

how to spend it



Sumptuous and chic, *how to spend it* is the ultimate in weekend reading. It is a glossy lifestyle magazine full of statement, style and sophistication. Published monthly globally in the Weekend FT with ten themed editions and eight Friday editions, *how to spend it* is tightly focused on how the educated, affluent and influential spend their money. In its sixteenth year, it is vital reading for a unique audience, who enjoys serious recreational spending. Its intelligent and innovative editorial combined with its fresh design and quality production create a weekend reading experience which is second to none.

Edited by Gillian de Bono, *how to spend it* provides readers with in depth features on crucial personal buying choices and pursuits, offering a stylish analysis of the axis where the corporate and the cultural meet. Covering a diverse range of topics for our male and female audiences, topics covered regularly include: travel, interiors, fashion, food and wine, luxury goods, profiles on consumer companies, personalities, skiing and cars.

Read by both male and female readers of the Financial Times, *how to spend it* perfectly complements our readers' lifestyles and consumer spending habits, creating the ideal environment for prestigious advertising.

how to spend it was voted Colour Supplement of the Year at The 2011 Newspaper Awards for the 11th year. *how to spend it* is also the only color supplement to win all three major industry awards – The British Press Awards 2004, The British Society of Magazine Editors 2004 and The 2004 Newspaper Awards – something no other color supplement has achieved.

If you would like further information on *how to spend it* and howtospendit.com please contact Jonathan Chaffin at +1 (212) 641-6312 or jonathan.chaffin@ft.com – or your usual FT representative.

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Editorial Content

how to spend it magazine broadens the appeal of the Financial Times by providing readers with a highly visual environment for longer features on personal buying choices and leisure pursuits. To this end, the magazine's influential team of journalists and style commentators give their unique, authoritative and entertaining insights into the latest trends and key players in the worlds of:

Fashion
Food and drink
Grooming and health
Travel
The Arts
Interiors
Technology
Motoring and flying
Luxury goods

how to spend it is also the only newspaper magazine to produce completely themed editions, with their own title but with the same design and regular pages. This allows *how to spend it* to explore key editorial subjects such as fashion, travel and interiors in greater depth. It also increases the number of the magazine's premium advertisement sites while retaining the exclusivity of the monthly.

International Production

The Financial Times now has 23 print centers around the world. They are: London, Leeds, Dublin, Frankfurt, Paris, Madrid, Milan, Stockholm, Johannesburg, New York City, Los Angeles, Chicago, San Francisco, Dallas, Orlando, Atlanta, Washington, Tokyo, Hong Kong, Seoul, Dubai, Singapore and Sydney.



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***how to spend it* Readership Survey**

In June 2011 *how to spend it* published a worldwide questionnaire asking readers for their thoughts on the magazine. They were also asked a number of lifestyle questions to give us a more accurate profile of a *how to spend it* reader and to provide us with some insight into our readers' lifestyles.

Demographics

38% are female.

57% are aged 25 – 54 years.

The average personal net worth of our readers is

\$2,857,760.

72% of HTSI readers work in international companies.

Spending Habits

Characteristically brand loyal, style aware and willing to indulge in order to obtain quality goods, 96% of *htsi* readers agree that they value quality of a product and its craftsmanship:

25% of *htsi* readers spend over \$5,000 on a watch.

22% of *htsi* readers spend over \$5,000 on fine jewelry.

31% of *htsi* readers spend over \$5,000 clothes in a year .

Over the course of a year, 42% of *htsi* readers spend at least \$2,000 on bags, shoes and accessories.

Findings

Respondents spend 23 minutes on average reading *how to spend it*. Each issue is read by an average of 2 people, meaning each copy is read for a total of over $\frac{3}{4}$ of an hour.

Longevity is associated with *how to spend it*, as readers keep each copy on average for eight days.

74% pass their copy of *how to spend it* on to someone else.

Lifestyle

86% of *htsi* readers agree that they love to travel to new destinations.

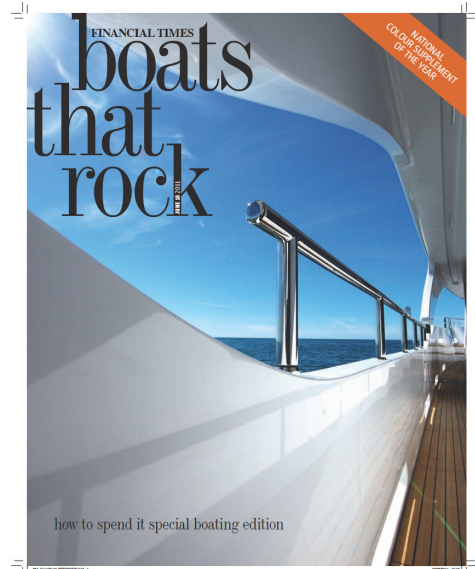
1 in 10 of *htsi* readers owns a yacht or boat or plan to buy one.

88% of *htsi* readers agree that they have an interest in the Arts.

75% of *htsi* readers agree that they are always looking for design inspiration for the home.

