

Now entering its second year, the Financial Market Series will continue to deliver outstanding editorial coverage of the major issues across the main asset classes in 2011. It is published across three key titles: the **Financial Times** newspaper, **The Banker** and **FTfm**, and also in microsites on FT.com and TheBanker.com.

This unique series of special reports offers the readers the complete global picture and provides the advertiser with the perfect platform to access three key audiences. Packages have been tailored to ensure advertisers can reach all areas of the market in an environment of the highest quality editorial at a cost-effective rate.

Each part of the **Financial Markets Series** will address a key financial topic, including:

- February – Equity Capital Markets (I)
- March – Debt Capital Markets (I)
- April – Foreign Exchange (I)
- May – Islamic Finance (I)
- June – Commodities (I)
- September – Transaction Services & Asset Servicing (I)
- Equity Capital Markets/ETFs (II)
- October – Foreign Exchange (II)
- Debt Capital Markets (II)
- November – Structured Products (II)
- December – Commodities (II)
- Islamic Finance (II)



Format

The reports will be published as tabloid supplements in the FT newspaper and FTfm, and as bound-in supplements in The Banker. Each topic will be launched in the Financial Times newspaper with the other reports over subsequent weeks. Content will be aggregated into microsites on FT.com and TheBanker.com with links throughout both sites.

Three titles

FT Newspaper

The FT reaches the world's most powerful and influential people on a daily basis with informed and cutting edge editorial. There is no more effective route to this elusive and affluent audience.

The Banker

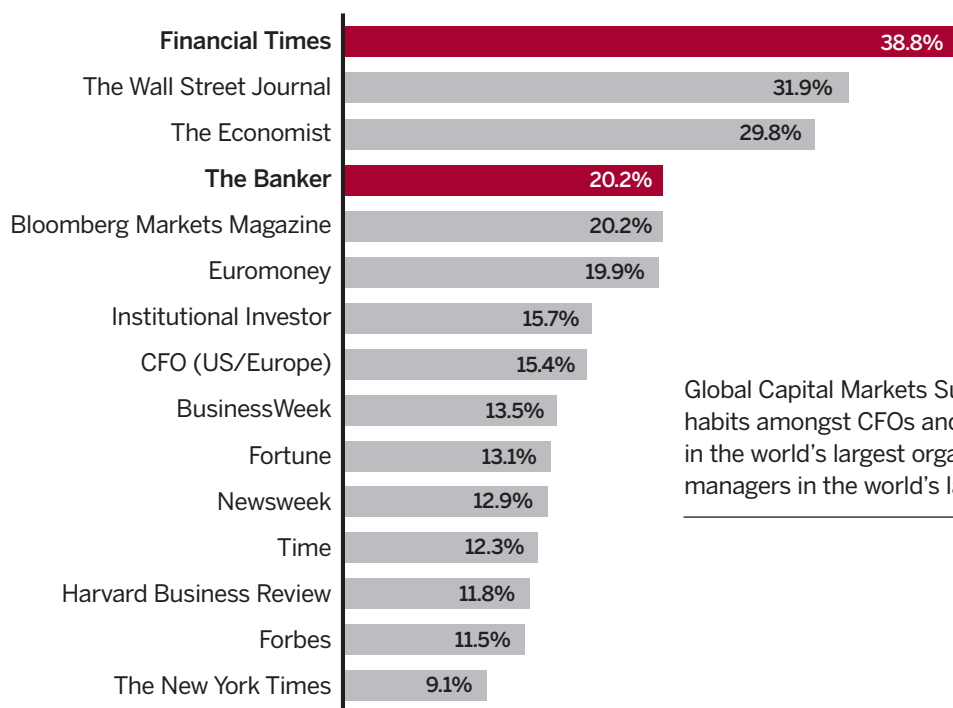
Established in 1926, this trusted source of information on the banking sector is distributed in 90 countries to a readership of 90,000 of the world's top CEOs, CIOs, CFOs, Corporate Treasurers and Central Bank governors.

FTfm

The weekly* voice of global fund management is distributed worldwide to the FT's most senior audience. 1 in 6 FT readers picks up the FT on a Monday specifically for FTfm.

*FTfm is published worldwide every Monday, except in the US where it appears the first Monday of every month.

Global Capital Markets Survey 2009 – global print coverage



Global Capital Markets Survey measures readership habits amongst CFOs and senior financial managers in the world's largest organizations and senior managers in the world's largest financial institutions.

Packages per topic

The advertising packages we have developed will help you achieve high impact across all elements of the series, boosting the effectiveness of your budget.

Print (all packages full color ww)

Package 1

- Full page (34x6) in FT tabloid report
- Full page in The Banker
- Full page (34x6) in FTfm report

Worldwide package – \$69,750
(Rate card value – \$140,771)

Package 2

- Junior page (25x4) in FT tabloid report
- Full page in The Banker
- Junior page (25x4) in FTfm report

Worldwide package – \$54,250
(Rate card value – \$84,213)

Package 3

- Quarter page (17x3) in FT tabloid report
- Full page in The Banker
- Quarter page (17x3) in FTfm report

Worldwide package – \$38,750
(Rate card value – \$45,458)

Online

Package 1

- 250,000 leaderboards on FT.com: targeted to the pages relevant to the series
- 250,000 leaderboards on TheBanker.com: targeted to the pages relevant to the series
- Share of voice ad positions on the report microsites on FT.com and TheBanker.com

Worldwide package – \$34,100

Package 2

- 120,000 leaderboards on FT.com: targeted to the pages relevant to the series
- 120,000 leaderboards on TheBanker.com: targeted to the pages relevant to the series
- Share of voice ad positions on the report microsites on FT.com and TheBanker.com

Worldwide package – \$18,600

What to do next

To find out more about advertising and marketing opportunities offered by the Financial Markets series, please call Tim Hart at (212) 641-6554 or email tim.hart@ft.com. Alternatively, please contact your usual FT representative.

Please note these are package rates for an advertisement in each issue across a single topic. These packages are not transferable or divisible across the other series throughout the year.