

FT.com 2012

FT.com is an indispensable business tool that provides globally relevant news and comment and analysis 24 hours a day. The site includes a fast and accurate search engine for business research, comprehensive market and company data, and a growing number of interactive tools.

An Indispensable Business Solution

The definitive home for business intelligence on the web, FT.com provides the global business community with trusted news, analysis, data and tools. As a result, it attracts an exceptionally high-value audience. With over 4 million registered users, we reach the world's most influential budget-holders, opinion-formers and purchase decision-makers. To reach and engage this audience in a way that will maximize your returns, we go the extra mile in three vital areas: targeting, creative impact and accountability.

Sections

Regional Homepages

- Globally minded coverage of the most locally relevant news with regional homepages in the Americas, UK, Continental Europe, Asia and Middle East

World News

- A business centered approach to today's most compelling and relevant global headlines

Companies

- A resource for staying current on the crucial business developments, mergers and legal news for today's most influential global companies

Markets

- Targeted coverage of economic trends and industry news that will influence the markets paired with accessible reporting of world market data, company and share research, and world indices

Lex

- Business issues covered from all angles; the FT's agenda-setting column aimed to write regularly about all manner of sectors, markets and current themes, from individual companies to global macro-economic matters

Comment & Analysis

- Unique commentary and in-depth analysis for the C-level executive; where our users contribute and participate in dialogue with our world-renowned editorial staff and each other, building a community of thought leaders

Art & Weekend

- Covers a diverse range of topics that speaks to the passions and spending styles of FT.com users, including travel, food and wine, arts, etc

Precision Targeting

Geographic

- Country, Region, City

Editorial Content

- Industry Sector Content (e.g. Finance, Energy, IT, Real Estate, Aerospace)

Site Section

- Homepage, Markets, Business

User Demographics

- Business Position, Industry, Area of Responsibility

Behavioral Targeting

- Ad targeting based on user interests

Audience Extension (on request)

Ad Units

Half Page	336 x 850 or 300 x 600
Leaderboard	728 x 90
MPU	300 x 250 or 336 x 280
Home Page Ribbon	336 x 60
Non-standard	Overlays, interstitials, etc

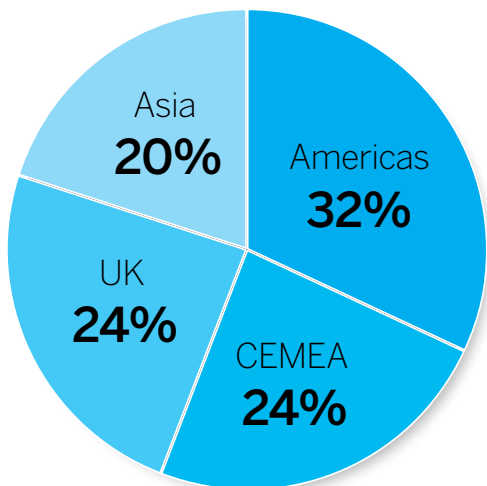
All of the above can be served as rich media/expandable creative.

There is also the option of running Roadblocks on the Home Page and other Pages on FT.com.

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Monthly Unique Users*



User Profile

In an increasingly internet-savvy world, FT.com reaches the most influential audience in the world.

Business Demographics**

Business Executives

- 34% C-suite Executives

Global Operators

- 67% work for companies that conduct international business
- 49% involved in/responsible for company's international dealings

Business Decision Makers

- 29% Financial Decision Makers
- 31% IT Decision Makers

Personal Demographics***

Well Educated

- 89% College +
- 48% Post-grad degree

Gender

- 81% Men
- 19% Women

Average Age

- 42 years old

Ultra-Affluent

- \$303,852 average HHI
- 19% of FT.com users have a \$300k + HHI
- 246 composition index

Ultra-High Net Worth (\$1M+ value of accounts, "liquid millionaires")

- 19% of FT.com audience
- 158 composition index

High Net Worth

- 11% of FT.com users have a \$200k+ HHI and \$1M+ liquid assets
- 208 composition index



*Internal Web Figures (Site Intelligence Audited by ABCE) November 2011 **2011 Financial Times Global Reader Survey, Based on employed respondents who access FT.com at least once per month ***2011 Mendelsohn Affluent Survey, HOH, HHI \$100,000+