

## A Comprehensive Guide to Wealth Management

FT Wealth addresses the unique issues and challenges that affect the very wealthy and their professional advisors. It's a high quality magazine distributed globally with the FT and is published online at FT.com.

With a global perspective from the FT's specialist writers located around the world, FT Wealth covers the financial issues most relevant to the wealthy, including investments, offshoring, alternatives and asset allocation. It also examines broader issues such as inheritance, succession and philanthropy. Plus, 2011 sees the launch of a new fortnightly car column and monthly statistics and articles on the latest news on investing in wine, classic cars and art.

www.ft.com/wealth is a dedicated section of FT.com that incorporates content from the magazine, plus additional wealth coverage and multimedia including podcasts and videos. Sponsorship opportunities are also available online on a quarterly basis.

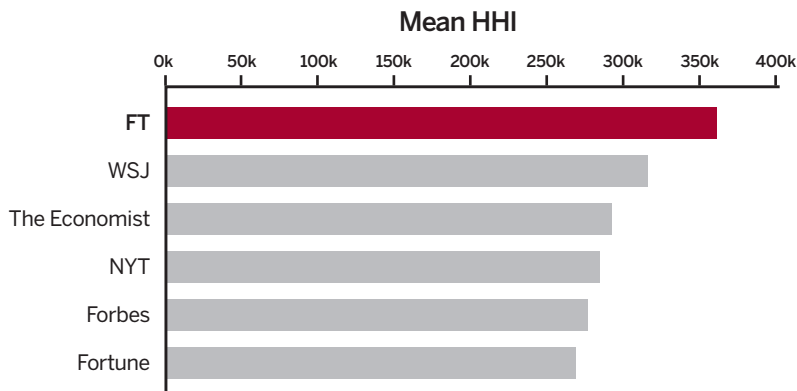


## 2011 FT Wealth Magazine Publication Dates

- March 25
- June 24
- September 30
- December 2

Deadlines prior to publication: Booking and copy, 3 weeks

## In the US, Financial Times Readers Are More Wealthy On Average Than the Readers of Any Other Title\*



## Who are FTWealth Readers?\*\*\*

- 80% read FTWealth for enjoyment and 64% find the content unique, relevant and topical. 59% believe that FTWealth improves their knowledge of personal finance and investment
- 80% of FTWealth readers donate time or money to philanthropic organizations
- Alternative investments are also of high interest with 79% having purchased or are interested in art, 61% in wine, 57% in watches, 55% in antiques and 59% in cars
- 35% of FTWealth readers are C-Suite
- 13% of readers read FTWealth for over an hour, with 40% keeping the magazine for over a week

\*2010 Mendelsohn US Affluent HOH, HHI \$100,000+ \*\*FTWealth Reader Research 2010

# FT Wealth Magazine 2011

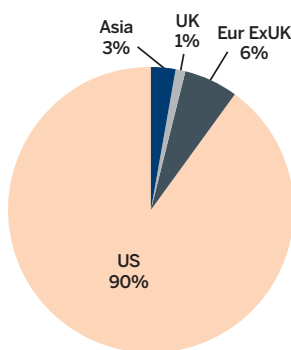
## Reach Over Two Million Worldwide Daily\*

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

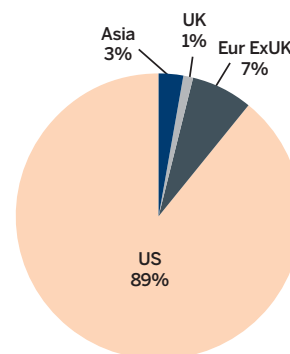
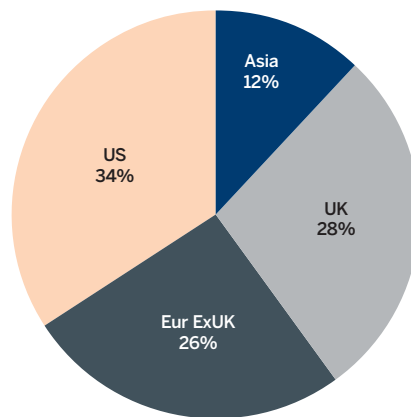
Region	Readership	Online/Mobile/Tablet	Unique Audience
UK	367,000	175,550	491,921
CEMEA	605,153	131,996	662,187
Asia	224,414	97,663	282,503
US	497,644	216,770	652,411
Global	1,694,211	621,979	2,089,022

## The Only Truly Global Newspaper\*\*

### Financial Times



Wall Street Journal



New York Times/IHT

## 2011 FT Wealth Magazine Rates

	\$	\$	\$	\$
	World	Europe	US	Asia
Inside DPS 1	96,100	78,275	25,963	21,700
Inside DPS 2	93,388	77,113	25,575	19,763
DPS (ROM)	46,500	38,750	17,825	10,850
Outside Back Cover	56,963	48,825	17,980	14,958
1st RHP	49,600	41,463	16,430	13,718
2nd RHP	46,888	37,975	15,965	12,555
RHP Front Half	41,463	33,325	13,563	10,850
Front Half Page	36,425	27,900	11,238	8,060
Specified Position	35,650	27,125	10,463	6,975
Run of Magazine	32,550	23,250	10,075	5,813

Online options are available.

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