

2012 Rates

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2012 Rates

Print/Weekday display - Mono



	Item	World	Europe	UK	US	Asia
		£	£	£	£	£
Section 1	First Full Page	116,300	88,400	50,600		
	Full Page	98,600	74,800	42,400	22,800	11,000
	Junior Page 1	52,000	40,000	22,000	11,600	5,900
	Half Page	52,000	40,000	22,000	11,600	5,900
	Junior Page 2	38,900	29,500	16,300	8,400	4,200
	Quarter Page	26,400	20,100	11,000	5,700	2,900
	Run of Section					
	SCU	236	180	99	51	26
	Page 3	263	202	110		
	Specified	261	198	110		
	Week Commencing	226	171	96	51	26
Section 2 - Companies & Markets						
	First Full Page	126,000	96,000	59,700		
	Full Page	111,900	85,100	53,900		
	Junior Page 1	58,600	44,700	28,000		
	Half Page	58,600	44,700	28,000		
	Junior Page 2	43,300	33,300	20,600		
	Quarter Page	29,400	22,600	14,000		
	Run of Section	263	202	125		

2012 Rates

Print/Weekday display - Colour



Item	World £	Europe £	UK £	US £	Asia £
Section 1 & 2					
First Site					
Full Page	157,650	115,850	68,750		
Junior Page or Half Page	124,800	91,600	54,400		
Second Site					
Full Page	147,900	108,900	64,300		
Junior Page or Half Page	115,800	85,300	49,100		
Standard Sites					
Full Page	135,500	99,600	58,600	28,300	17,900
Junior Page 1	98,000	72,000	41,800	20,100	11,200
Half Page	98,000	72,000	41,800	20,100	11,200
Junior Page 2	83,000	61,000	35,800	17,200	10,100
Quarter Page	51,700	38,100	26,300	11,800	9,000
Strips	83,000	61,000	35,800		
Double Page Spread	271,000	197,000	128,000		
Fireplace	211,000	156,000	105,000		

2012 Rates

Print/Special Positions



	World £	Europe £	US £	Asia £
Cover Sites				
Weekday colour or mono				
Section 1				
Front Page Solus	32,240	23,140	8,530	6,450
Back Page Solus	33,280	25,590	12,900	10,800
Section 2				
Front Page Solus	33,300	25,600	8,500	6,450
Front Page Strip	33,300	25,600	8,500	6,450
Back Page Solus	19,000	15,000	8,200	6,200
Weekend Colour or Mono				
Front Page Solus (210mmx95mm)	19,740			
Back Page Solus (250mmx170mm)	19,740			
Ear Pieces Section 1 & 2				
Colour	2,000			
Section 2 Island Sites (mono)				
	Per Month	Per Day		
Managed Funds 2:Tue-Sat (Europe only)	54,000	3,000		
World Stock Markets	54,000	3,000		
London Share Service:				
Left or Right Hand Page	54,000	3,000		

2012 Rates

Print/FTfm - Fund Management



	Worldwide	Europe	US	Asia	Europe + Asia
	£	£	£	£	£
Colour					
Front Page	17,778	13,104	5,897	2,577	14,393
Back Page	28,556	20,180	5,897	4,074	22,218
Page 3 (quarter)	9,752	7,229	3,276	1,310	7,884
Page 5 (guaranteed)	35,315	26,350	12,449	4,925	28,813
Full Page	30,870	23,100	10,920	4,305	25,253
Junior Page	16,317	12,033	5,460	2,205	13,136
Half Page	16,359	11,687	5,565	2,310	12,842
Quarter Page	8,274	6,290	2,730	1,103	6,842
Bookends x2	26,694	20,223	11,112	5,500	22,973
Island Site		3,000			
Island Strip		5,000			

2012 Rates

Print/Data Publishing (online and print)



