

# Legal Services 2011

## A Valuable Opportunity

- Reach nearly 2 million senior executives, industry/government opinion leaders and professional investors across the globe daily
- Powerful audience of decision makers who purchase legal services for their companies
- Integrated print and online media options
- FT is the most respected, relevant and relied upon global media

## FT is the Legal Services Leader

### In the US\*

### Audience Composition %

	Approves/Authorizes Legal Services Purchases	Responsible for Legal Affairs (Mid-Market Companies)
Financial Times	22	36
Forbes	18	30
Wall Street Journal	17	29
BusinessWeek	17	29
New York Times	17	30
Fortune	17	30
Economist	16	30

### In Europe\*\*

### Audience Coverage %

	Authorizes Legal Services Purchases	Legal-Main Area of Responsibility
Financial Times	19	16
Economist	15	14
BusinessWeek	6	5
Fortune	3	3
Wall Street Journal Europe	3	2
Forbes	2	2
Int'l Herald Tribune	2	2

### In Asia\*\*\*

### FT Audience %

### FT Comp Index

Legal is main area of management responsibility	10	166
Involved in financial & legal services purchase decisions	48	127

## Leaders Rely on FT Special Reports\*\*\*\*

- 95%** of readers agree that FT Reports help keep them informed of trends/developments
- 91%** of readers agree that FT Reports provide information that they cannot find elsewhere/would not otherwise see
- Almost **90%** of readers rate FT Reports excellent/very good.

# Legal Services 2011

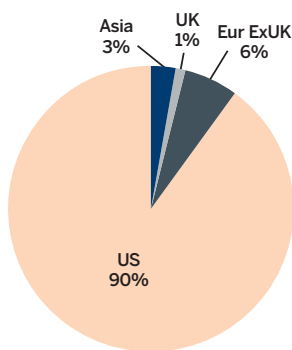
## Reach Over Two Million Worldwide Daily\*

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

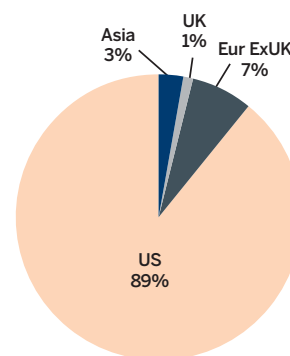
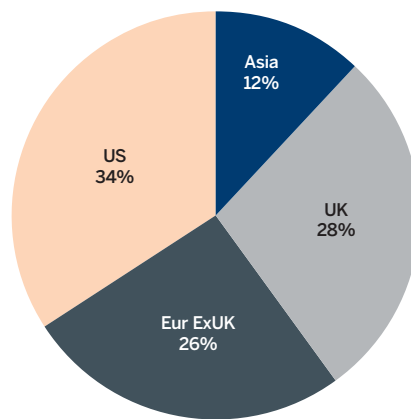
Region	Readership	Online/Mobile/Tablet	Unique Audience
UK	367,000	175,550	491,921
CEMEA	605,153	131,996	662,187
Asia	224,414	97,663	282,503
US	497,644	216,770	652,411
Global	1,694,211	621,979	2,089,022

## 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