

FT Report 2012

FT Special Reports explore single topics in-depth, which provide readers with expert insight into the issues that matter most to their business.

In print...

As the leading global business authority, the Financial Times reaches millions of affluent readers daily through print and at FT.com. Appearing as editorial supplements in the newspaper and online, FT Special Reports explore single topics in-depth, which provide readers with expert insight into the issues that matter most to their business. With topics ranging from Business Travel to Business Education, Corporate Finance to Commercial Property and Asia to Zimbabwe, FT Reports offer approximately 200 comprehensive, highly-targeted opportunities for advertisers each year.

A Valuable Opportunity

- Special Reports are highly targeted messaging opportunities
- Reach nearly 2 million senior executives, industry/government opinion leaders and professional investors across the globe daily
- FT is the most respected, relevant and relied upon global media

Online...

FT.com is an indispensable business tool that provides globally relevant news and comment and analysis 24 hours a day. Advertising opportunities include traditional online placements as well as video, sponsorships, mobile and tablet.



2012 Special Report Rates (US\$)

Boardsheet (WW)	Colour	B/W
Per single column unit (SCU)	n/a	258
Page	140,960	115,584
Junior Page 1	96,320	58,824
Half Page	96,320	57,792
Junior Page 2	80,800	42,570
Quarter Page Solus	67,680	N/A
Quarter Page (not Solus)	50,240	28,896
Eighth Page	N/A	16,254
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.

Who is our audience* ...

51 average age
80% male

34% C-suite executives

average household income
US\$198,674

25% travel 6+ international business trip a year

38% read the FT reports

*FT Global Readership Survey 2011