

Leisure travel

From FT Weekend's must-read travel section to our online travel content the FT offers a trusted guide for our discerning readers. Influence the decisions of the FT's high net worth leisure travellers as they choose their airlines, luxury hotels and idyllic destinations.

In print

- **FT Weekend** Life & Arts travel section looks at the world's most sought after destinations, whilst the magazine's Pursuits section provides a faster pace lifestyle element to the magazine looking at activities such as golf, skiing and sailing holidays
- **'Destination Escape' reports** offer advertisers the opportunity to publish bespoke leisure travel reports on themed destinations written by our quality journalists. These are also available online
- **How To Spend It:** In addition to the regular issues of How To Spend It, this lavishly illustrated magazine offers an annual travel-focused edition – **Travel Unravalled** – giving you targeted reach of our affluent audience. Published 21 May 2011
- **Pink Snow** – the FT's definitive ski and snowboard guide to the very best experiences on the snow – is an outstanding way to target our readership as they plan their snow-sport holidays for the coming season. Published 8 October 2011



Online

- **FT.com** offers a variety of opportunities for advertisers to publish their own brand messaging and content to the FT's leading business audience – from simple advertorials within the Travel section to more complex microsites and brand hubs.
- Target the frequent traveller through our precision targeting methods. Whether that's geographically, at certain times of the day, by user demographics or behaviourally, the FT.com audience can be segmented accordingly.
- **howtospendit.com:** Crucially for travel advertisers this luxury website translates the glossy magazine experience into a visual and effortless read



Facts & figures:

FT readers spend on average more than

£2,000

per person on their main holiday*

In total, our 1.9 million global daily audience spends over £4 billion on their main holiday

18%

of the FT audience fly first or business class when travelling for leisure**

The FT audience takes on average

5 leisure trips each year*

* Travel GIST 2010 ** BE Europe 2010

Business travel

The FT's distinctive travel coverage in print and online is read avidly by business travellers worldwide and is a powerful way to reach the world's high flyers. Because we're on top of the trends our audience of wealthy and frequent travellers come to us for reliable information that will make their trips easier and more rewarding.

In print

- **Global Traveller** – published 5 times a year, it covers the latest news and trends in business travel, plus advice, interviews and insider knowledge.

Edited by Adam Jezard, contributors include top travel journalists Roger Blitz, Roger Bray and Jill James, plus new contributors Vanessa Freidman and John Margolis, making it an important touchstone for the world's business travelling community.

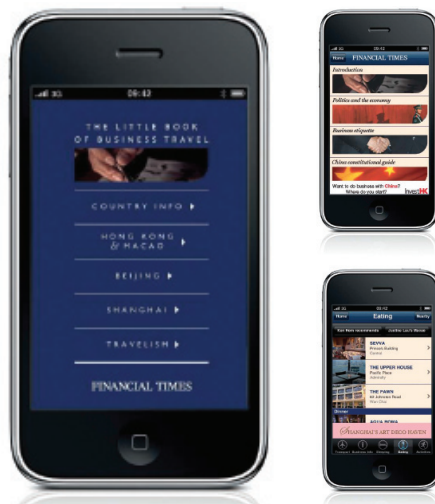
Publication Dates

28 March
20 June
12 September
10 October
7 November



Online

- Global Traveller is also available on FT.com including videos, profiles and Q&A discussions. The section is available for sponsorship and is an effective way to reach business travellers whilst on they're on the move
- **Bespoke iPhone apps** – advertisers can work with the FT to produce bespoke apps around specific content – an ideal platform for sponsors wishing to associate themselves with FT travel content on an innovative and engaging platform. We recently produced an FT Travel guide app focusing on Business travel in Asia



Facts & figures:

FT readers have spent

1.4 million

nights in a hotel abroad for business in the past 12 months *

The FT reaches more frequent business travellers (6+ flights per year) than any other international daily newspaper (or any international business press title).*

49%

of the FT audience travel first or business class for long haul business trips *

The FT audience takes on average

12 business trips each year **

*BE Europe 2010 **Travel GIST 2010