

Inserts 2012

We offer inserts to existing advertisers as a direct link to the FT's successful, upscale audience.

A Direct Link to Your Target Audience

Reach the world, or target regions in the US or specific metropolitan areas.

Inserts are:

- Targeted - by metro areas across the world
- Exclusive - only one insert per issue
- Cost effective - no postage

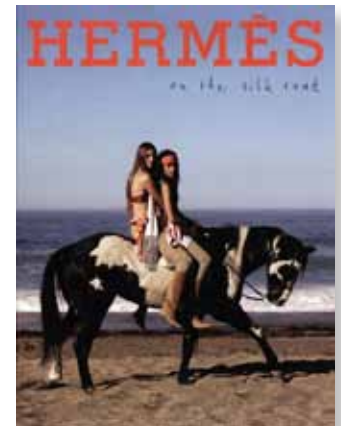
Flex Your Creative Muscle

Options include:

- Choice of weights
- Various sizes
- Single sheet, multiple pages
- Tabloid
- Envelopes
- Pop ups
- Fold outs
- Zip strips

Types of Campaigns

- Awareness
- Corporate
- Training
- Response
- Information
- Consumer



US Rates

Monday – Saturday any insert up to 8 pages

Distribution	30,000+	Full Run
CPM	\$238	\$213

Rates are available for larger brochures.

Minimum drop is 10,000 pieces.

2012 US Distribution*

Print Site	Monday – Saturday
New York	35,000
Chicago	12,000
Washington DC	11,500
San Francisco	9,500
Miami	5,500
LA	5,000
Dallas	5,000

*Does not include distribution via US mail. Inserts are not included in copies delivered by USPS.