

FT Contract Publishing provides clients with the opportunity for targeted marketing by the creation of a totally bespoke publication. Client branded yet published by the FT. In each contract title, the FT gets behind closed doors and gives the reader unique access to the client's world.

## Why Contract Publishing?

As times get tough clients need to look at better and brighter ways to engage with their customers and reinforce brand message. Clients work closely with the FT team on editorial ideas and content, to produce a client branded magazine that stand up editorially while still conveying a brand's message.

## Why with the FT?

**Reach your target market** – FT customised publications are read by people who relish the finer things in life and who are professionally, personally and financially at the top of their game. Read by family business leaders, people with dynastic wealth, senior executives and advisers such as private bankers, fashion directors, asset managers, lawyers and accountants, these magazines reach the most desirable database of readers. FT customised publications also have access to an unrivalled distribution network which sets them aside from their competitors, providing an association with a sector of the marketplace, resulting in increased brand awareness, higher sales, customer loyalty and retention.

**Access** – The FT has offices in most countries throughout the world, local bureaus provide introductions to the best writers in that country while the Asian head office provides additional commercial and editorial experience, including magazines that can be printed in different languages.



**INSPIRE** – created for MasterCard to coincide with MasterCard Luxury Week, Hong Kong 2008. Distributed with the FT Weekend issue in Asia

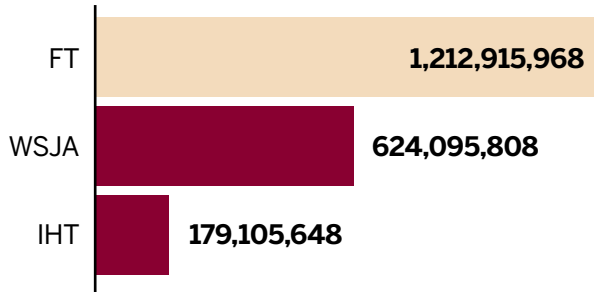
**MSIG Balance** – created for MSIG, distributed with the weekday FT in Asia and used for an MSIG awards event in Hong Kong

**Watch This Space** – Special watch supplement distributed in the FT in Hong Kong only

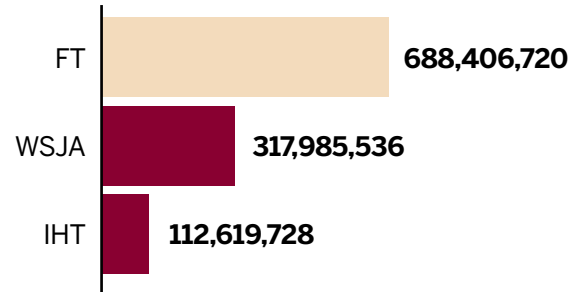
# FT Contract Publishing

FT readers are the wealthiest among regional newspapers in Asia\*

## Total Volume Monthly HH Income (US\$)



## Total Volume Monthly Personal Income (US\$)



\*Source: PAX 2007 Q4 - 2008 Q3, 11 markets (Excl Japan - Print)

## Distribution options

- With FT newspaper (38,625\* copies throughout Asia Pacific)
- Through specially created events or FT conferences
- With FT Rui, the Chinese language magazine from the FT (controlled distribution of 80,000 copies across China's major tier 1 and tier 2 urban centres)
- Digital version of the magazine (drives traffic from the FT.com and/or from the client's website)
- Few Contract Publishers can offer clients access to the news-stand
- Through our well established relationships with a variety of distribution networks the FT can place a clients magazine in airport lounges, hotels and in drop boxes at select retail outlets

\*Source: ABC Audit Jan 2008 – Jun 2008 Average Monday to Saturday

## Rates

Each custom publication varies in size and scope which in turn reflects the overall price. Prices include commissioning of editorial, writers fees, photography, print, paper and reproduction, distribution with FT Asia Pacific and overall management of the process.

Approximate ballpark figures:

- 66 page magazine custom publication perfect bound **US\$150,000**
- 58 page custom publication perfect bound **US\$110,000**
- 48 page magazine saddle stitch **US\$70 - 90,000**

All rates in US dollar gross.

To find out more about *FT Contract Publishing*, please contact:

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