(Minimum of 3 lines)		£
	UK Authorised*	
	Per line, per annum	1,275
	Offshore**	
	Per line, per annum	1,680
	Two Day Listing***	
	UK Authorised - per line, per annum	765
	Offshore - per line, per annum	1,000
Managed Funds Logos (online and print)	All Print Issues & Online	17,500
	Ftm, FT Weekend & Online	7,000
	Standard Logo (15mm x 40mm)	
Digital only package****	1-5 Share Classes	4,500
	6-10 Share Classes	7,500
	11-20 Share Classes	12,500
	21-50 Share Classes	25,000
	51-100 Share Classes	40,000
	300+ Share Classes	85,000
Financial Times Share Service		
(per line per annum)	Including FT Digital Annual Reports Service and other communication elements.	2,900

* Monday in FTfm, Saturday - FT Money; Tuesday to Friday Section 2, UK only, fund information on FT.com

** Monday in FTfm (including Asia), Tuesday to Saturday - UK, Europe, Middle East & Africa, fund information on FT.com

*** Two-day listing includes publishing funds data in FTfm on a Monday and Saturday including FT Money (UK) and Section 2 (Eur)

**** Digital-only package requires publishing full fund range on FT.com

2012 Rates



Print/Thursday Executive Appointments

	World	Europe	UK
	£	£	£
Per single column unit (scu)	142	119	115
All Sections Colour Premium			
UK only, mono Worldwide			25
All sections Public Sector discount 25%			
Premium and Guaranteed Positioning			
Per single column unit (scu)			
UK only			
Page 1			30
Other Guaranteed Positions			25
Business Leader Solution (non finance roles)			
12x5 Mono Companies & Markets (Weds)			
12x5 Mono Executive Appointments (Thurs)			
2 Week Posting on exec-appointments.com			
Mono	6,500		
Colour	7,750		
Global Advertising (per scu)			
International	85		
Central Europe only	50		
US only	40		
Asia only	25		

2012 Rates

Print/Business to Business



Business Opportunities (All prices worldwide - per single column unit)

Business Books	77
Business Opportunities	150
Business Wanted	149
Business Services	86
Franchising	88
Public/Company Notice	156
Legal Notices: Semi Display	101

Businesses For Sale

Mono Worldwide	149
Integrated package includes three weeks on FT.com Businesses For Sale site	

Contracts and Tenders

Mono Worldwide	160
Integrated package includes three weeks on FT.com Contracts & Tenders site	

Property All prices worldwide

FT Property Special Report

Mono - per scu	74
Colour per scu	105
Front Page (colour)	6,900
Back Page (colour)	23,600

The Property Market

Mono - per scu	74
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Trading Directory

World

4x2 (40mm H x 83mm W)

3 months	20,640
6 months	34,400
12 months	59,620

6x2 (60mm H x 83mm W)

3 months	22,704
6 months	37,840
12 months	65,582

2012 Rates

Print/Business Education



Newspaper Section (Monday)

Section 1

Monday Business Education	77
Business Education Broadsheet Reports – mono	143
Business Education Broadsheet Reports – colour	174

Business Education Magazines

1st DPS	35,000
2nd DPS	30,000
DPS ROM	25,000
Outside Back	25,800
First RHP	20,000
Inside Back	20,000
Full Page Colour Prime	18,480
Full Page Colour ROM	14,490
Half Page Colour ROM	9,000
Quarter Page Colour ROM	5,000
Quarter Page Mono ROM	3,000

2012 Rates

Print/Reports



		World
		£
Cover Sites (Mon-Fri)	Run of Report per single column unit (scu)	
	Mono	161
	Front Page Guaranteed	
	Maximum size 280mm x 345mm	
	Mono	42,800
	Colour	80,000
Specified Positions	Mono - per scu	165
	Full Page	100,300
	Junior Page 1	68,700
	Half Page	68,700
Standard Positions		
	Full Page	88,100
	Junior Page 1	60,200
	Half Page	60,200
	Junior Page 2	50,500
	Quarter Page	42,300
	Quarter Page Not Solus	31,400
Tabloid Reports (where applicable)	Mono - per scu	161
	Full Page	47,500
	Junior Page	25,300
	Half Page	25,300
	Quarter Page	13,250

2012 Rates



Print/Inserts & Sponsored Copies

Inserts

UK Newspaper	Part Run 30,000+ £	Part Run 60,000+ £	Full Run £
UK	134	107	85
US	149		133
Cont Europe	110		89
Asia	POA		133

UK and Euro mags	Part run 30,000+	Part run 60,000+	Full run
Bound In (FT Mag)*			76
HTSI	85	75	63
Bound In (HTSI)*			76

For inserts above 12 pages there is an extra cost of £2 per 1000 inserts for each additional page.

