

howtospendit.com 2011

Written and produced by the same team behind our multi-award-winning magazine, howtospendit.com is the first truly integrated print and online website to create a convincing luxury environment for editorial and advertising.

In addition to the magazine's lavish features and stunning photography, there's also a wealth of online-only content - including videos, blogs, new columns. Daily updates of the magazine's most popular columns, such as Eclectibles, Technopolis and Travelista, repeatedly drive traffic back to the site.

Reach a premium audience*

From FT readers who are already fans of the magazine to high-spending cosmopolitan individuals around the globe - howtospendit.com is a must-visit website for the world's affluent and discerning power-brokers and decision-makers.

- The average age of a howtospendit.com user is 41, with an average household income of \$226,440
- 39% of the howtospendit.com audience are female
- Over half of howtospendit.com users are involved in international activities for their company, and 22% are senior management level

Lifestyle:

- 78% of users do/would purchase luxury goods online
- 47% of users say howtospendit.com is their preferred luxury website
- 67% of users say howtospendit.com stands out from other luxury websites
- Users are more likely to visit howtospendit.com on weekdays and read How To Spend It magazine on weekends



New possibilities for advertisers

- **Large display advertising formats** - these are integrated into the site as part of the user journey, providing an opportunity for content and brand engagement.
- **The Brand Hub** - a rich media microsite within howtospendit.com - gives you the chance to showcase your brand and products in detail and develop a deeper conversation with our high-end audience.



* howtospendit.com webuser research 2010; Exchange rate = 1.53

What users like about howtospendit.com*

“ I am really into skiing. Some months ago howtospendit.com presented a great story about ski tours in Japan. Long story short: Last week I came back from a 2 week skiing trip in Niseko, Japan. It's that effective.

Beautiful pictures and splendid advertising.

I like the articles that show as well as tell. The beautiful photographs and well-written pieces are what I find attractive.

It is witty and sophisticated, a broad range of topics, beautifully written English, very cultivated, etc.

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What to do next:

To reach this exclusive online audience please contact your FT representative. Alternatively, you can reach us at (800) 446-3905 or adsales@ft.com