

Commercial Property 2012

Financial Times readers are investing in, managing, leasing and buying the hottest commercial properties around the globe. Reach them all in FT Special Reports on Real Estate – in print and online.

Reach High-End Buyers and Investors

Targeted perfectly to suit Commercial Real Estate interests, FT readers rely on Special Reports for in-depth analysis of the industry, players and trends in this growing marketplace.

The Property Market Pages

The Property Market is the FT's weekly property advertising section, appearing every Tuesday. This investment focused section is ideal for building long-term branding campaigns.

Property: FT Special Report

"The FT Property Special Reports provide a snap shot of what is happening in a property industry going through a period of unprecedented change. Each supplement is focused broadly around the most pertinent theme of the day, aiming to address the interests of all involved in the property industry from investors and developers through to agents and the public sector."

– Daniel Thomas, FT Property Correspondent

FT Leads in Property Decision Makers

US*	Comp%	Europe**	Cov%
FT	20.3	FT	18.8
WSJ	20.2	Economist	15.5
Economist	20.2	WSJ	2.5
USA Today	19.2	NYT/IHT	2.0
NYT/IHT	17.7	USA Today	1.3

*Purchase Influence in American Business 2010-2011 **BE:Europe 2011 +BE:USA 2011

Global Property Insight Retail

FINANCIAL TIMES SPECIAL REPORT | Wednesday November 16 2011



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2012 Commercial Property Special Reports

- March 5
- April 17
- September 19
- November 14

Exclusive Audience

Unduplicated – % don't read the competition

	US+	Europe**
USA Today	61%	95%
NYT/IHT	56%	93%
WSJ	26%	89%

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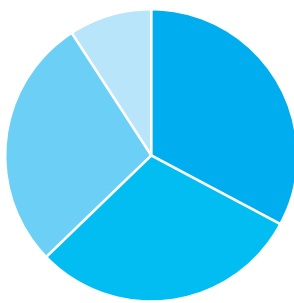
Reach Over Two Million Worldwide Daily*

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

Region	Readership	Online/Mobile/Tablet	Unique Audience
■ UK	325,000	257,267	506,237
■ CEMEA	570,641	234,592	724,038
■ Asia	176,565	145,482	268,273
■ US	483,638	310,789	692,655
■ Global	1,555,844	948,130	2,191,203

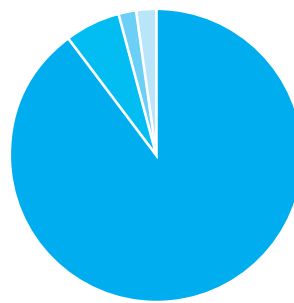
The Only Truly Global Newspaper**

Financial Times



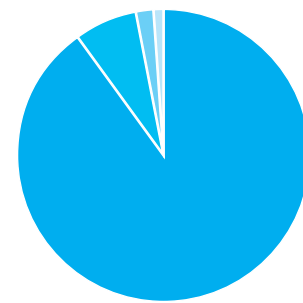
- US – 33%
- Cont Europe – 30%
- UK – 28%
- Asia – 9%

Wall Street Journal



- US – 89%
- Cont Europe – 6%
- UK – 2%
- Asia – 2%

New York Times/IHT



- US – 90%
- Cont Europe – 7%
- UK – 2%
- Asia – 1%

2012 Rates

Property Market (Tuesday/Broadsheet)

Full Page	\$52,864
Jr Page	\$26,904
Half Page	\$26,432
Quarter Page	\$13,216
Eighth Page	\$7,434

WW B/W

Special Reports (Tabloid)

WW B/W

WW Color

Full Page	\$24,072	\$34,272
Jr Page	\$11,800	\$16,800
Half Page	\$12,036	\$17,136
Quarter Page	\$6,018	\$8,568

*ADGA November 2011 (PWC assured) **Mendelsohn Affluent 2011, EMS Summer 2011, PAX Q4 2010 – Q3 2011