*For Bound in inserts no part runs allowed (only full runs). Please add the cost of a centre spread in either FT Magazine or How To Spend It to the above rates.

FT Direct (UK subscriber polybagged copies)

3 weekdays*	11,000
Saturday (one day)*	7,500
2 days package (Sat +1 weekday)*	11,000
Colour ad on address label	8,000
Insert only	4,020

Sponsored Copies	Channel	Target Audience	Copies per day	Rates (£)			
				1 Day	1 Week	2 Weeks	1 Month
	Hotels	Premium business and leisure travellers at 4 star & 5 star hotels in the UK	2,500	4,000	12,500	20,000	30,000
	Airlines	Global First & Business Class flights & lounges	2,500	5,000	17,550	32,500	60,000
	London City Airport	Hand to hand distribution on the main concourse	1,500	6,000	18,000	35,000	45,000
	Heathrow Express	Global First & Business Class flights & lounges	500		5,000	8,750	15,000
	Eurostar	First Class carriages on trains from London to Paris / Brussels	1,000	2,500	8,750	15,000	28,500
	City Mailing	Same day hand-delivered mailing to targeted list	1,000	4,000	17,500	35,000	40,000
	Events, Exhibitions and Conferences	Any event nationwide can be targeted	1,000 (min)	POA	POA	POA	POA
	Campus Distribution	Packages to suit the advertiser's recruitment or marketing campaign	1,000 (min)	POA	POA	POA	POA

2012 Rates

Print/Regulatory/ Results



FINANCIAL
TIMES

	World	Europe	UK
	£	£	£
(per single column unit/SCC)			
Financial Notices	183	144	96
Results Advertising	207	159	111

2012 Rates

Print/Weekend display



		World	Europe	UK
		£	£	£
Section 1				
Mono	per single column unit (scu)			
	Run of Paper	103	86	63
	Specified	109	91	66
	Results	173	148	113
	Financial Legal notices	140	121	91
	Other Financial Adverts	201	172	118
Colour				
	Front Page Solus (210mm x 95mm)	19,740		
	Back Page Solus (250mm x 170mm)	19,740		
	Earpieces – Colour	1,785		
	Run of Paper* - per scu	144	119	92
	Prime** - per scu	158	132	101

* Quarter page minimum size

** Prime size = 330mm x 214mm

2012 Rates

Print/FT Money



	UK Colour	UK Mono
	£	£
Full Page ROP	20,190	15,350
1st Junior Page	10,820	10,820
Junior Page ROP	9,910	7,540
Half Page ROP	10,120	7,680
Quarter Page ROP	5,070	3,840
Front/Back Solus	14,320	14,320
Cover Wrap	POA	POA
SCU Rate	99	74

2012 Rates

Print/House and Home



	World £
Primes	
Front Page Solus	9,500
1st Colour Prime (Page 3)*	99 scu
2nd Colour Prime (Page 5)*	94 scu
Back Page*	99 scu
Display	
Mono	72 scu
Colour	99 scu
Property Developers	
Mono	65 scu
Colour	85 scu
Estate Agents / Private Property Sales	
Mono	38 scu
Colour	50 scu
Property Gallery (100mm x 83mm)	
	770
FT Commercial Property Special Report	
Mono	74 scu
Colour	105 scu
Front Page (80mm x 257mm)	6,900
Back Page (340mm x 257mm)	23,500
The Property Market	
Mono	74 scu

* Min 280mm x 170mm - Max 380mm x 257mm

2012 Rates

Print/Property



FT Commercial Property Special Report

Mono	74 scu
Colour	105 scu
Front Page (80mm x 257mm)	6,900
Back Page (340mm x 257mm)	23,500

