

# FT Fund Management (FTfm) 2011

## Global Markets Need a Publication with a Global Outlook

FTfm is our weekly supplement published worldwide every Monday, except in the US where it appears the first Monday of every month. It is the world's largest circulating fund management publication.

FTfm aims to provide thought leadership for the global asset management industry; to analyze the important news stories on industry directions and trends; to be a forum for debate on the big issues; and to publish high quality profiles of leading fund managers and top executives.

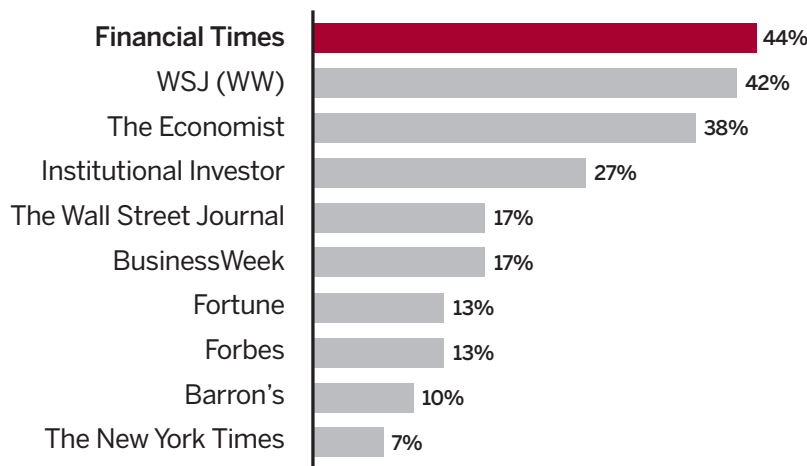
As a tabloid-size supplement delivered with the FT, FTfm takes an in-depth look at areas such as asset servicing, hedge funds, derivatives, index investing, liability driven investment and exchange traded funds.

## 2011 FTfm Special Reports

For the most current information about FTfm Special Reports and upcoming report dates, please visit [www.ft.com/ftfm](http://www.ft.com/ftfm).

## FT Is The Most Effective At Reaching “The Vital Few” Globally\*

- This 8% “vital few” are those who personally managed \$1 billion or more and operate in those firms with \$10 billion or more under management



## Did You Know?\*

The FT is read by over one-third of all Professional Investors globally.

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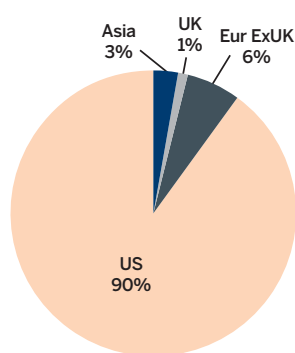
## Reach Over Two Million Worldwide Daily\*

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

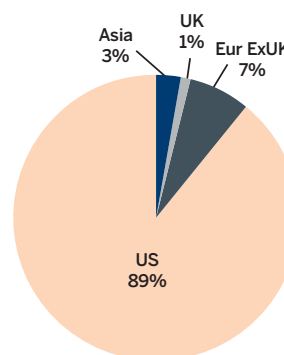
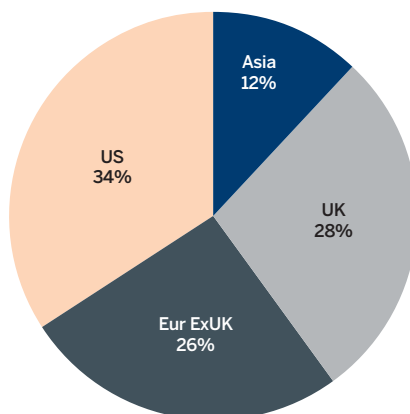
Region	Readership	Online/Mobile/Tablet	Unique Audience
UK	367,000	175,550	491,921
CEMEA	605,153	131,996	662,187
Asia	224,414	97,663	282,503
US	497,644	216,770	652,411
Global	1,694,211	621,979	2,089,022

## The Only Truly Global Newspaper\*\*

### Financial Times



Wall Street Journal



New York Times/IHT

## 2011 FTfm Print & Online Rates

	\$	\$	\$	\$	\$
	World	Europe	US	Asia	Europe & Asia
Front Page	26,496	19,530	8,789	3,841	21,450
Back Page	42,560	30,076	8,789	6,071	33,113
Page 3 (Quarter Page)	14,534	10,774	4,883	1,953	11,751
Full Page	47,849	35,805	16,926	6,673	39,142
Junior Page	25,291	18,651	8,463	3,418	20,361
Half Page	25,356	18,115	8,626	3,581	19,905
Quarter Page	12,825	9,750	4,232	1,710	10,605
Cover Wrap (4pp)	232,500	155,000	116,250	46,500	186,000

### www.ft.com/ftfm

20% SOV Leaderboard, MPU and ribbon positions

3 Months	32,550	23,250	16,200	6,975
6 Months	59,675	42,625	29,700	12,788
12 Months	108,500	77,500	54,000	23,250

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