

# FINANCIAL TIMES DEUTSCHLAND

Audience Profile Presentation  
September 2010



# FTD - Germany's pioneering business and financial medium for decision makers.



- Editorial concept: FTD combines modern news journalism and the more exacting forms of magazine journalism. Clearly structured and in a straightforward, uncomplicated style it selects the information that matters, arranges it and comments on it.
- Readership: FTD reaches decision makers in leading positions in German business.
- Function: FTD offers a special environment to reach a premium target group

<b>First published:</b>	<b>2000</b>
<b>Cover price:</b>	<b>€2.00</b>
<b>Frequency:</b>	<b>Market days (Mon.-Fri.)</b>
<b>Paid circulation (IVW II/10):</b>	<b>101,618</b>
<b>Coverage (MA 2010/II):</b>	<b>327,550 readers</b>
<b>Ad rate 1/1 4c:</b>	<b>€38,000</b>

# German newspaper market overview

## General interest dailies



### **Frankfurter Allgemeine Zeitung (FAZ)**

National newspaper with strong local orientation 364,243 net paid copies per day.



### **Süddeutsche Zeitung (SZ)**

National coverage, strong focus on Munich and Bavaria 427,871 net paid copies per day.



### **Die Welt**

National daily with regional focus on Berlin and Hamburg 256,185 sold copies each day.

## National business dailies



### **Financial Times Deutschland (FTD)**

Launched in 2000, joint venture between the Financial Times and Gruner + Jahr. 101,708 net paid copies

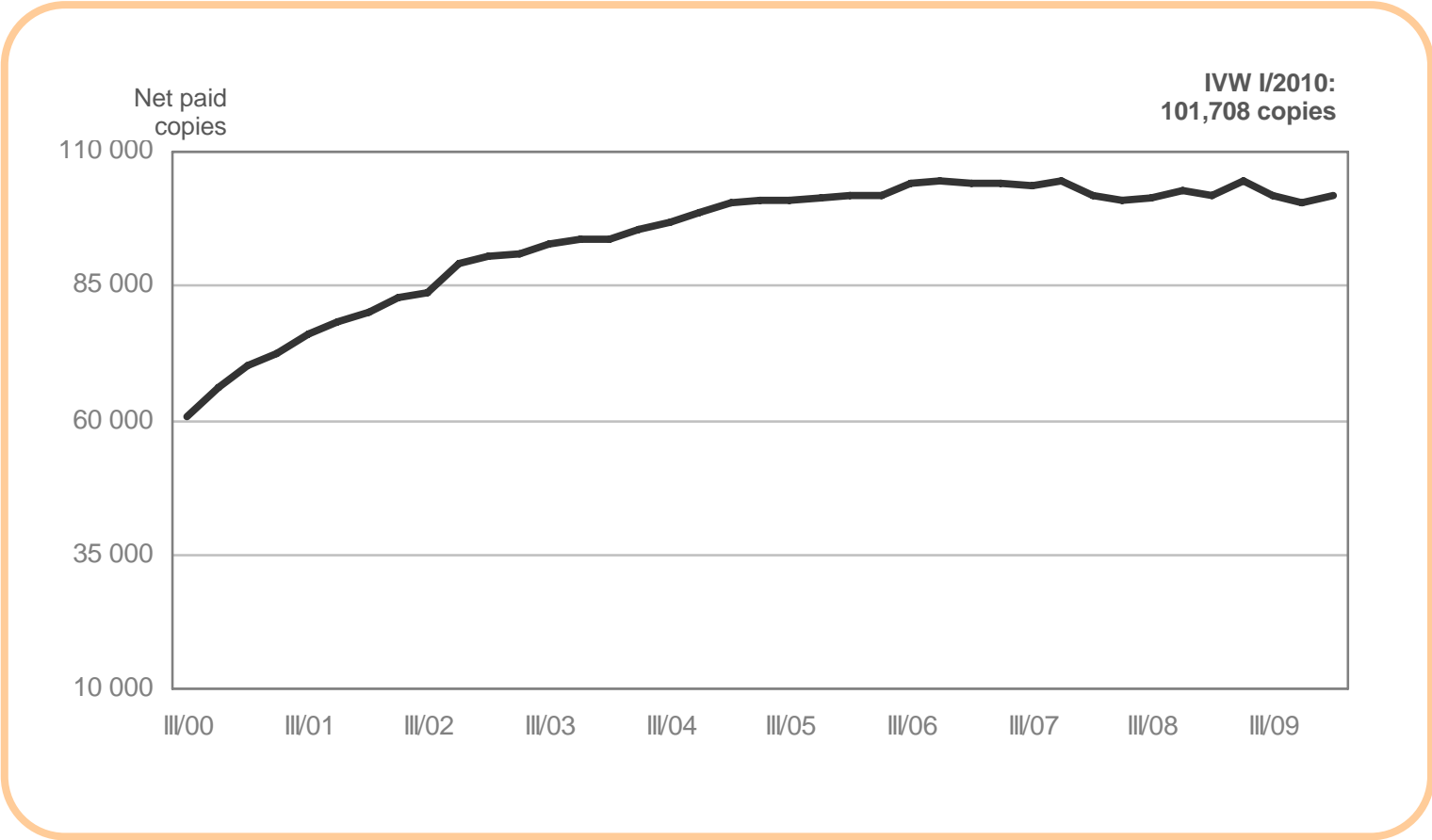


### **Handelsblatt (HB)**

Established in 1946. 143,920 net paid copies

Source IVW, I/2010, Mon-Fri

# FTD's unique growth in circulation



The FTD has more than doubled its circulation since its launch in 2000 and continues to grow steadily

Source: Publisher's figures for February 2000, IVW audited as of I/2001



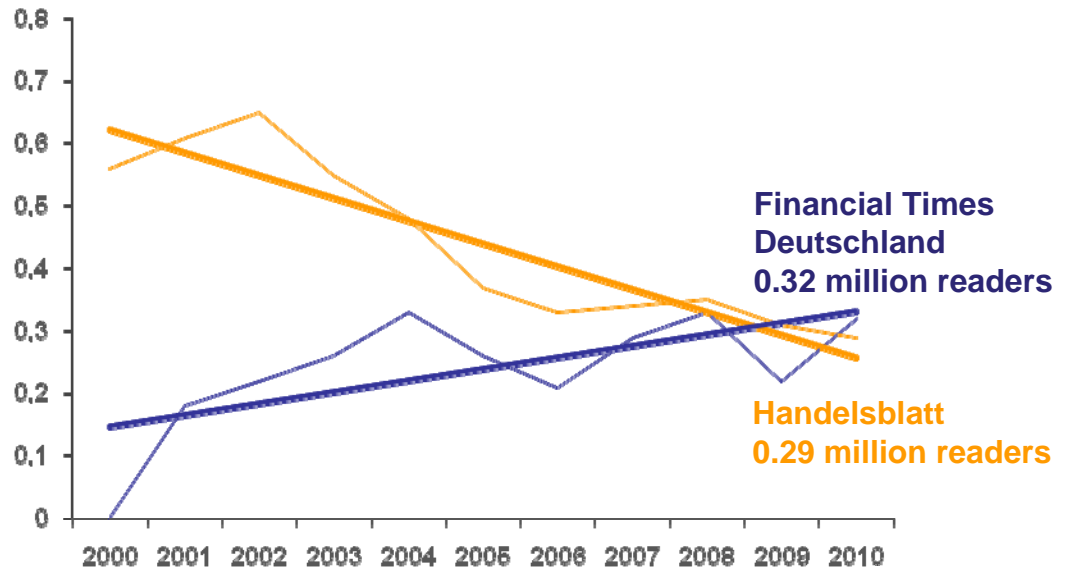
## FTD increases coverage by an impressive 45%