The Property Market

Mono	74 scu
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2012 Rates

Print/Life and Arts



	World
Solus Sites (Colour)	£
Front Page (210mm x 127mm)	13,000
Back Page (277mm x 170mm)	17,472
Page 3 (210mm x 127mm)	12,500
Page 2*	168 scu
Page 5***	173 scu
*page 2 sizes are: 20x3, 28x4, 14x8 ***page 5 sizes are 28x4, 14x8, 28x8, 33x5 & 38x6	

Prime	
Mono	82 scu
Colour**	111 scu

Specified Section: Arts, Style, Travel	
Mono	72 scu
Colour**	99 scu

Int (ex. UK)*

Food & Drink	
Mono	52 scu
*Published in Weekend Magazine in UK	

Classified: Entertainment, Travel, Books	
Mono	40 scu
Colour**	56 scu
Advertising Feature	2,100

Additional Premium	
Europe Colour**	4,350
Worldwide Colour**	6,850

** Colour rates refer to colour insertions that will appear in UK only, and mono rest of world. To guarantee colour worldwide, the premium applies.

2012 Rates

Print/How To Spend It



	World	Europe	US	Asia
	£	£	£	£
Inside DPS 1	64,250	52,250	17,250	14,450
Inside DPS 2	62,500	51,250	17,000	13,150
Inside DPS 3	61,750	48,500	16,750	12,150
1st DPS after Contents	45,750	39,250	14,750	10,750
2nd DPS after Contents	43,000	33,000	14,000	10,000
Centre Spread	45,000	36,500	14,500	11,000
DPS Front Half	37,250	29,500	12,500	9,500
DPS (ROM)	30,500	25,500	11,500	7,000

Pages

Outside Back Cover	38,250	32,500	12,000	9,950
Left Facing Contents	36,250	30,250	11,600	9,700
Inside Back Cover	23,000	19,750	8,500	7,000
1st Right Hand Page	32,750	27,500	10,800	9,050
2nd Right Hand Page	30,750	25,250	10,500	8,250
3rd Right Hand Page	29,500	25,000	9,700	7,700
RHP Front Half	27,250	22,250	8,950	7,150
1st Left Hand Page	29,500	25,000	9,950	7,700
2nd Left Hand Page	28,000	22,750	8,950	7,150
Front Half Page	23,500	18,500	7,400	5,300
RHP Run of magazine	23,000	17,500	6,750	4,500
Specified Positions*	23,000	17,500	6,750	5,250
Run of Magazine	21,000	15,000	6,500	3,750

Fractional Sizes

Half DPS	24,250	19,000	7,500	3,500
Half Page	11,750	8,000	4,250	2,250
Quarter Page	6,000	4,500	2,750	1,750
Vertical Strip	6,250	5,000	3,000	2,000

*Page facing Technopolis, Eclectibles & Smooth Guide

2012 Rates

Print/FT Weekend Magazine



	UK
Primes	£
Inside DPS	24,700
Outside Back Cover	15,553
Inside Back Cover	11,400
Pages	
1st left hand page	12,095
1st right hand page	12,095
Front half	10,918
Run of magazine	8,755
DPS	
Front half	20,000
Run of magazine	17,000
Fractional Sizes	
Half DPS	13,000
Half Page	5,200
Quarter Page	3,120
Vertical Strip	3,640
Food & Drink box	2,200

2012 Rates

Print/FT Wealth



FINANCIAL
TIMES

	World	Europe	US	Asia
	£	£	£	£
Inside DPS1	64,250	52,250	17,250	14,450
Inside DPS2	62,500	51,250	17,000	13,150
DPS (ROM)	30,000	25,000	11,500	7,000
Outside Back Cover	38,250	32,500	12,000	9,950
1st Right Hand Page	32,750	27,500	10,800	9,050
2nd Right Hand Page	30,750	25,250	10,500	8,250
Front Half Page	23,500	18,000	7,250	5,200
Specified Position	23,000	17,500	6,750	4,500
Run of Magazine	21,000	15,000	6,500	3,750

