

Reach a wealthy and financially savvy private investor audience as they actively seek to grow their portfolios. The FT Group provides unrivalled coverage of the personal finance market, unmatched by any other publisher.

Our award-winning journalists offer in-depth, trusted and impartial insight and analysis, enabling our readers to make informed decisions about their personal finances. From a commercial perspective, this means that advertisers can utilise a wide range of targeted products to ensure their message engages with our high net worth and elusive readership.

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The FT's personal finance portfolio



FT Money

Published within FT Weekend, FT Money is the UK's most sophisticated personal finance supplement. Its appeal to high net worth investors makes it a direct route to the financially astute FT audience. With an award-winning editorial team, FT Money ensures readers have up to date news and information on the latest issues within the market place, and has become an indispensable guide through the maze of personal finance products available across all asset classes.

FT Money Guides

This year the format of FT Money Guides has changed from monthly page pull-out supplements to stand alone, 8 – 12 page reports. Still branded FT Money, the new guides will sit within FT Weekend. A schedule of 5 reports has been created by editorial on topics that will be pertinent to private investors in 2011. The new guides will offer extensive and valuable in-depth advice, education and analysis which readers can keep and refer back to. Topics for this year include SIPP's and ISAs, Asset Allocation and Portfolio Management, Private Client Wealth Management, World Markets and Active vs Passive Investments.

FT readers use financial advertising as an extension of editorial. 69% agree that “it helps me keep informed about products”, 62% that “it alerts me to special offers” and 40% that “it makes me think I could review my current provider”.*

Trading Insight

Trading Insight will look at the diverse range of derivative trading options available to retail investors, including Spread Betting, CFDs, FX and Covered Warrants. Aimed at City professionals and the growing number of non-financial executives who trade on the markets, this quarterly report will offer in-depth advice and analysis on derivative trading in relation to current market developments.

The Trading Directory

A daily source for private and institutional investors to find trading products and services, the FT's Trading Directory has been part of the newspaper for over 20 years. Online, it reaches an expanded audience of 11.4 million** worldwide, 62% of whom do not read the print version. Advertising here maintains a cost-effective global presence in a highly relevant environment.

Private Client Wealth Management Guide

This unique annual survey of the UK's Top 50 Wealth Management firms is published across the FT and Investors Chronicle. Since its launch in 2007, the Private Client Wealth Management Guide aims to provide readers with detailed and factual information on wealth management services available in the UK, enabling readers to make an informed decision when choosing the right wealth management services for themselves. For advertisers, the guide is a platform to showcase their services to a precisely-targeted audience and associate themselves with the most trusted brand in finance.

From 2007 to 2009 the number of millionaires reading the FT has increased by 50%.**

* Personal Finance reader research 2009. ** ABCe MArch 2009.

Together IC readers have liquid assets of £15 billion*

The average personal net worth of an Investors Chronicle reader is £957,940.*

Investors Chronicle

Investors Chronicle provides the UK's most dynamic private investors with expert independent advice, valuable share tips and ideas on how to make the most of their investment portfolios.

With writers including some of the financial world's most coveted experts, the magazine is published weekly with a circulation of 30,000. Its audience is the core of the country's most successful investors, representing a total net worth of £33.5 billion.* What's more, this audience is one of the most elusive and sought-after demographics, with only 15% of them reachable through other personal finance titles.



Investors Chronicle online

www.investorschronicle.co.uk offers you access to over 102,000 of the most sophisticated private investors in the UK every month. Our users actively use the wealth of information on the site to enhance their investment decision making, with each user viewing an average of 15 page impressions per month.

The Investors Chronicle website provides in-depth analysis of more UK listed companies than any other website, offers weekly share tips, a vast archive of investment articles, and has some of the UK's most influential commentators. Sections include: share tips; trading; companies; markets & sectors; columnists; stock screens; funds data; research tools; investment guides; Q&A. There are also a number of e-mail newsletters available for sponsorship:

- IC daily free email – reach 62,700 private investors
- IC daily plus email – reach 7,560 private investors
- Solus email – target 6,200 registered users each week

The Investors Chronicle website is being re-launched in June 2011. The new site will rapidly answer user queries and suggest new investment ideas and products via intelligent behavioural targeting and improved community features. In addition, the user experience will be enhanced with contextually placed video and audio links; offering further opportunities to target our high net-worth audience.

