

A Valuable Opportunity

- Reach nearly 2 million senior executives, industry/government opinion leaders and professional investors/analysts across the globe daily
- Powerful audience of global professional investors – in fact, FT is the reach leader in both the UK and Continental Europe
- FT is the most respected, relevant and relied upon global media
- Integrated print and online media options

FT Leads With Energy Opinion Leaders*

Energy Issues	% Comp	Index
FT	24.7	172
The Economist	21.1	146
Forbes	19.9	138
Fortune	18.7	130
WSJ	18.3	127
NY Times	17.1	119



FT's Leadership Position Among Professional Investors**

- 35% of the professional investment community reached
- Reach leader in Continental Europe with 42% coverage
- Reach leader in the UK with 79% coverage
- Reaches 24% of the US investment community managing \$5 billion or more in assets
- FT readers manage funds with an average value of \$1.3 billion – #1 in competitive set
- FT reaches 34% of professional investors who cover/follow the energy industry

2011 FT Energy Special Reports

- Innovation in Energy – January 17
- Oil & Gas Industry – March 21
- Energy I – June 28
- Modern Energy – September 29
- Energy in the Americas – October 11
- Energy II – December 5

FT Energy Gist 2011

Interviews covering 24 global energy brands plus 14 alternative energy companies. Coming in March 2011. Contact us to learn more.

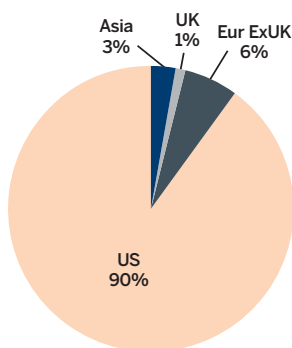
Reach Over Two Million Worldwide Daily*

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

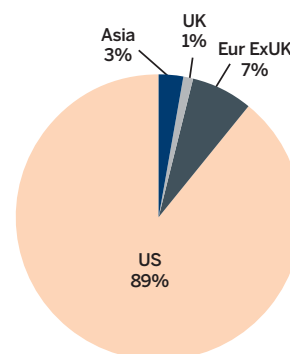
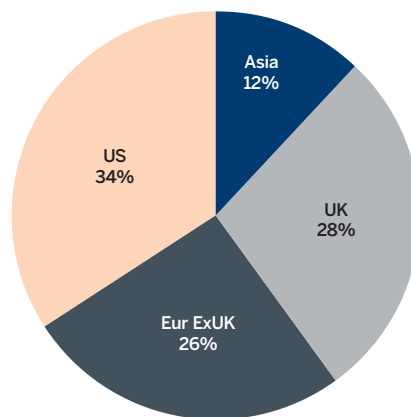
Region	Readership	Online/Mobile/Tablet	Unique Audience
UK	367,000	175,550	491,921
CEMEA	605,153	131,996	662,187
Asia	224,414	97,663	282,503
US	497,644	216,770	652,411
Global	1,694,211	621,979	2,089,022

The Only Truly Global Newspaper**

Financial Times



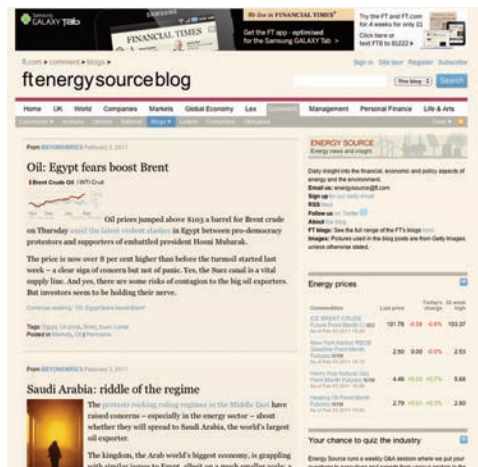
Wall Street Journal



New York Times/IHT

Advertising is Available

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- By region or regional combinations (Americas, UK, Continental Europe, Asia and Middle East)
- Full pages and fractionals
- Color and black & white
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- Conference/event sponsorship
- Custom publishing



- www.ft.com/companies/energy
- [blog: www.ft.com/energysource](http://blog:www.ft.com/energysource)

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