

FT Mobile & Tablets 2012

You have constant access to the FT's global news, multimedia, comment and analysis via our award-winning mobile website and our apps, which are the slickest, easiest way to experience the FT.

On June 7, 2011 the FT launched its HTML5 Web App with the aim of creating a best-in-class user experience to reach both existing and new users with an innovative way to consume exceptional content. We see the shift to HTML5 as the future for mobile development and have employed this as part of our mobile strategy in order to distribute FT content to our audience on any device/platform. The FT is extremely committed to the mobile/tablet channel and consider ourselves pioneers in mobile publishing with our recent launches enforcing our position as leaders in this space.

FT HTML5 Web App

1.6 million unique users since June 7th launch

iPad Web App – January 2012

- 183,385 active users
- 6.1 million page views

iPhone Web App – January 2012

- 186,861 active users
- 2.9 million page views

m.ft.com & Android Honeycomb

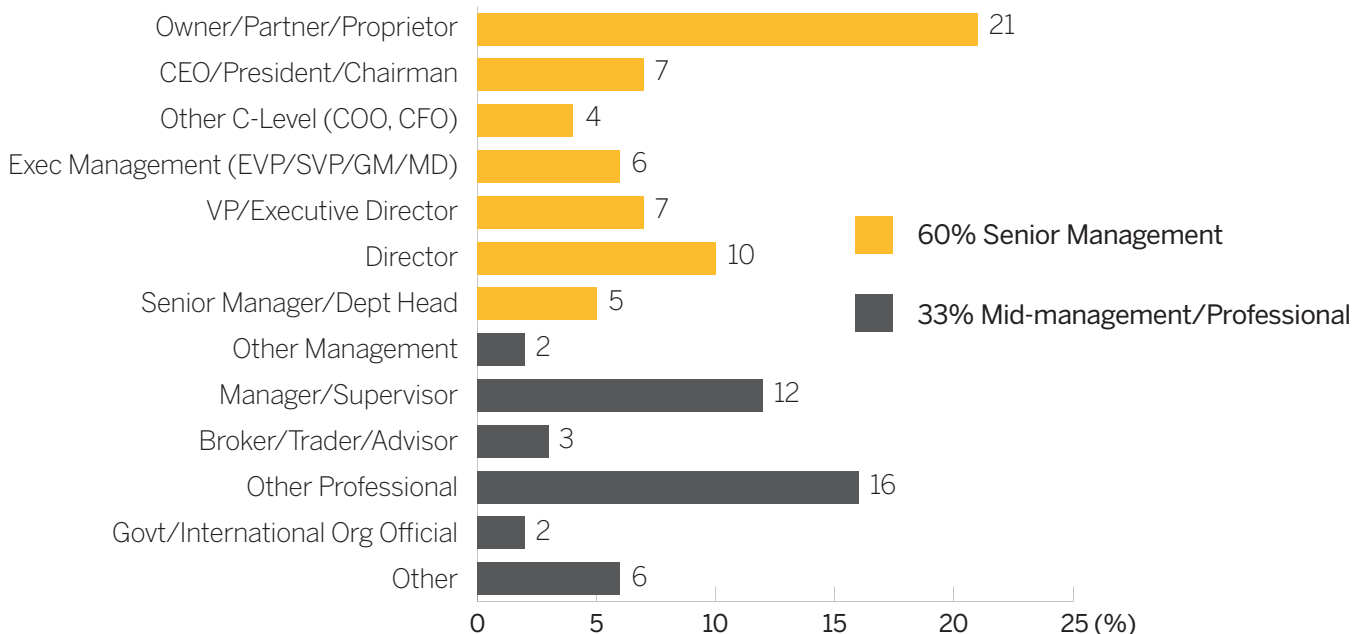
m.ft.com – January 2012

- 730,686 unique users

Android Honeycomb – January 2012

- Launched November 2011
- 46,409 unique users
- 1,040,976 page views
- 40% growth MoM

FT iPad App Audience*



*FT Mobile & Tablet Survey 2010 (N=390)

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2012 Mobile & Tablet Rates

iPhone & Mobile

iPhone	Est Imps	Monthly Rate \$
Americas	525,000	19,278
UK	1,175,000	43,146
CEMEA	750,000	27,540
Asia Pacific	550,000	20,196
World	3,000,000	97,920
m.ft.com		
World		40,800
Combined iPhone & m.ft.com		
World		115,600

iPad & Tablets

iPad Homepage	Est Imps	Monthly Rate \$
Americas	400,000	61,200
UK	300,000	45,900
CEMEA	400,000	61,200
Asia Pacific	200,000	30,600
World	1,300,000	176,800

iPad 100% SoV Index/Article Pages

	Est Imps	Monthly Rate \$
Americas	550,000	74,800
UK	750,000	102,000
CEMEA	550,000	74,800
Asia Pacific	400,000	54,400
World	2,250,000	275,400

iPad 50% SoV Index/Article Pages

	Est Imps	Monthly Rate \$
Americas	262,500	39,270
UK	375,000	56,100
CEMEA	262,500	39,270
Asia Pacific	200,000	29,920
World	1,100,000	149,600

Homepage Ad Positions

Advertiser on homepage will receive both MPU ad position and fixed leaderboard position.



Above the fold MPU



Below the fold Leaderboard

FT iPad SoV Packages

All articles will be served with half page ads (300x600) and a fixed MPU will be served on each section index page.