➤ The FTD shows year-on-year growth in coverage of 45.5 % and now boasts **321,000 readers**.

➤ With roughly 100,000 additional readers, the FTD is able to show the biggest growth in both percentage and absolute terms in the segment of national daily newspapers.

➤ With this year's result, the FTD for the first time moves ahead of the Handelsblatt, which loses 6.5% coverage and now reaches 290,000 readers.

Coverage trend in millions of readers



Source: AWA 2010; Bold line = Linear trend

# The entire FTD at a glance



The FINANCIAL TIMES DEUTSCHLAND is the pioneering business and financial medium for innovative minded decision-makers. With its direct, uncomplicated style and clear and unambiguous structure, the FINANCIAL TIMES DEUTSCHLAND selects vital information, classifying and commenting on it in the process. It present highly topical reports on companies and economic policy issues in a global context.



**„Unternehmen“ (Companies)**  
Reports on companies that are moving the markets, we observe global players just as critically as young start-ups.



**„Politik“ (Politics)**  
National or international topics: precise information on all relevant economic and societal events.



**„Finanzen“ (Finance)**  
The focus is on financial markets and their actors, plus assistance with professional and private decision on money matters of all kinds.



**Agenda**  
The magazine for decision makers on trading days included features, reports, profiles, trends, culture and sport.

## Special Reports

Special Reports appear as a 5<sup>th</sup> section.

The client can suggest a topic, and only a Full-Page is required to guarantee publication.

This is the ideal means of obtaining in-depth coverage of a subject relevant to your client



## FTD reaches opinion leaders and decision makers

**FTD readers are young, have very high education and income level and hold top jobs in German business**

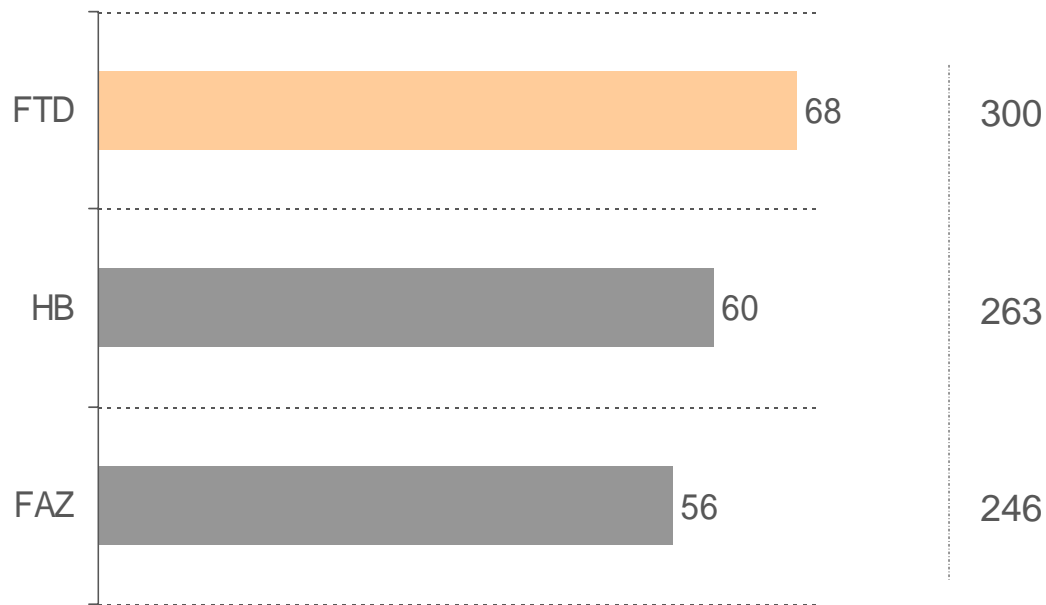
- **Young readership** (AWA 2010)  
With an average of 46.3 years, the FTD has the youngest readers compared to all other national dailies.
- **Highest education** (AWA 2010)  
With 41 %, FTD has the highest share of readers with a university degree.
- **Highest share of top earners** (net household income of plus 4.000 €) with 46% (AWA 2010).
- **Premium target group** (AWA 2010)  
68% of the readership belong to the highest socio-economic classes\* with an affinity for luxury.
- **Highest share of executive managers** (LAE 2009)  
75 % belong to the top management
- **FTD readers are opinion leaders** (AWA 2010)  
55 % belong to the category of opinion leaders\*\*

