

# Art & Collecting

The FT audience relishes the finer things in life. They're discerning collectors and serious art-lovers, who are both high-earning and high-spending. If you want to reach them, be seen in the FT Arts Portfolio in FT Weekend and online. It provides focused and intelligent insight into art, antiques, design and collectibles.

## In print

- **FT Weekend's Life & Arts section** is published every Saturday and allows advertisers to target the passionate art lover and browsing reader in over 20 pages of diverse editorial coverage, including style, arts and travel.
- **Collecting Supplement** – published 4 times per year and pegged to the worlds premier art fairs, FT Collecting guides readers on what to see and why in the coming season.

### 2011 Publication Dates:

(Collecting supplements only)

- 26 February Pegged to TEFAF Maastricht
- 28 May Pegged to Art Basel, 54th Venice Biennale, & London Summer Fairs
- 01 October Pegged to Pavilion of Art and Design & Frieze Art Fair
- 26 November Pegged to Art Basel Miami Beach

**Frieze Week Supplement** – As media partners to Frieze Art Fair, advertisers are placed at the centre of the world's premier contemporary art fair; communicating with FT readers globally in a cutting-edge arts environment.

**How To Spend It: Smart Arts** – published in February in the run up to TEFAF Maastricht, this special edition of How To Spend It is dedicated entirely to Arts.

## Online

- **Arts-Extra** is a dedicated section on FT.com covering the Arts. Here you will find interactive content, videos, and the much followed Art Price Index.
- **FT.com** offers the perfect solutions for advertisers looking to increase brand awareness and drive traffic to their sites through home page road blocks, content targeting, geo-targeting and behavioural targeting
- **howtospendit.com:** crucially for arts advertisers, this luxury website translates the glossy magazine experience into a richly visual and effortless read.



## Facts & figures:

FT readers are **63%** more likely than average affluent European to collect art and antiques for investment purposes.\*

**1 in 10** FT reader has a personal total net worth of £1 million or more

One advert in the FT will reach more people who collect art and antiques and earn €150,000 or more per annum in Europe than 100 inserts in the IHT\*\*

**39%** of FT readers agree there are certain luxuries that they can't do without.

Source: \*EMS Summer 2009, \*\* EMS Select 2009