

General Overview 2012

- The Financial Times was founded in 1888.
- In 1893, the Financial Times first began printing on salmon pink paper as a stroke of marketing genius to distinguish the FT from its major competitor.
- FT Editors are regularly featured on CNN and CNBC.

Advertising Opportunities

Advertising is available globally (worldwide), by region or regional combinations (Americas, UK, Continental Europe, Asia and Middle East); as full pages and fractionals; and in color and black & white. In addition, there are traditional online placements as well as video, sponsorships, mobile and tablet.

- **Section I** – Geopolitical News, Management, Arts, Comment/Analysis
- **Section II** – Companies & Markets
- **How To Spend It** – Glossy magazine for upscale consumers published 30x a year
- **Weekend FT** – Life & Arts, Fashion, Food & Drink, Travel and House & Home
- **FT Special Reports** – In-depth editorial focused on industries, emerging markets and other geographies; 200+ a year; distributed globally
- **FTfm** – A monthly review of the fund management industry
- **FT Wealth** – A comprehensive guide to wealth management; high quality magazine distributed quarterly
- **FT.com** – An indispensable business tool that provides globally relevant news and comment and analysis 24 hours a day

Facts & figures:

Circulation

Worldwide Newspaper Total

369,850

Americas

109,270

UK

109,279

Continental Europe

115,649

Asia

35,652

FT Internal Figures based on ABC Audited Figures January – June 2011



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James Bond 007 pretended to be an FT reporter in "A View to A Kill." In "The Visitor," Richard Jenkins played a respected college economics professor whose daily read is the Financial Times. Most recently, the FT was seen in "Limitless" and "One Day."

Recent FT Awards

- **2011 EPPY Awards**
FT.com won the EPPY Award for "Best News Website with 1 million unique monthly visitors and over."
- **2011 Conference Awards**
Best Managed Event: FT AcelorMittal Boldness in Business Awards, a fully managed annual awards program now in its third year
- **2011 Webby Awards**
FT.com (category: news), howtospendit.com (category: use of photography) and beyondbricks (category: blogs, business) have been named Official Honorees.
- **2011 British Press Award**
Foreign Reporter of the Year: Charles Clover, FT Moscow bureau chief
- **2011 Harold Wincott Awards**
Senior Financial Journalist: John Kay
Young Financial Journalist of the Year: Robert Cookson
- **2011 Society of American Business Editors and Writers' Awards**
FT Alphaville won the blog category. John Gapper's Column won the best opinion/column category.

Demographics*

Financial Times

- Active
41.4% age 35-54
48 avg age
- Men & Women
66% Men
34% Women
- Well Educated
74% college degree+
38% post-grad degree
- Affluent
\$366,335 avg HHI
34.6% \$1M+ in savings and investments

FT.com

- Active
44.9% age 35-54
42 avg age
- Men & Women
81% Men
19% Women
- Well Educated
90% college degree+
44% post-grad degree
- Affluent
\$303,852 mean HHI
19.1% \$1M+ in savings and investments

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

*2011 Mendelsohn Affluent Survey, HHI \$100,000+ **ADGA May 2011 (PWC assured)