\*class 1+2 (high) socio-economic-status, \*\* pers. strong multiplikator

# FTD reaches a premium target group

**Socio/economic status (status 1+2)\* - structural value in %**

Index



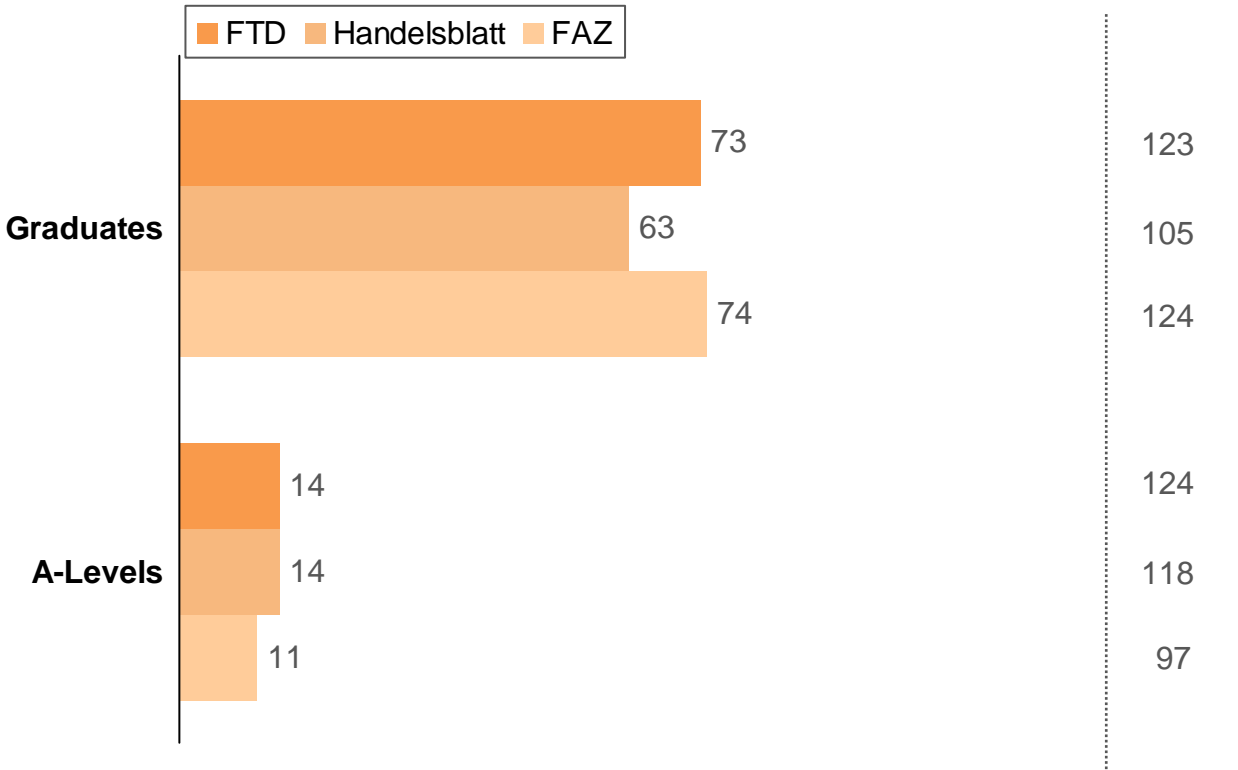
Source: AWA 2010, total: 64,82 Mill.

\*status 1 or 2 (min. 95 of 140 points): including categories such as education, occupation, income and social class, max. score 140 – min. score 40

# FTD readers have above average education

## Education

Structural value in %



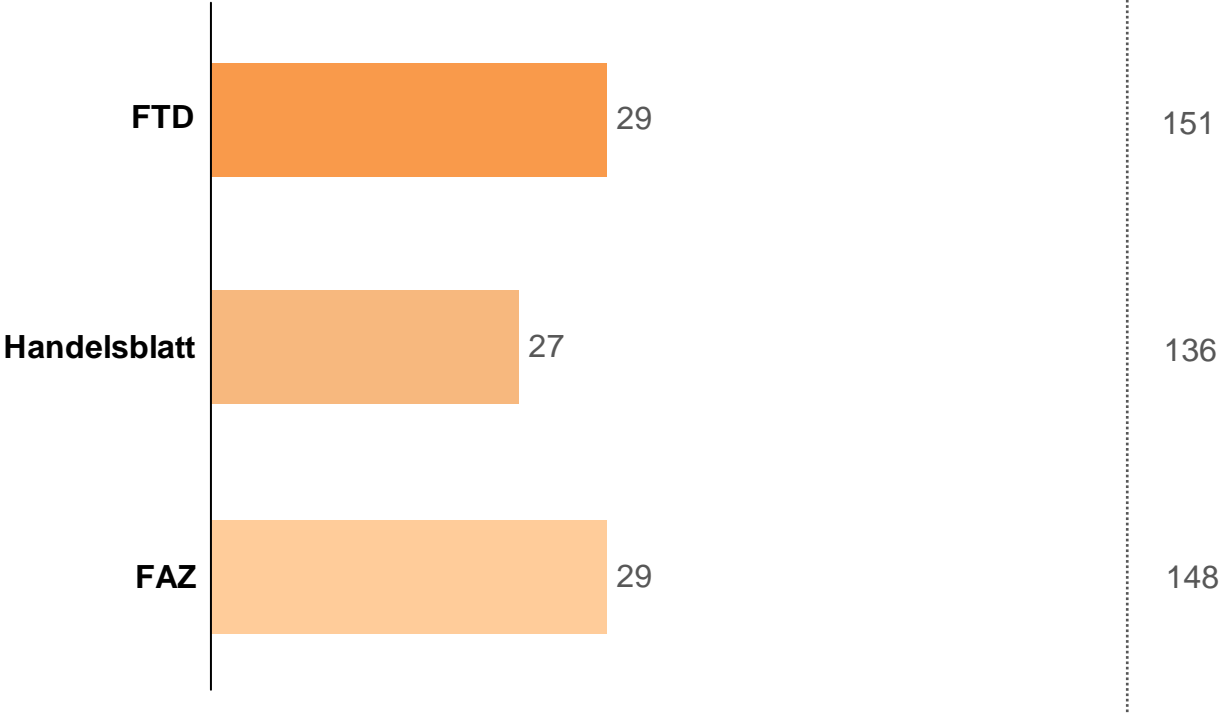
Source: LAE 2009, figures stated in per cent based on RPI – Index: 100 = Total decision makers (2.39 million)

