

# Watches and Jewellery

The FT's industry-leading watches and jewellery coverage is a powerful way to reach our affluent global audience of consumers and industry leaders. The quality editorial comes from renowned contributors such as Nick Foulkes, Haig Simonian, Lucia van der Post, Vivienne Becker, Simon de Burton and Vanessa Friedman.

## In print

- Distributed with FT Weekend, our quarterly **Watches and Jewellery Reports** feature key market news and trend analysis – reaching our audience of affluent consumers when they have time to focus on luxury purchases

### Publication dates:

- 25th March 2011
- 11th June 2011
- 10th September 2011
- 12th November 2011

- In addition to the reports, **FT Weekend's Life & Arts** section offers additional advertising opportunities with its entertaining style pages

- **How To Spend It** offers a focused environment for luxury goods advertisers within a lavishly-illustrated, multi-award winning magazine

### Rates for Watches and Jewellery Reports:

The Watches & Jewellery Reports and Style pages in Life and Arts are both newspaper broadsheets. The single column unit rate is £72 for mono and £99 for colour<sup>+</sup>

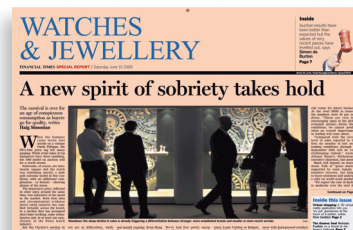
<sup>+</sup> colour UK only, mono rest of the World – colour premiums apply outside of the UK. For guaranteed colour in Europe please add £4,350, and for guaranteed colour worldwide please add £6,850 Colour is always subject to availability.

## Online

- Watches and Jewellery reports are also published on FT.com – the best balanced platform to reach high net worth individuals over the globe, with over 1 million unique users worldwide per month

- **FT.com** offers the perfect solutions for advertisers looking to increase brand awareness and drive traffic to their sites through home page road blocks, content targeting, geo-targeting and behavioural targeting

- **howtospendit.com:** crucially for watches and jewellery 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

50%

of FT readers bought a new watch in the last year

In Asia, the number of FT readers who own a watch worth \$5,000 or more has increased 17% year on year\*

78% of howtospendit.com users do / would purchase luxury goods online\*\*

39% of FT readers own a watch worth over £75,000\*\*\*

Sources: \* BE Asia 2010 \*\* howtospendit.com research 2010 \*\*\* BE Europe 2010