

# Special Reports 2012

With topics ranging from Business Travel to Business Education and Corporate Finance to Commercial Property, FT Reports offer approximately 200 comprehensive, highly-targeted opportunities for advertisers each year.

## FT Special Reports

As the leading global business authority, the Financial Times reaches millions of well informed readers daily through print and at FT.com. Appearing as editorial supplements in the newspaper and online, FT Special Reports explore single topics in-depth, which provide readers with expert insight into the issues that matter most to their business.

## A Valuable Opportunity

- Special Reports are highly targeted messaging opportunities.
- Reach over 2 million senior executives, industry/government opinion leaders and professional investors across the globe daily
- FT is recognized internationally for its authority, integrity and accuracy.

## 2012 Special Reports

- Aerospace
- Business & the Environment
- Brazilian Capital Markets
- Combating AIDS
- Commodities
- Corporate Aviation
- Corporate Governance
- Cyber Security
- Energy in the Americas
- Exchanges, Trading & Clearing
- Executive Education
- Foreign Exchange
- FT Health: Life Sciences
- FT's Year in Finance
- G20 Summit
- Global Brands
- Global Traveller
- Managing Climate Change
- New Champions Davos Asia
- Oil & Gas
- Risk Management
- Sustainable Banking & Finance
- Sustainable Business
- World Economy
- World Food
- World Retailing
- World's Most Respected Companies

For a full schedule of 2012 Special Reports, please visit [www.ft.com/reports](http://www.ft.com/reports)

## Facts & figures:

### 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.

90%

of readers rate FT Reports excellent/very good.

79%

read at least half of every issue.

78%

read FT Reports not necessarily related to their industry almost always/quite often.

# Special Reports 2012

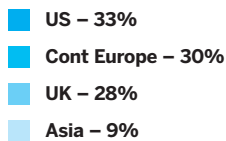
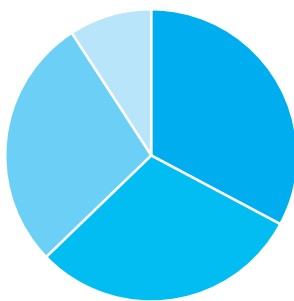
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## FT.com

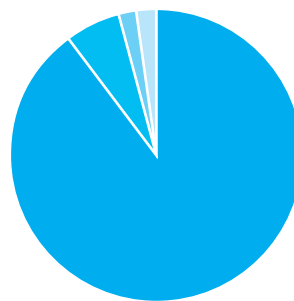
FT.com is an indispensable business tool that provides globally relevant news and comment and analysis 24 hours a day. Advertising opportunities include traditional online placements as well as video, sponsorships, mobile and tablet.

## The Only Truly Global Newspaper\*

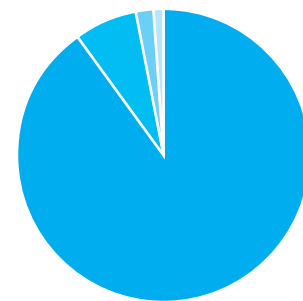
**Financial Times**



**Wall Street Journal**



**New York Times/IHT**



## 2012 Special Report Rates

	Color	World \$ B/W
Page	140,960	115,584
Jr. Page 1	96,320	58,824
Half Page	96,320	57,792
Jr. Page 2	80,800	42,570
Quarter Page Solus	67,680	N/A
Quarter Page (not Solus)	50,240	28,896
Eighth Page	N/A	16,254

\*Mendelsohn Affluent 2011, EMS Summer 2011, PAX Q4 2010 – Q3 2011