# Nearly one third of FTD readers are considered C-Suite

Board member / General manager / Director

Structural value in %

Index

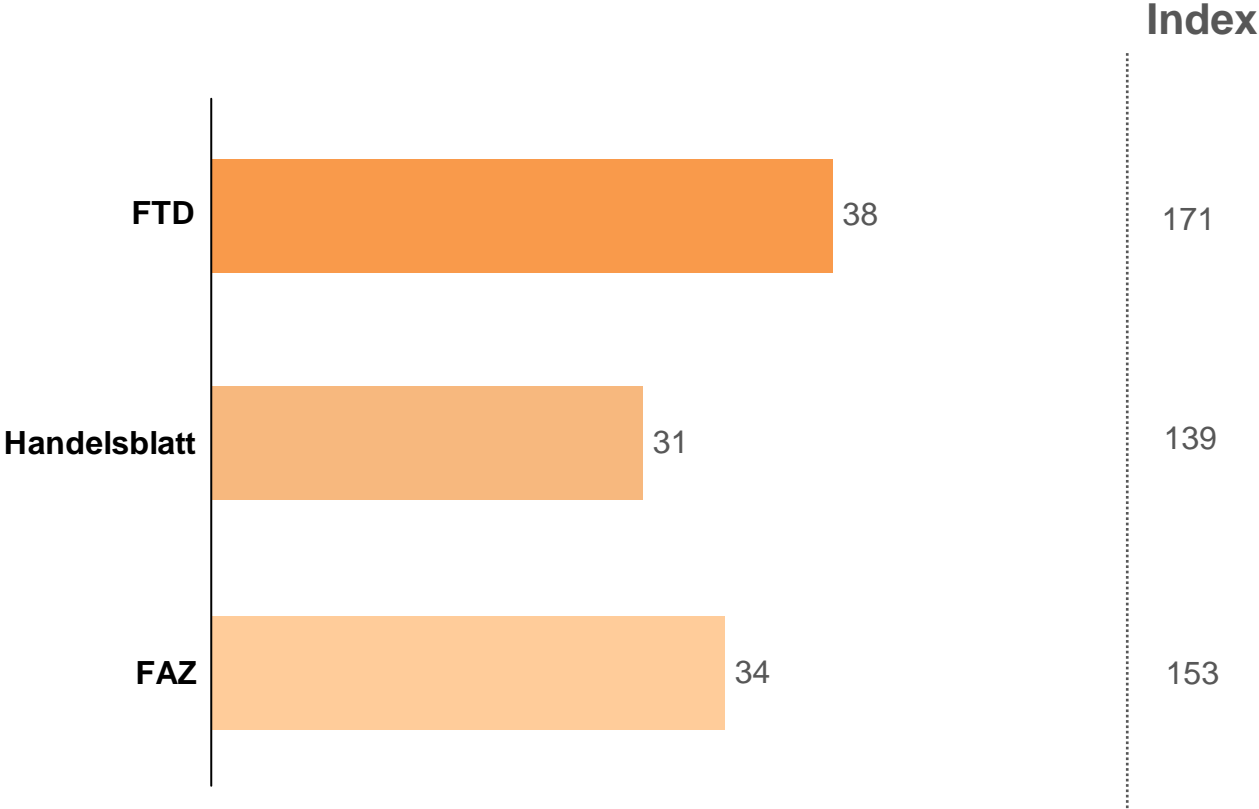


Source: LAE 2009, figures stated in per cent based on RPI – Index: 100 = Total decision makers (2.39 million) \*occupational group of executive employees

# FTD readers are high net worth individuals

Personal gross annual income: 100,000 Euro or more

Structural value in %

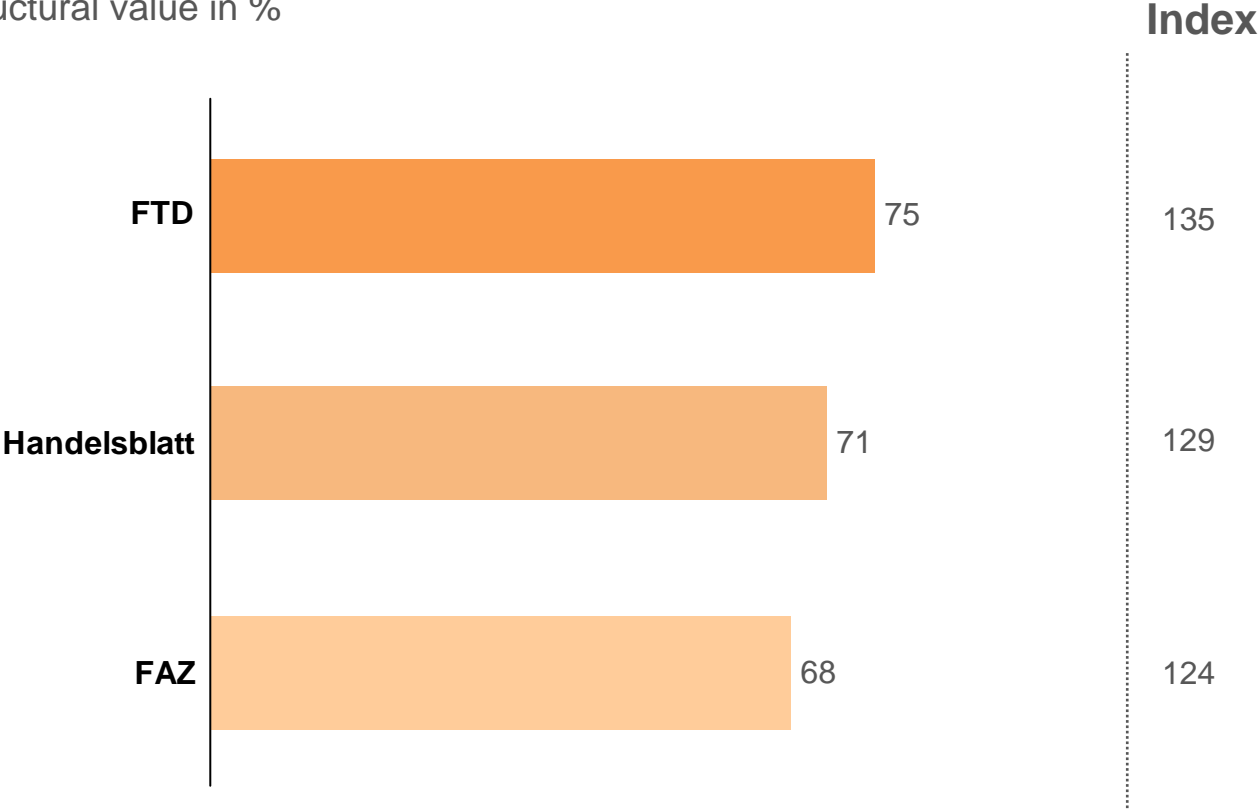


Source: LAE 2009, figures stated in per cent based on RPI – Index: 100 = Total decision makers (2.39 million)

