

# FT Leisure Travel 2012

Tie in your advertising with the FT's distinctive travel coverage, read avidly by both business and leisure travellers worldwide. From the Global Traveller report to FT Weekend's must-read travel section, the FT offers a trusted guide for our discerning readers and a key destination for our advertisers.

FT readers enjoy exclusive holidays and traveling in style. And they come to the FT for inspiration.

## Travel Unravelled

A travel-focused edition of the FT's award-winning, luxury, monthly magazine *How To Spend It*. Published annually, it's a lavishly-illustrated salute to the best in travel, from covetable accessories to exclusive destinations.

■ 19 May ■ 27 October

## The FT Weekend

The FT Weekend Life & Arts travel section looks at the world's most sought after destinations and provides a weekly escape for readers to explore new, idyllic places. The magazine's "Pursuits" section includes intelligent features on sailing, walking and motoring holidays. This high-quality coverage reaches our high-achieving, affluent audience when they have time to absorb it.



### 2012 Rates (US\$)

#### Travel Unravelled

Position*	World	Asia
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

\*Please refer to How To Spend It for other positions.

#### FT Weekend - WW

Life & Arts travel section	B/W	Colour**
Per single column unit	115	158

\*\* Colour rates refer to colour insertions that will appear in UK only and B/W rest of world. To guarantee colour worldwide, premiums apply.

FT readers are frequent leisure travellers...

# 210,347

Total number of international leisure travel in past 12 months\*

Average spend per person\*\*

US\$3,623 & US\$1,034

on main holidays

on short breaks

\*Pax 2010 Q4 - 2011 Q3, \*\*FT Travel GIST 2010