

A Valuable Opportunity

- Reach nearly 2 million senior executives, industry/government opinion leaders and professional investors/analysts across the globe daily
- FT is the most respected, relevant and relied upon global media
- Integrated print and online media options

FT and FT.com Reach the Most Global Opinion Leaders

- FT reaches 16% of those professionally involved in pharmaceutical/healthcare industries in the US*
- 77% of our US audience is professionally involved in government or self-regulation*
- FT reaches 32% and FT.com reaches 19% of those professionally involved in biotech pharmaceuticals across Europe**

FT and FT.com Reach the Most Powerful Globally**

- FT is the leading title for reaching “the vital few” – those who personally manage \$1 billion+ and work in firms with \$10 billion+ under management
- FT reaches 44% of this key audience globally
- FT reaches 34% of investors who follow healthcare (any/net) industries
- FT reaches 31% of investors who follow the drugs/pharmaceutical industries
- FT reaches 35% of investors who follow the healthcare industries
- FT reaches 29% of the investors who follow the biotech industries
- FT reaches 28% of the investors who follow the pharma industries

2011 FT Global Health Special Reports

- March 24 – World TB Day – Combating Tuberculosis
- April 21 – Combating Malaria
- September 20 – Combating Obesity
- October 5 – Healthcare & the Recovery
- November 11 – Combating Pneumonia
- December 1 – World AIDS Day – Combating AIDS



Healthcare 2011

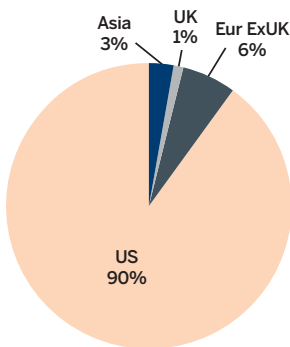
Reach Over Two Million Worldwide Daily*

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

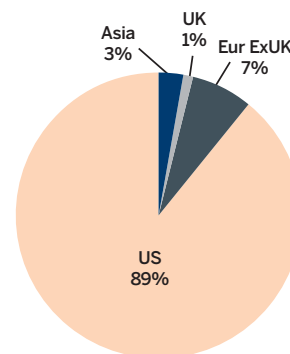
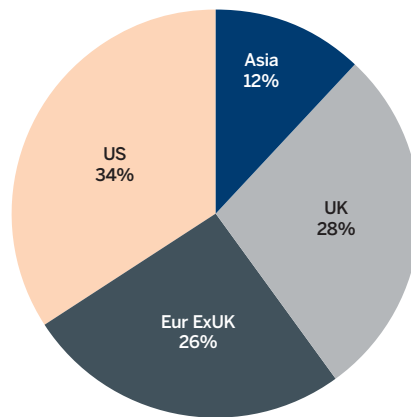
Region	Readership	Online/Mobile/Tablet	Unique Audience
UK	367,000	175,550	491,921
CEMEA	605,153	131,996	662,187
Asia	224,414	97,663	282,503
US	497,644	216,770	652,411
Global	1,694,211	621,979	2,089,022

The Only Truly Global Newspaper**

Financial Times



Wall Street Journal



New York Times/IHT

Advertising is Available

- Globally (worldwide)
- By region or regional combinations (Americas, UK, Continental Europe, Asia and Middle East)
- Full pages and fractionals
- Color and black & white
- Special Reports
- Online at FT.com
- Conference/event sponsorship
- Custom publishing

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