

# Food & Drink

With the FT, food and drink advertisers can choose from a range of prestigious print and online environments. Delivering stand-out in an overcrowded market, you can reach an affluent audience who enjoy the finer things in life.

## In print

- **FT Weekend Magazine (UK only)** provides a combination of traditional business, economic and political coverage, with enhanced high-end lifestyle content in the UK. It now includes a dedicated Food and Drink section with Jancis Robinson's unrivalled wine column and food writing from Rowley Leigh and Nicolas Lander among others.
- **FT Weekend Life & Arts - Food and Drink (Europe, Asia and US)** provides a focused environment for advertisers to reach our wealthy readers as they enjoy their free time to the full.
- **FT Weekend Magazine Christmas Special** includes recommendations from Jancis Robinson as well as seasonal articles from the industry's finest writers.
- **Buying and Investing in Wine Report** – published in June, this specialist report provides industry insight into the latest trends, en primeur news and market pressures, plus buying and investing tips from the experts.
- **How To Spend It** is a glossy lifestyle magazine full of statement, style and sophistication. Published throughout the year with FT Weekend, and eight Friday Editions, it provides readers with in depth features on critical personal buying choices.

## Online

- **Howtospendit.com** creates a convincing luxury environment for food and drink advertisers; translating the glossy magazine experience into a richly visual and effortless read, with stunning photography.
- **FT.com** offers a variety of opportunities for advertisers to publish their own brand messaging and content to the FT's cosmopolitan audience – from simple advertorials within the Food & Drink section to more complex microsites.



## Facts & figures:

FT readers are almost 3 times more likely than the average person to earn over £150K and 15% have an investment portfolio in excess of

# £1 million

**FT Readers are more likely to try new restaurants and spend more when compared to the readers of all other quality national weekend and weekday papers**

FT Weekend readers on average spend more when eating out for lunch, dinner and on special occasions than those of all other quality supplements\*

FT readers are almost **8** times more likely than the average person to buy wine as an investment

Sources: Premier TGI 2009 and BE Europe 2010