# 75% of FTD readers are execs

## Management functions: executives

Structural value in %

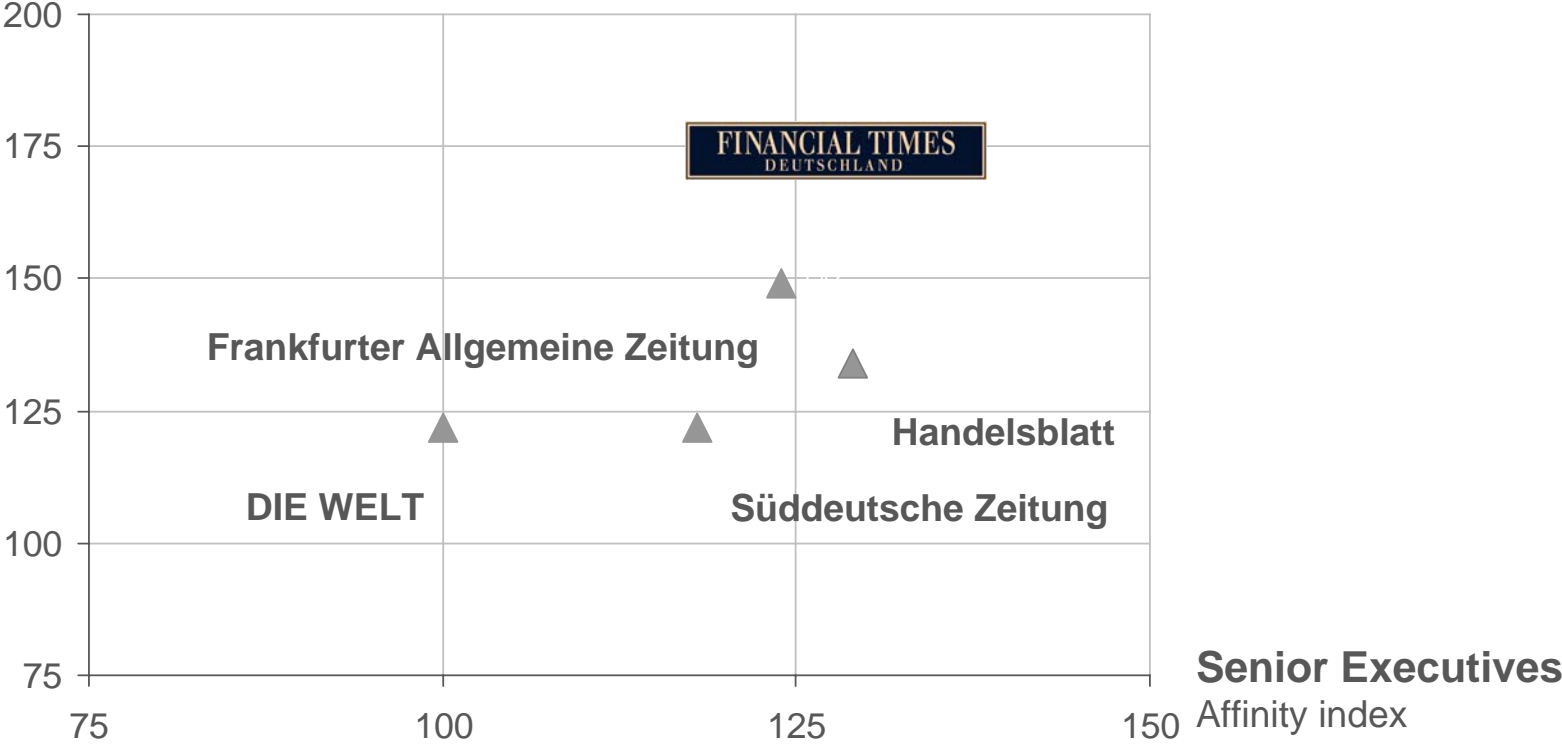


Source: LAE 2009, figures stated in per cent based on RPI – Index: 100 = Total decision makers (2.39 million)

# FTD readers are top decision-makers in large corporations

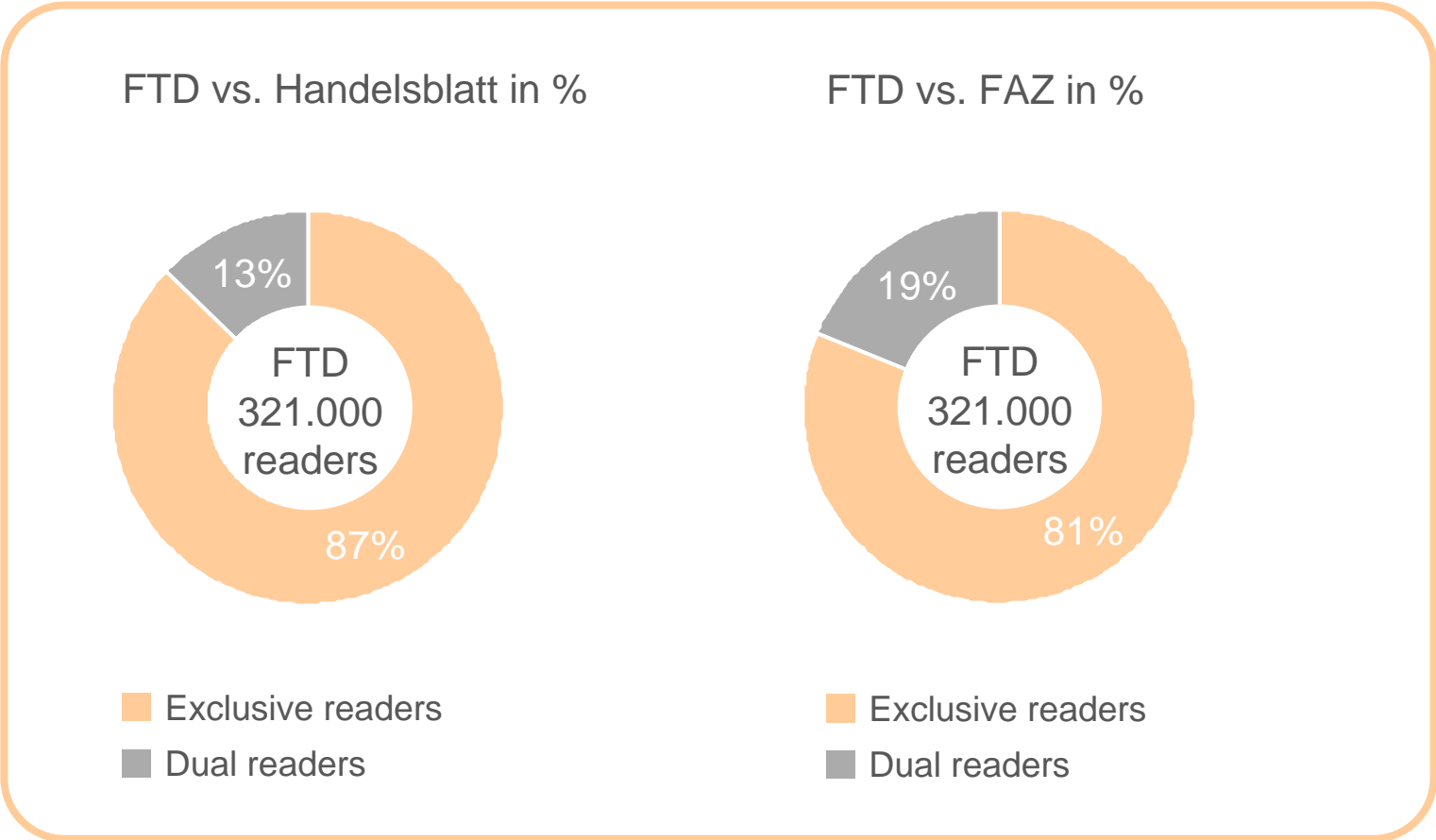
Companies with 1,000 + staff

Affinity index



Source: LAE 2009 Universe: 2,396 tsd., position: senior executives, 1,000 + staff in company

