

Life & Arts

Covering everything from art and books to good living, Life & Arts features news, and discoveries from FT experts, critics and commentators and is read avidly by people with money to spend on leisure and culture.

In print

- **Life & Arts** is published worldwide every Saturday with FT Weekend. It's an intelligent guide to everything from travel, theatre, food, fashion, books and music.

Weekly highlights include:

- The fascinating Interview, formally 'Lunch With The FT', where famous figures speak with unusual candour to the FT over lunch.
- Style guru Tyler Brûlé presents his popular "Fast Lane" column as a counterpoint to Harry "Slow Lane" Eyre.
- Gorgina Adam's, editor-at-large of the Arts Newspaper, delivers all the gossip from the Art Market and much more.

Online

- **Life & Arts** is also available online at www.ft.com/arts-leisure. Interactive tools, podcasts, videos and blogs enrich the Life & Arts digital proposition adding an extra dimension to the user journey
- **FT.com** has over 3.2 million registered users and 206,892 paying digital subscribers* – up 71% year on year. Ensuring an engaged and receptive audience.
- Bespoke targeting opportunities are available. Please speak to your usual representative for a consultation.

*FT audience figures February 2010

Facts & figures:

£163,556

is the average annual income for FT Weekend readers**

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

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

49% of FT readers travel first or business class for long haul business trips⁺

**Global Readership survey 2009.

***Premier TGI 2009/2010

⁺BE Europe 2010