2012 Rates

Print/Investors Chronicle



	£
Full Page	4,000
Inside Front Cover Spread	7,200
1st Right Hand Page / Page 8	4,400
Outside Back Cover	4,800
Half Page	2,800
Third of a Page	2,600
Quarter of a Page	1,960
Inserts (per '000)	Subs: 92
	Full Run: 78

2012 Rates



Print/Investment Adviser

	£
Double Page Spread (DPS)	11,981
Full Page	5,990
Half Page / A4	4,193
Quarter Page Horizontal	2,936
Strips (3cm)	2,055
Creative Options	
Coverwrap	23,000
Bound-in Inserts	16,800
Inserts	
Full Run	3,893
Special Positions	
Front Page Solus	3,677

2012 Rates

Print/Financial Adviser



	£
Double Page Spread	14,977
Full page	7,488
Half Page DPS	10,483
Half Page / A4	5,241
Quarter Page Horizontal & Vertical	3,669
5cm Strip	2,567

Creative Options

Coverwrap	28,281
Bound-in Insert	21,211

Inserts

Full Run	10,051
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*All inserts over 20g are subject to additional cost maximum size of loose insert - 370mm x 266mm

Special Positions

Front Page Solus	3,570
IFA Run	6,030

Special Positions

Front Page Solus	4,341
Third of a Page Inside Front Cover	3,339
Third of a Page Outside Front Cover	4,341
First 20 Pages	20%
Positional Guaranteed	15%

2012 Rates



Print/Money Management

	£
Double Page Spread (DPS)	10,728
Full Page Color	5,542
Half Page Horizontal	3,326
Quarter Page Horizontal	1,995
Inside Front Cover DPS	11,561
Back Cover	6,799
Bookends	6,073
Ear Piece	2,613
Strips	2,518
DPS Strips (Statistics) / Window Frames	3,964
Inserts per 1000 (full run)	236

Creative Options

Barndoors / Coverwrap	21,000
Belly Band & DPS	19,964
Tip On / Paper-clips	8,269
Polywrap	8,335
Highlighted Funds	2,000

Supplements

Sole Supplement Sponsorship	25,563
Joint Sponsorship Packaging	8,269 - 12,679
Wraps On Supplements	18,000

2012 Rates

Print/Pensions Week



	UK
	£
Inside Front Cover	5,000
First full page	4,800
Second full page	4,500
Double page spread	7,750
Outside Back Cover	5,250
Full page	4,200
Half page	2,400
Quarter page strip	1,300
Cover wrap	15,000
Inserts	POA

2012 Rates



Print/Professional Wealth Management (PWM)

Double Page Spread	14,700
Full page	9,250
Half page	5,880
Guaranteed Position	10%
Inserts – 20g Full Run	8,500

Focus Partner Package

4 Page Section	11,000
3 Page Section	9,900

Sponsored Editorial Package

4 Page Section	14,750
3 Page Section	13,250
Research Guide	32,250
Roundtable – 6 Guests, 8ppl	19,000

Special Positions

Front Page Solus	3,570
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Additional

Options PDFs	685
Extra Copies	210
Reprints	1,208
Additional Thousand	240

2012 Rates



Print/European Pensions Titles

dpn, spn, nrpn, npn

Inside Front Cover	10,500
First full page	10,000
Second full page	9,700
Double page spread	17,500
Outside Back Cover	11,500
Full page	9,250
Half page	6,000
Quarter page strip	4,250
Cover wrap	25,000
Inserts	POA
Round Table	17,500
Spotlight	17,000

2012 Rates

Print/The Banker



	Colour	Mono
	£	£
Double Page Spread	22,450	16,500
Full page	12,450	9,450
Half Page Spread	13,600	10,200
Half Page Island	9,250	7,000
Half Page Vertical	7,450	6,350
Half Page Horizontal	7,450	6,350
Third Page Vertical	6,450	5,350
Third Page Horizontal	6,085	5,350

Special Positions

Inside Front Cover & Page 1	25,000
Inside Front Cover	14,950
Inside Back Cover	12,000
Outside Back Cover	15,450
Spot Colour	2,000
Guaranteed Position Premium	
Bleed Premium	

Inserts	£
Full Run	9,450
UK & Europe	6,450
UK	4,950
Rest of World	4,500

2012 Rates

Digital/FT.com standard display rates



FT.com operates a system of Tiered Audience Rates (TAR). We offer advertisers the opportunity to target three levels of audience; Tier One users are those with the most influence, budget under their control, and personal worth. Tier Two contains the next level down in the business hierarchy. Tier Three is for non-targeted campaigns: those that wish to reach the whole of our valuable audience without the need to target specific segments.