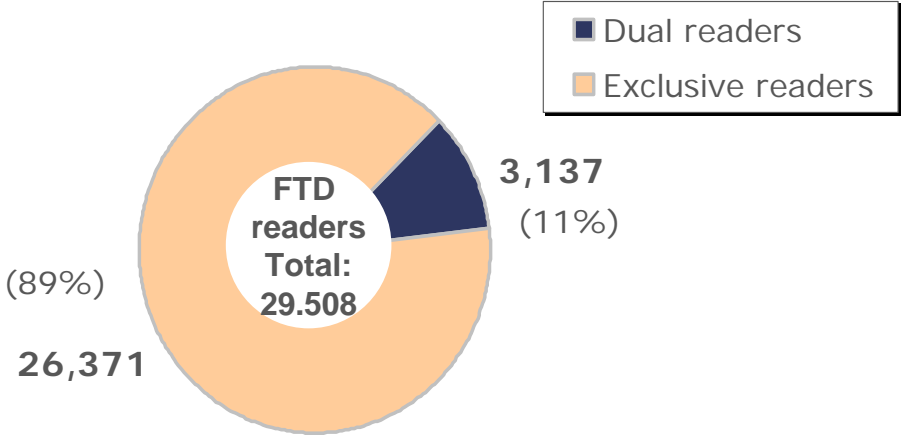
**FTD delivers a large share of EXCLUSIVE READERS:  
more than 80% who do not read Handelsblatt and FAZ**



Source: AWA 2010 (total: 64,82 Mill.)

# “Why FTD if already in FT Europe”?

Overlap readership minimal for FTD/FT in Germany



Euroleader / Euroweb / Eurolux: 10% off FTD rates when joint campaign with FT.

Source: BE Europe 2009, Data expressed in complete figures, based on readers per issue, frequency = 1

# How to Spend it – A unique product on the German market

## The FTD's luxury magazine

- **Eight times a year** the glossy magazine *how to spend it* (HTSI) is published as a supplement with the FTD.

- ***how to spend it* is the pioneer among lifestyle supplements.** It features extravagant fashion, accessories and interior decorating, technical novelties and spectacular travel – all packaged in intelligent journalism.

- **Printed on large-sized glossy paper**, the magazine inspires readers to enjoy the finer things of life, hones their sense of the out of the ordinary and cultivates passions.



Advertising rates (2009 /10)  
Full page ad in full colour:€18,800

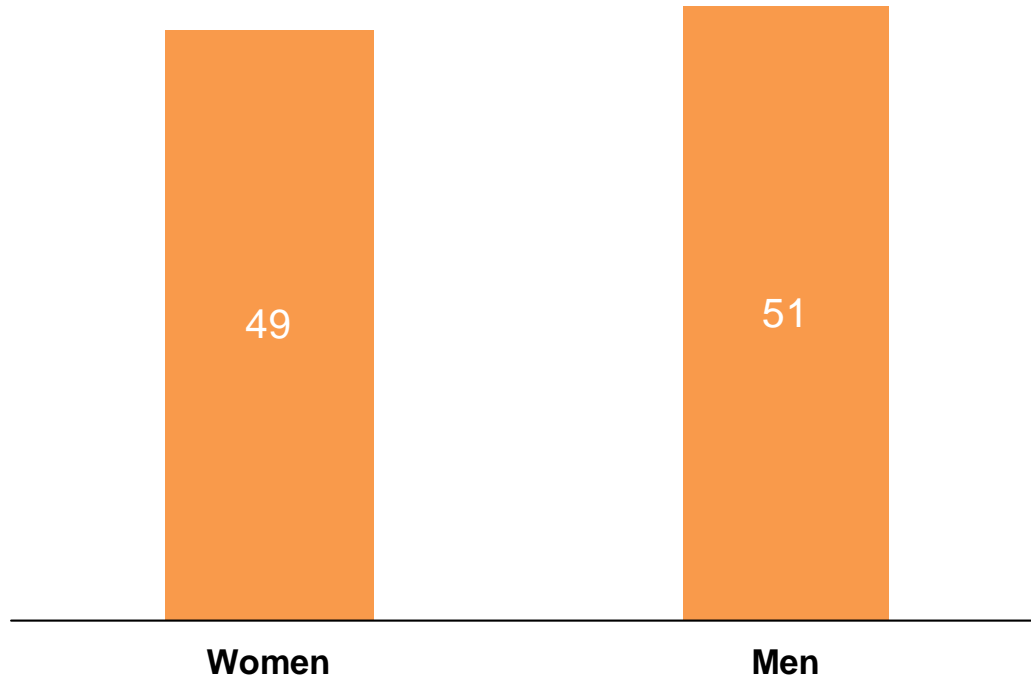
The readers of *how to spend it* are...



