

# Circulation 2012

On any day just under a quarter of a million readers access our content on two or more channels.

## Circulation\*

January – June 2011

<b>Worldwide Newspaper Total</b>	<b>369,850</b>
■ Americas	109,270
■ UK	109,279
■ Continental Europe	115,649
■ Asia	35,652

## Online

FT.com has over 4 million registered users and over 250,000 paid digital subscribers.

### Worldwide Monthly Stats\*\*

Total Pageviews	119.3 Million
Visits	34.5 Million
Unique Users	17.6 Million

### US Monthly Stats\*\*

Total Pageviews	28.0 Million
Visits	7.1 Million
Unique Users	3.1 Million

## Reach Over Two Million Worldwide Daily\*\*\*

Region	Readership	Online/Mobile/Tablet	Unique Audience
■ UK	367,000	175,550	491,921
■ CEMEA	605,153	131,996	662,187
■ Asia	224,414	97,663	282,503
■ US	497,644	216,770	652,411
■ Global	1,694,211	621,979	2,089,022

\*FT Internal Figures based on ABC Audited Figures January – June 2011 \*\*Web Analytics November 2011 \*\*\*ADGA May 2011 (PWC assured)



www.ft.com/advertising  
adsales@ft.com  
(800) 446-3905