Tier One

Industries

Banking, Energy/Utilities, Financial Services, Fund/Asset Management, Govt/Public Service/NGO, Insurance, IT/Computing, Oil/Gas/Mining, Telecommunications

Unit

Half-page
Leaderboard
MPU
Non-standard

Responsibilities

Accounting/Finance, Banking and Investment, Broker/Trader, Buying/Procurement, General Management, IFA/Financial Advisor, Insurance, IT/Computing/Telecoms, Money/Portfolio Management, Private Investor, Risk Management/Compliance, Strategy/Planning

Size

336x850 or 300x600
728x90
336x280 or 300x250
Overlays, interstitials etc

Positions

Broker/Trader/Advisor, CEO/President/Chairman, CFO/CIO/COO/CMO, Diplomat/Senior Govt., VP/Director, Executive Management (EVP/SVP/MD), Owner/Proprietor, Politician/Minister

£ CPM (includes Geo-target)

133
68
95
132

Tier Two

Industries

Accountancy & Tax Advisory, Aerospace & Defence, Automobiles, Basic Resources/Mining, Chemicals, Comm/publishing/media, Consulting and Business Services, Education/Academia, Engineering/Construction, Food and Beverages, Health and Pharmaceutical, Industrial, Legal, Personal and Consumer Goods/Luxury, Property Management, Trade/Import/Export, Transport/Logistics, Travel/Leisure, Retail

Unit

Half-page
Leaderboard
MPU
Non-standard

Responsibilities

Administration, Export/International Sales, HR/Training, Knowledge Management, Legal/Company Secretary, Marketing/Communications/PR, Product Management/Development, Research/Analysis, Sales/Business Development, Student

Size

336x850 or 300x600
728x90
336x280 or 300x250
Overlays, interstitials etc

Positions

Business School Academic, Consultant, Manager/Supervisor, MBA Student, Other Management, Other Professional, Program/Project manager, Secretary/Treasurer, Technical Specialist/Engineer

£ CPM (includes Geo-target)

127
65
90
126

Tier Three

Run of Site/non-targeted

Unit

Half-page
Leaderboard
MPU
Non-standard

Size

336x850 or 300x600
728x90
336x280 or 300x250
Overlays, interstitials etc

£ CPM (includes Geo-target)

121
62
86
120

2012 Rates



Digital/Front page ownership

9am-5pm local time	World	Europe	UK	World ex-US	Cont Eur	US	Asia	World road ex-UK
	£	£	£	£	£	£	£	£
LB + 1/2 page	38,965	34,000	30,125	34,000	11,375	16,335	5,445	22,625
LB + MPU	34,000	30,250	22,625	30,855	10,045	14,520	4,840	18,875

6am-1pm local time	World	Europe	UK	World ex-US	Cont Eur	US	Asia	World road ex-UK
	£	£	£	£	£	£	£	£
LB + 1/2 page	33,120	28,900	25,600	28,900	9,665	13,885	4,625	19,200
LB + MPU	28,900	25,700	19,230	26,225	8,530	12,300	4,100	16,000

1pm-8pm local time	World	Europe	UK	World ex-US	Cont Eur	US	Asia	World road ex-UK
	£	£	£	£	£	£	£	£
LB + 1/2 page	19,485	17,000	15,000	17,000	5,700	8,200	2,750	11,300
LB + MPU	17,000	15,125	11,300	15,450	5,025	7,260	2,420	9,500

All rates above are for Monday-Friday activity.

For prices on other regions or countries please contact your local representative.