## ... Men and Women.

### Gender

Structural value in %

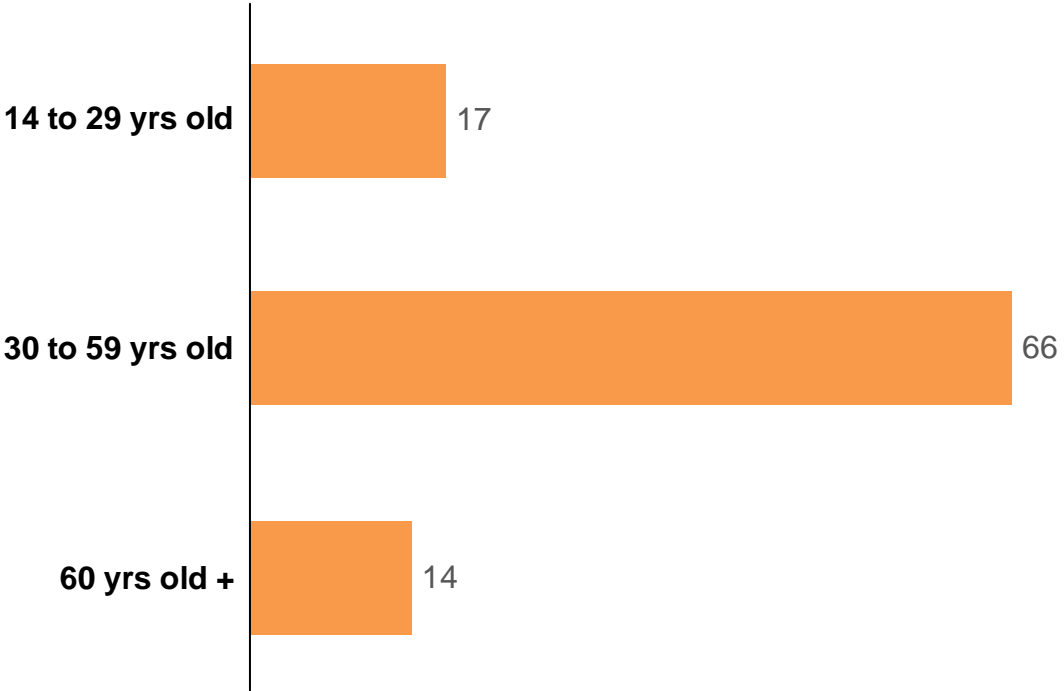


Source: medientrend 2009. Basis: 174 samples

# ... are in their prime.

## Age group

Structural value in %



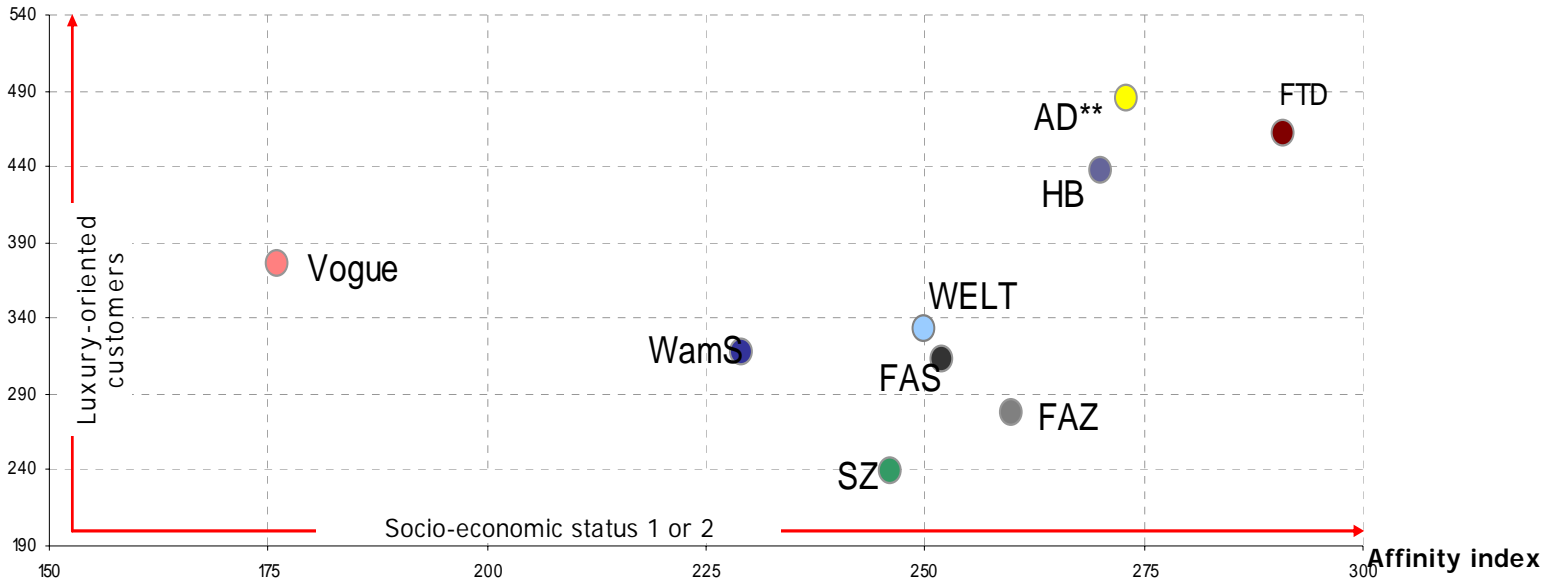
Source: medientrend 2009. Basis: 174 samples

# Status in style – FTD readers represent premium potential

Readership: FTD readers enjoy a high social status and have a marked orientation toward luxury

Socio-economic status \* 1 or 2 / Luxury-oriented consumers  
compared with readers of other newspapers and lifestyle magazines

Affinity index



Source: AWA 2009, \*Socio-economic status 1 or 2 (at least 94 out of 140 points), points system based on education, profession, income and social stratum, ranging from max. 140 to min. 40 points, \*\*AD is published six times a year

# FTD.de: Germany's leading business website

## Current coverage and user figures

Page impressions 33,567,971 \*

Visits 8,412,358 \*

Unique users 1.48 million \*\*

The FTD is more than a newspaper. With its “One Brand – All Media” slogan, it is an integrated multimedia financial service that offers an intensive dovetailing of different media as a platform for cross-media campaigns