78% of *htsi* readers keep active and enjoy sport.

Over half our readers consider themselves early adopters of technology with a quarter of our readers browsing the internet on a tablet device.



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2012 Rates

	World	Europe	US	Asia
	\$	\$	\$	\$
DPS				
Inside DPS 1	102,800	83,600	27,600	23,120
Inside DPS 2	100,000	82,000	27,200	21,040
Inside DPS 3	98,800	77,600	26,800	19,440
1st DPS after Contents	73,200	62,800	23,600	17,200
2nd DPS after Contents	68,800	52,800	22,400	16,000
Center Spread	72,000	58,400	23,200	17,600
DPS Front Half	59,600	47,200	20,000	15,200
DPS (ROM)	48,800	40,800	18,400	11,200
Pages				
Outside Back Cover	61,200	52,000	19,200	15,920
Left Facing Contents	58,000	48,400	18,560	15,520
Inside Back Cover	36,800	31,600	13,600	11,200
1st Right Hand Page	52,400	44,000	17,280	14,480
2nd Right Hand Page	49,200	40,400	16,800	13,200
3rd Right Hand Page	47,200	40,000	15,520	12,320
RHP Front Half	43,600	35,600	14,320	11,440
1st Left Hand Page	47,200	40,000	15,920	12,320
2nd Left Hand Page	44,800	36,400	14,320	11,440
Front Half Page	37,600	29,600	11,840	8,480
RHP (Run of Magazine)	36,800	28,000	10,800	7,200
Specified Position*	36,800	28,000	10,800	8,400
Run of Magazine	33,600	24,000	10,400	6,000
Fractional**				
Half DPS	38,800	30,400	12,000**	5,600
Half Page	18,800	12,800	6,800**	3,600
Quarter Page	9,600	7,200	4,400**	2,800
Vertical Strip	10,000	8,000	4,800**	3,200

* Page Facing Technopolis, Electibles & Smooth Guide

** All fractionals subject to limited availability, particularly US only bookings

For Advertorial information, please contact Jonathan Chaffin at +1 (212) 641-6312 or jonathan.chaffin@ft.com – or your usual FT representative.



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2012

January	07	How to Spend It
February	04	How to Spend It
February	18	Smart Arts
March	03	How to Spend It
March	17	Passion for Fashion
March	23	Friday Edition
April	07	How to Spend It
April	13	Friday Edition
April	21	Superior Interiors
May	05	How to Spend It
May	19	Travel Unravalled
May	25	How to Spend It
June	02	How to Spend It
June	08	Friday Edition
June	16	Boats that Rock
July	07	How to Spend It
August	04	How to Spend It
September	01	How to Spend It
September	07	Friday Edition
September	15	Passion for Fashion
October	06	How to Spend It
October	12	Friday Edition
October	20	Superior Interiors
October	27	NEW Travel Unravalled
November	03	How to Spend It
November	09	Friday Edition
November	17	Christmas Unwrapped
November	24*	Fine Times
December	01	How to Spend It
December	07	Friday Edition

* Europe and Asia only, running in US on December 8th. No booking or copy deadlines affected.



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Note: We accept space reservations past closing, assuming there is space available.

Title	Publication Date	Space / Copy Deadlines
How To Spend It	January 7th	December 1 st / December 8 th
How To Spend It	February 4th	January 4 th / January 11 th
Smart Arts	February 18th	January 19 th / January 26 th
How To Spend It	March 3rd	February 2 nd / February 9 th
Passion for Fashion	March 17th	February 16 th / February 23 rd
Friday Edition	March 23rd	February 23 rd / March 1 st
How To Spend It	April 7th	March 8 th / March 15 th
Friday Edition	April 13th	March 15 th / March 22 nd
Superior Interiors	April 21st	March 20 th / March 27 th
How To Spend It	May 5th	April 5 th / April 12 th
Travel Unravalled	May 19th	April 17 th / April 24 th
Friday Edition	May 25th	April 26 th / May 3 rd
How To Spend It	June 2nd	May 3 rd / May 10 th
Friday Edition	June 8th	May 10 th / May 17 th
Boats that Rock	June 16th	May 16 th / May 23 rd
How To Spend It	July 7th	June 7 th / June 14 th
How To Spend It	August 4th	July 3 rd / July 12 th
How To Spend It	September 1st	August 2 nd / August 9 th
Friday Edition	September 7th	August 9 th / August 16 th
Passion for Fashion	September 15th	August 15 th / August 22 nd
How To Spend It	October 6th	September 6 th / September 13 th
Friday Edition	October 12th	September 13 th / September 20 th
Superior Interiors	October 20th	September 20 th / September 27 th
Travel Unravalled	October 27th	September 27 th / October 4 th
How To Spend It	November 3rd	October 4 th / October 11 th
Friday Edition	November 9th	October 11 th / October 18 th
Christmas Unwrapped	November 17th	October 18 th / October 25 th
Fine Times	November 24th*	October 25 th / November 1 st
How To Spend It	December 1st	November 1 st / November 8 th
Friday Edition	December 7th	November 8 th / November 15 th

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