Weekend roadblocks are available midnight Friday-midnight Sunday at one-day 9-5 rate as above +30%

24 hour roadblocks - POA, subject to availability

2012 Rates

Digital/Video



Type	Ad units	Condition	Rate
Wrap and Roll	LB + MPU + pre-roll, CPM basis	Subject to availability	£125 CPM
Sponsorship	100% of inventory on one brand, e.g. View from the Top	Minimum one month	POA

Price on application

Section sponsorships, e.g. Lex, Alphaville, Connected Business

News by Email

Advertising Features

Special Reports/Topic sponsorships

Bespoke Publishing: interactive microsites etc

Bespoke Targeting

In addition to our standard targeting options, FT.com can offer a variety of bespoke behavioural and demographic targeting segments that are created specifically for your target audience and campaign objectives. Prices are all on application, and subject to available inventory.

2012 Rates

Digital/iPhone



Region	Monthly rate
	£
UK	31,725
CE	20,250
Americas	14,175
Asia	14,850
Middle East & Africa	20,250
WW	72,000

m.ft.com

m.ft.com (global only) = £30,000 per month

Combined iPhone and m.ft.com global package = £75,000

2012 Rates

Digital/iPad



iPad Homepage	Monthly rates
	£
UK	45,000
C.Eur	33,750
Americas	45,000
Asia	22,500
WW	130,000

Units: MPU and Leaderboard

iPad 100% SoV (Index/article)	Monthly rate
UK	75,000
C.Eur	55,000
Americas	55,000
Asia	40,000
WW	202,500

Units: MPU on Index pages, 1/2 Page (300x600) on article pages

iPad 50% SoV (Index/article)	Monthly rate
UK	41,250
C.Eur	28,875
Americas	28,875
Asia	22,000
WW	110,000

Units: MPU on Index pages, 1/2 Page (300x600) on article pages

Valid for bookings made up to 31/3/12.

Rates are subject to change based on introduction of new advertising units and audience size calculation.

2012 Rates

Digital/Business Education



Business Education Run of Section sponsorship (includes leaderboard and MPU served as a wrap on a SOV basis)

	£
1 month	5,175
3 months	9,800
6 months	15,580
12 months	24,000

Business Education Run of Rankings sponsorship (includes leaderboard and MPU served as a wrap on a SOV basis)

1 month	5,520
3 months	10,580
6 months	15,870
12 months	25,410

Widgets - available to all accredited or ranked schools with a profile page on FT.com

	£7,300 p.a.
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MBA Gym

1 month	5,000
3 months	9,000
6 months	15,000
12 months	25,000

Masters Gym

1 month	5,000
3 months	9,000
6 months	15,000
12 months	20,000

All rates are global on Section sponsorship

2012 Rates

Digital/howtospendit.com



	ROS (CPM)	Geo Target (CPM)
Display Advertising	£	£
MPU	90	95
1/2 Page MPU	127	133
Intro-Ad	130	137
Brand Hubs (rate per quarter)		
Bronze (Choose up to 8 tiles of functionality)	27,500	
Silver (Choose up to 10 tiles of functionality)	35,750	
Gold (Choose up to 12 tiles of functionality)	41,250	
Sponsorship		
Technopolis, Travelista, Eclectibles:		
- WW	16,500	
- Europe	11,000	
- US	8,800	
- Asia	5,500	
Gift Guide (rate per quarter)	66,000	
howtospendit.com app	POA	

2012 Rates

Digital/Investorschronicle.co.uk



Investors Chronicle Online Section Sponsorship	£
Home Page Takeover	£2,500 per day

Section Homepage Sponsorship	£
Shares	£10,000 per month
Tips & ideas	£8,000 per month
Comment	£8,000 per month
Your Money	£8,000 per month
Funds & ETFs	£8,000 per month
Commodities	£8,000 per month
Bonds & Forex	£8,000 per month

(All Sponsorship includes 'Sponsored by' Company Logo at Page Title level as well as Leaderboard and MPU positions)

Sponsored Search Box, ROS	£12,000 per month
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Online Creatives	Cost per thousand impressions (CPM)
MPU - 300 x 250	60 cpm
Leaderboard - 728 x 90	50 cpm
Overlay 400 x 400 (max)	80 cpm

NB: Expandable formats 20% premium on all formats.

