

# Economic Development 2011

## A Valuable Opportunity

- Influential audience of foreign direct investment and business/industrial site decision makers
- Reach nearly 2 million of the most powerful senior executives, professional investors and opinion leaders across the globe daily
- Integrated print and online media options
- FT is the most respected, relevant and relied upon global media

## FT is the Economic Development Leader

### In the US\*

#### Audience Composition %

	Foreign Direct Investment Involvement	Responsible for Manufacturing Internationally	Raise Capital or Invest Funds Internationally
Financial Times	19.5	9.3	10.4
Economist	17.6	7.7	7.3
BusinessWeek	14.5	8.4	6.1
Fortune	14.2	8.7	5.2
Forbes	13.4	7.8	6.2
Wall Street Journal	13.3	7.1	5.8



### In Europe\*\*

#### Audience Coverage %

	Raise Capital or Invest Funds Internationally	Business Premises/ Industrial Sites Decision Maker
Financial Times	34.1	18.1
Economist	28.0	15.0
BusinessWeek	10.1	6.9
Wall Street Journal	8.3	2.7
Fortune	4.5	3.7
Forbes	3.9	3.1

### In Asia\*\*\*

#### FT Composition Index

Raise capital/invest funds internationally	205
Involved in company's foreign direct investment	158

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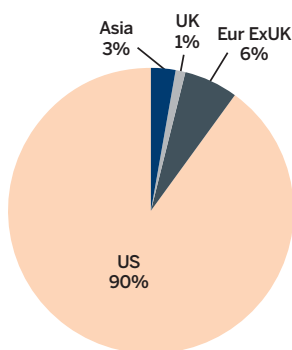
## Reach Over Two Million Worldwide Daily\*

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

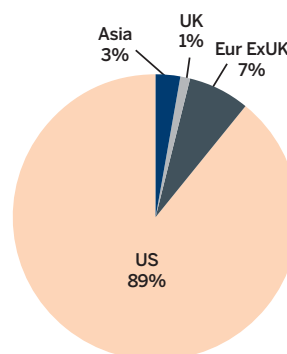
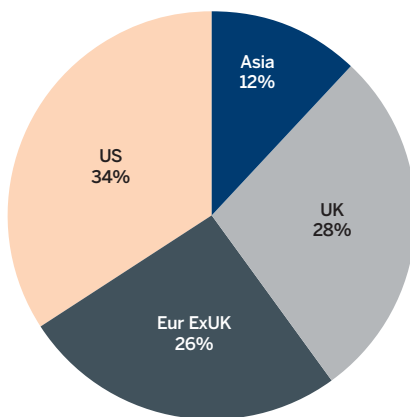
Region	Readership	Online/Mobile/Tablet	Unique Audience
UK	367,000	175,550	491,921
CEMEA	605,153	131,996	662,187
Asia	224,414	97,663	282,503
US	497,644	216,770	652,411
Global	1,694,211	621,979	2,089,022

## The Only Truly Global Newspaper\*\*

### Financial Times



Wall Street Journal



New York Times/IHT

## Advertising is Available

- Globally (worldwide)
- By region or regional combinations (Americas, UK, Continental Europe, Asia and Middle East)
- Full pages and fractionals
- Color and black & white
- Special Reports
- Online at FT.com
- Conference/event sponsorship
- Custom publishing

\*ADGA May 2011 (PWC assured) \*\*MMR 2010, EMS Summer 2010, PAX Q4 2009 – Q3 2010