

FT Trading Directory

FT Trading Directory is a reference point for trading products and services for private and institutional investors, providing advertisers with worldwide exposure to the Financial Times audience in print and online.

In print

- An established part of the Financial Times running for over 20 years
- Published within the Companies & Markets section daily providing a targeted audience for advertisers
- A reference point for trading products and services for both the private and institutional investor
- Highly cost effective way to maintain a regular worldwide presence within a renowned publication

Online

- Located within the Personal Finance section on ft.com
- A total audience of 2.4 million unique users*
- Package includes a colour web advert on the Trading Directories panel on ft.com
- Advert displayed Run of Section within Your Money to our UK audience
- Only 9% of the FT Newspaper audience overlaps with ft.com, so the Trading Directories package allows you to reach both audiences**



Specifications

Print

- Mono advert in two size options
- Runs Monday – Saturday in the Financial Times newspaper
- Creative sizes:
4x2 – 40mm h x 83mm w
6x2 – 60mm h x 83mm w
- Creative to be provided as a high resolution PDF

Online

- Maximum size of web advert 100x50 or 120x60 pixels
- Animation must come to a complete stop after 3 loops
- File size must be 3k maximum
- Gif or JPG format only
- Click through to your company website or microsite

Rates

All rates are inclusive of daily insertions in print and online.

4x2	Worldwide
3 months	£20,640
6 months	£34,400
12 months	£59,620
6x2	Worldwide
3 months	£22,704
6 months	£37,840
12 months	£65,582

*Internal figures June 2011, **AGDA May 2011