



# Reach more of the world's high flyers with FT Travel in 2011

In print and online, the Financial Times is your route to the world's decision-makers – both those who handle big budgets and those who choose how to spend them. Reach over 2 million of them globally each day through the FT newspaper or through FT.com.

Alternatively tie in your advertising with the FT's distinctive travel coverage, read avidly by both business and leisure travelers worldwide. From the Global Traveller report to FT Weekend's must-read travel section, the FT offers a trusted guide for our discerning readers and a key destination for our advertisers.

## FT Business Travel

Both the FT and FT.com reach more business travelers than any of our competitors. Because we're on top of the trends, our audience of wealthy and frequent travelers comes to us for reliable information that will make their trips easier and more rewarding.

### The FT's business travel audience

- 82% of the FT's global audience travel on business each year.\*
- The FT reaches more frequent international business travelers (20+ flights per year) than any other international daily newspaper (or any international business press title).\*\*
- 49% of FT readers fly first or business class when traveling on business.\*\*
- FT readers spent over 1.4 million nights in a hotel abroad for business in the past 12 months - that's more nights abroad on business than any other international daily newspaper or business press title.\*\*

### The FT's business travel report

#### Global Traveller

- Published five times a year
- Written by top FT travel journalists (Roger Blitz, Roger Bray and Jill James)
- Covers the latest news and trends in business travel, plus advice, interviews and insider knowledge designed to help individual travelers
- Global Traveller is also available online at [www.ft.com](http://www.ft.com).

### Global Traveller dates and rates

#### 2011 publication dates:

March 28, June 21, September 12, October 10 and November 7

	Worldwide Color:	Worldwide B&W:
Full page	\$73,625	\$250 per single column unit
Half page	\$39,215	
Junior page	\$39,215	
Quarter page	\$20,538	



## What to do next

To reach more of the world's high flyers, contact Nick Southwell-Keely on (212) 641-6623, [nick.southwell-keely@ft.com](mailto:nick.southwell-keely@ft.com).

\* FT Global Audience Survey 2011 \*\* BE:Europe 2011

# FT Travel 2011

## FT Leisure Travel

FT readers enjoy exclusive holidays and traveling in style. And they come to the FT for inspiration.

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### The FT's leisure travel audience\*

- 23% of FT readers fly first or business class when traveling on leisure trips. That's the highest reach amongst all international titles.
- FT has the highest reach of 6+ leisure flights.
- FT readers spent over 1 million nights in hotels for leisure.
- FT reaches 24% of all Europeans who have spent 45+ nights in hotels.

### The FT's leisure travel products

- **Travel Unravelled**  
A travel-focused edition of the FT's award-winning, luxury, monthly magazine How To Spend It. Published annually, it's a lavishly-illustrated salute to the best in travel, from covetable accessories to exclusive destinations.
- **FT Weekend**  
The FT Weekend Life & Arts travel section looks at the world's most sought after destinations and provides a weekly escape for readers to explore new, idyllic places. The magazine's "Pursuits" section includes intelligent features on sailing, walking and motoring holidays. This high-quality coverage reaches our high-achieving, affluent audience when they have time to absorb it.
- **Winter Travel**  
In the lead up to the winter travel season the Financial Times will include extended features within the Life & Arts section, covering everything from skiing to snowboarding, ski equipment and hotel reviews. It's an outstanding way to target our affluent readership as they plan their snow-sport holidays for the coming season.

### ■ Custom reports

To enhance our FT Weekend Travel portfolio, the FT offers advertisers the opportunity to publish custom leisure travel reports on themed destinations written by our quality journalists. We offer an unrivaled integrated package, allowing your brand to gain maximum exposure to our affluent and well traveled audience.

### Dates and rates

#### FT Weekend

Published every Saturday

#### Pink Snow

October 8, 2011

	Color	B&W
Per single column unit		
Classified	\$87	\$62
Display	\$153	\$112

#### Travel Unraveled

May 21, 2011. Please call for rates.

### FT Travel GIST 2011

Research covering over 30 of the top global airline and hotel brands. Contact us to learn more.

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\*BE:Europe 2011

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[adsales@ft.com](mailto:adsales@ft.com)  
(800) 446-3905

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