

# DC Regional Advertising 2012

The FT now offers regional advertising in the Washington DC market.

## Reach Opinion Leaders In Our Nation's Capital

The Financial Times' global analysis is in high demand during these uncertain economic times. Research validates our proposition against the Beltway set. Targeted advertising to the DC marketplace leverages the FT's unique position in the world of global daily news and offers a trusted environment for Opinion Leaders in our nation's capital.

### Advertising Opportunity

- DC regional page
- 14,000 daily circulation
- One P4C ad unit per day, ROP
- 3-day option required
- \$19,000 gross per page
- DC-focused ad copy; all copy subject to FT approval
- Deadlines prior to publication:  
Booking, 5 days; Copy, 3 days

### Facts & figures:

#### Opinion Leaders Read the Financial Times

	Total DC Region USOL Audience	Defense & National Security Issues	Cybersecurity - Technology Issues	Environmental & Energy Issues	International Trade/Global Economic Issues
<b>Financial Times</b>	<b>24.3</b>	<b>30.5</b>	<b>33.8</b>	<b>28.8</b>	<b>51.9</b>
The Hill	32.7	35.7	40.4	38.0	45.7
Politico	44.9	49.2	62.6	45.9	48.3
Roll Call	37.7	34.2	31.4	40.5	49.8
CQ Weekly	24.6	29.6	33.0	28.0	33.8
National Journal	26.2	31.2	32.2	28.3	39.1

Erdos & Morgan, Opinion Leaders 2010, Washington, DC Metro Area



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