

Residential Real Estate 2012

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone House & Home section.

FT Weekend Features

Award-winning journalism with a global view, this is the weekend's definitive coverage of world news on politics, business, economics, companies and markets that also expands into its readers' more leisurely interests. Features include:

- Food & Drink
- House & Home
- Pursuits
- Arts
- Style
- Property
- Books
- Fashion
- Travel

Powerful Global Audience*

FT's audience has grown to over 2 million:

- 74% men
- \$282,186 average income
- \$1,228,050 average investment value
- 72% work for an international company
- 64% business decision makers
- 48% responsible for international business dealings



Facts & figures:

Exclusive Audience
% that don't read the competition

US

New York Times

72%

Wall Street Journal

62%

Europe

International Herald Tribune

94%

Wall Street Journal Europe

92%

Asia

International Herald Tribune

93%

Asian Wall Street Journal

80%

2011 Mendelsohn Affluent Survey, HHI \$100,000+
EMS Summer 2011, PAX Asia Q4 2010 - Q3 2011

Our US Audience**

- Average net worth of over **\$2.9 million**
- Average HHI **\$366,335**
- **39%** own multiple properties (residences)
- **113%** more likely to buy property in the next 12 months

*2011 FT Global Survey **2011 Mendelsohn Affluent Survey, HHI \$100,000+

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2012 House & Home Rates

	Average Size	BW Gross	Color Gross
Full Page	13 5/8" x 22"	\$51,520	\$70,784
Half Page	13 5/8" x 10 7/8"	\$25,760	\$35,392
Quarter Page	6 11/16" x 10 7/8"	\$12,880	\$17,696
Eighth Page	6 11/16" x 5 1/2"	\$7,245	\$9,954

All rates are worldwide.

How To Spend It: Sumptuous and Chic*

How To Spend It is a glossy lifestyle magazine full of statement, style and fashion and the ultimate in weekend reading for the FT audience. Published 30 times a year and delivered within FT Weekend, *How To Spend It* (HTSI) is tightly focused on how the educated, affluent and influential spend their money. The average net worth of HTSI readers is \$2,857,760 in the US and £1,364,000 in Europe. Over 70%* of HTSI readers are involved in international work with over a third having responsibility globally.



2012 HTSI Rates

Position	World	Europe	US	Asia
Outside Back Cover	\$61,200	\$52,000	\$19,200	\$15,920
Double Pg Spread (ROM)	\$48,800	\$40,800	\$18,400	\$11,200
RHP Front Half	\$43,600	\$35,600	\$14,320	\$11,440
Full Pg (ROM)	\$33,680	\$24,000	\$10,400	\$6,000

Rates for other premium positions available upon request.

*FT How To Spend It Reader Survey 2011