising units and audience size calculation.

### Homepage Ad Positions

Advertiser on homepage will receive both MPU ad position and fixed leaderboard position



Above the fold MPU



Below the fold Leaderboard

### FT iPad App SoV Packages

All articles will be served with half page ads (300x600) and a fixed MPU will be served on each section index page.

