

FT Weekend 2012

FT Weekend offers a relaxing change of gears for influential, high-spending consumers who like winding down without switching off. It offers stimulating and absorbing coverage, both of life's pleasures and the serious issues of the moment. What's more, its perspective on both news and culture is global.

Reach the World's Elite at the Weekend

Who says you can't mix business with pleasure? FT Weekend gives you a direct route to reach the world's elite as they focus on leisure, luxury, business and personal finances. With two great sections and *How To Spend It* magazine, this is the thinker's weekend read.

FT Weekend Features

Award-winning journalism with a global view, this is the weekend's definitive coverage of world news on politics, business, economics, companies and markets that also expands into its readers' more leisurely interests. Features include:

- Food & Drink
- House & Home
- Pursuits
- Arts
- Style
- Property
- Books
- Fashion
- Travel

How To Spend It

Chic, glossy and unashamedly glamorous, the multi-award-winning *How To Spend It* is the FT's salute to style and luxury living. Published 30 times a year, *How To Spend It* provides a distinctive look at how the affluent and influential spend their time and money, providing FT readers with intelligent, in-depth features on their personal passions.

Facts & figures:

Audience Affluence

Average personal income

\$992,065

Earn more than \$500,000

49%

Average net worth (excl property)

\$5,041,165

Net worth exceeding \$1 million

70%

BE:USA 2011



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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 FT Elite**

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- 97% ... do not read GQ
- 94% ... do not read Vanity Fair
- 91% ... do not read Vogue
- 82% ... do not read Forbes
- 77% ... do not read The Economist
- 72% ... do not read The New York Times
- 62% ... do not read Wall Street Journal

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*ADGA May 2011 (PWC assured) **2011 Mendelsohn Affluent Survey, HOH, HHI \$100,000+