

# Fashion

Edited by Vanessa Friedman, the FT's fashion coverage is a powerful way to reach our affluent global audience. From Fashion Week reporting to weekend style pages and online slideshows, you'll find outstanding advertising opportunities.

## In print

- **Fashion Weeks:** both the weekday FT and FT Weekend cover the world's premier fashion weeks, with up-to-the-minute reviews, reports and photography from the collections.
- **Style:** this section in FT Weekend, available both Saturday and Sunday, combines trend reports with absorbing features and top-name interviews.
- **A Passion for Fashion:** this special issue of How To Spend is published twice-yearly to coincide with the key fashion periods of March and September. It's an outstanding platform for advertisers looking to launch, grow or sustain their brand.

## Formats & Rates

The weekday fashion coverage is integral to section one of the newspaper, while the weekend fashion coverage appears in Life & Arts. Both are in broadsheet format and appear globally.

The single column unit rate is £72 for mono and £99 for colour\*

(\*colour UK only, mono rest of the World – colour premiums apply outside of the UK. For guaranteed colour in Europe please add £4,350, and for guaranteed colour worldwide please add £6,850. Colour is always subject to availability).

## Online

- **Fashion Weeks:** on FT.com, our global fashion week coverage is expanded to include an interactive graphic slideshow with integrated sponsorship, as well as daily updates from the catwalks and notes on current trends from our Fashion Editor Vanessa Friedman.
- **howtospendit.com:** crucially for fashion advertisers, this luxury website translates the glossy magazine experience into a richly visual and effortless read. Brand Hubs help you develop a deeper engagement with our high-end audience.



## Facts & figures:

FT readers have an average annual income of around

**£154,000**

and **1 in 10**

is a sterling millionaire\*

**FT readers are more interested in fashion trends than readers of any other business publication\*\***

**78%**

of howtospendit.com users do/would purchase luxury goods online \*\*\*

**FT readers in Europe spend more on luxury clothing items, than readers of any other business publication\*\***