Source: \* IVW September 2010

Source: \*\* AGOF internet facts 2010-I, based on users per month

## FTD.de – Look no further for high-quality clickers

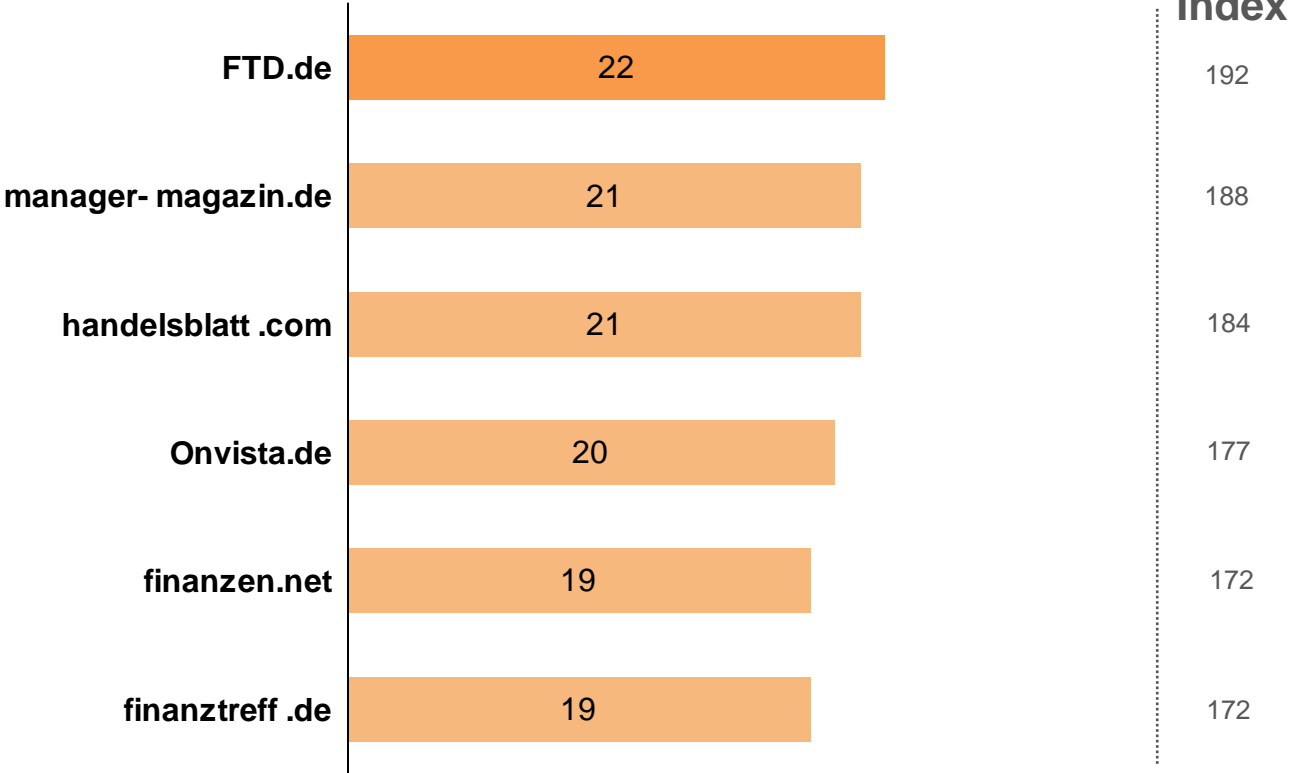
### Users per week\* in %

		Index
92%	are men	110
68%	are aged 30 to 49	113
80%	are managerial staff	145
80%	are graduates	133
62%	have a personal gross annual income of €80,000 and above	133
81%	live in cities with a population of 100,000 and above	117
29%	work for large companies with a payroll of more than 1,000 employees	171

Source: LAE 2009, totality 2,396,000, \* Used at least once a week (several times per week)

# Leaders in business

## Business elite\*



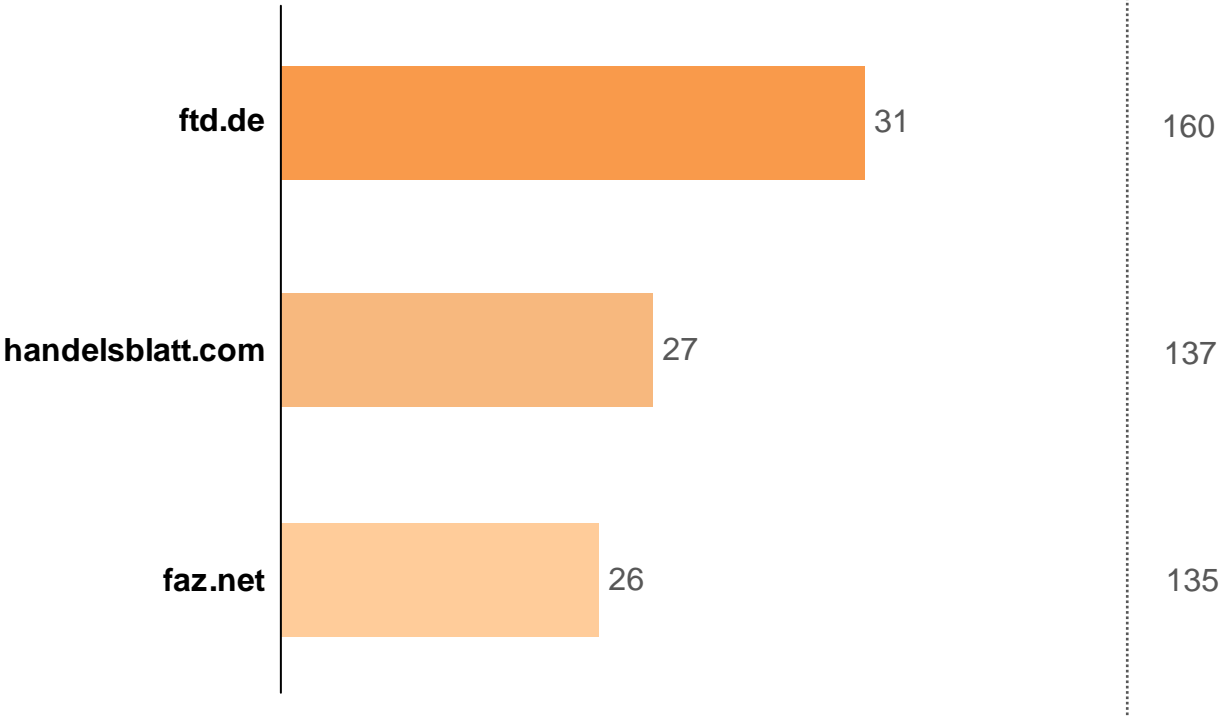
Source: AGOF internet facts 2010-I, unique users in per cent, period: average month based on total population of 70,50 million, \*executives, self-employed

# FTD users are C-Suite

**Board member / General manager / Director**

Strucural value in %

**Index**



Source: LAE 2009, figures stated in per cent based on RPI – Index: 100 = Total decision makers (2.39 million) \*occupational group of executive employees

# Take advantage of combination discounts on Europe's leading financial dailies...

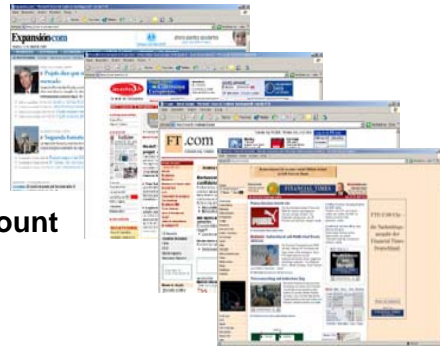
## The FT Group's Euroleader combinations



### FTD Euroleader

Titles	Discount
FINANCIAL TIMES DEUTSCHLAND	10%
LES ECHOS (FR)	10%
EXPANSION (ESP)	10%

### FTD Euroweb



Titles	Discount
FTD.DE	10%
Lesechos.fr (FR)	10%
Expansiondirecto.es (ESP)	10%



### FTD Eurolux

Titles	Discount
How to spend it Deutschland	10%
Série Limitée (FR)	10%
Fuera de serie (ESP)	10%

## 7 reasons why FTD should be on your media plan

- **Healthy Circulation** – FTD 's circulation has remained steady year on year in spite of a tough climate and in stark contrast with our main competition\*.
- **Recent Increase in overall Coverage:** FTD has shown an impressive 45% increase in coverage in the latest AWA 2010 results, compared with a 6% decline experienced by Handelsblatt\*\*\*\*.
- **Exclusive readership:** FTD offers an exclusive readership above and beyond FT Europe's coverage in Germany\*\*. There is minimal overlap, with only 11% reading both titles.
- **Readership vs Handelsblatt:** Reach 82,000 German decision-makers that do not read HB\*\*\*
- **First class Editorial:** High standard of editorial assisted by a close working relationship with the FT editorial team.
- **Quality of Audience:** According to the new LAE 2009 figures, a higher percentage of FTD readers are C-suites, graduates or high earners ( €100k or more per annum) than either FAZ or HB readers\*\*\*.
- **The FT Brand:** Benefit from Euroleader discount of 10% on FTD rates

\*Source: IVW Q1 2010

\*\*Source: BE Europe 2009

\*\*\*Source: LAE 2009

\*\*\*\*Source: AWA 2010

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