*IC Reader research 2007.

Readers trust the FT more than ever, with three-quarters agreeing that it's the first place they look for financial information.*

Readers are getting less information from IFAs and more from FT products and content, with FT.com showing the biggest increase (42%).**

Personal Finance on FT.com

The recent redesign of Money on FT.com has created a cutting edge website for individuals looking for up-to-the minute personal finance news content and tools. From those buying their first house to investors deciding between investment trusts, there is something for everyone. The personal finance section is now located on the main navigation bar, with forecasted monthly traffic to increase to an average of 500,000 unique users a month by the end of March 2010.

www.ft.com/money

FT Money Gym

FT.com personal finance research in 2009 showed that ft.com users have an appetite for education. The money gym is a free educational online learning programme to help our high net worth and savvy investors make the most from their money. Interactive workouts available for sponsorship include: Asset Allocation, ETF's, CFD's, Insurance and Covered Warrants. The name, e-mail, job title and function of opted in users is recorded and available for you to have access to at the end of each workout. We are also able to work with a sponsor to build bespoke workouts.

www.ftmoneygym.com

FT Money Show

Our engaging and insightful coverage of all the major personal finance issues over the past two years has pushed the FT Money Show rapidly up the iTunes Financial chart to its current position in second place. The show now has around 15,000 downloads a week. The podcast is available for sponsorship with a 15 second pre roll advertisement and an ad creative on the podcast page.

www.ft.com/moneyshow

Twitter feed

All our news, blogs and podcasts go out on twitter and we currently have over 1000 followers.

www.twitter.com/ftmoney

Money Matters blog

Our blog is a forum for the latest news and insights from the UK's personal finance scene. Matthew Vincent, the editor of FT Money and his team of reporters upload their views and news on what's happening in the industry and how this affects people's finances.

www.ft.com/moneymatters

E-mail opportunities

E-mail marketing is up 24% yr on yr in the UK. Advertisers can take advantage of this via:-

- Sponsorship of our Personal Finance daily news by e-mail which reaches 14,400 subscribers per e-mail
- Sending a Solus e-mail to 3,500 UK registered private investors per e-mail

The FT.com audience

- Over 1 in 10 (15%) FT.com users in the UK have a net worth of over £500,000.*
- Globally, FT.com daily users have a net worth of over £361 billion.*
- Combining FT.com advertising with your print campaign increases your reach by up to 52%.†



* FT Global survey 2009. ** Personal Finance reader research 2009. † BE Europe 2010.

Advertising rates 2011

	UK Colour	UK Mono
FT Money	£	£
Full Page	20,190	15,350
1st Junior Page (Page 3)	10,400	10,400
Junior Page	9,910	7,540
Half Page	10,120	7,680
Quarter Page	5,070	3,840
Front or Back Solus	13,770	13,770
Cover Wrap	POA	POA
Single Column Unit Rate	99	74
FT Money online	POA	

Trading Directory

(Mono – all prices worldwide)	£
3 Months	20,640
6 Months	34,400
12 Months	59,620

Investors Chronicle

	£
Full Page	4,000
Inside Front Cover Spread	7,200
1st Right Hand Page/ Page 8	4,400
Outside Back Cover	4,800
Half Page	2,800
Third of a Page	2,600
Quarter Page	1,960
Inserts	Subs £92 per 1000 Full Run £78 per 1000

FT Money Gym

£40,000 per workout per 6 months
£60,000 per workout per annum

FT Money Show sponsorship

£2,500 per month: 15 second audio clip, 728 x 90 and 300 x 250.

Investors Chronicle Online

Cost per thousand impressions (CPM)

Creative Type	Dimension (pixels)	£
MPU	300 x 250	30
Leaderboard	728 x 90	28

NB: Expandable formats 20% premium on all formats.

Email and alert sponsorship

Price on application

What to do next

If you're targeting the UK's private investors, the FT Group's portfolio of personal finance products gives you a significantly better return. To get your message across to the elusive FT audience, please contact:

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