Targeting	
Section	POA
Page	POA
Behavioural	POA
Geographic (Country / City)	POA
Demographic	POA

Email Opportunities (sponsorship)	
IC Daily Email	£4,000 per week
IC Solus Email	£2,500 per send

2012 Rates

Digital/FT Money Gym

£40,000 per workout (6 months)

£60,000 per workout (per annum)



2012 Rates



Digital/Alphaville

Markets Live (Europe)*	13,000 per month
Macro Live (US)*	6,000 per month
Markets Live (Asia)*	2,000 per month

*Sponsorship rates for Macro Live US & Markets Live Asia are subject to change due to ongoing product developments

Rest of Site (rates per quarter)

EMEA	32,000 (20% S.O.V.)
US	15,000 (20% S.O.V.)
Asia	5,500 (20% S.O.V.)
WW	52,500 (20% S.O.V.)

FT Long Room	POA
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FT Trading Room

100% SOV (including video pre-roll)	42,000 Per month
	116,250 Per quarter
100% SOV (excluding video pre-roll)	33,000 Per month
	90,000 Per quarter
Video pre-roll only	10,000 Per month
	26,250 Per quarter

Investor Relations

Financial Times Share Service	
Including FT Digital Annual Reports Service and other communication elements.	2,900 (per line per annum)

2012 Rates

Digital/FTfm



	Global	UK/EU	US	Asia
	£	£	£	£
20% share of voice Leader, MPU and ribbon positions				
12 months	70,000	50,000	35,000	15,000
6 months	38,500	27,500	19,250	8,250
3 months	21,000	15,000	10,500	4,500
Sponsorship				
Video (per month minimum of 6 months)	8,750			
Email (per month)	3,000			
ETF Section Sponsorship				
6 or 12 months only				
12 months		105,000	78,000	40,000

2012 Rates



Digital/FT Funds Service (online and print)

Managed Funds Logos (online and print)

All Print Issues & Online	17,500
Ftfm, FT Weekend & Online	7,000
Standard Logo (15mm x 40mm)	

Digital only package***

1-5 Share Classes	4,500
6-10 Share Classes	7,500
11-20 Share Classes	12,500
21-50 Share Classes	25,000
51-100 Share Classes	40,000
101-300 Share Classes	60,000
300+ Share Classes	85,000

* Two-day listing includes publishing funds data in FTfm on a Monday and Saturday including FT Money (UK) and Section 2 (Eur)

** Monday in FTfm, Saturday - FT Money; Tuesday to Friday Section 2, UK only, fund information on FT.com

*** Digital-only package requires publishing full fund range on FT.com

2012 Rates

Digital/FT Adviser



Specification	Position	Rate
		£
Ribbon (980x60)	ROS	77 CPM
Ribbon Wrap (980x60 + 120x600)	ROS	112 CPM
Leaderboard (728x90)	ROS	75 CPM
Leaderboard Wrap (728x90 + 120x600)	ROS	110 CPM
Skyscraper (120x600)	ROS	65 CPM
Giant Skyscraper (160x600)	ROS	75 CPM
MPU	ROS	85 CPM
Overlay		7,000 per month
Button	ROS	2,000 per month
Breaking News Alert		1,300 per day
Morning Bulletin/comment piece		1,450 per day
Sub-section Sponsorship		2,500 - 5,000 per month
Search Box Sponsorship		5,000 per month
Blog Sponsorship		5,000 per month
Poll Sponsorship		3,000 per month
Advertorial		6,500 per month
Editorial Feature Sponsorship		5,000 per month
Solus Alerts		1,800 per month

2012 Rates

Digital/European Pensions



dpn-online.com, npn-online.com, nrpn-online.com, spn-online.com

	£
Banner	2,000 per calendar month
Skyscraper	3,000 per calendar month
Sponsored article	4,000 per calendar month

2012 Rates

Digital/schemeXpert.com



	Rate
	£
20% share of voice – per month	2,500

2012 Rates

Digital/The Banker.com



	£ per 1000 impressions
Banner	50
Skyscraper	60
In Article Ad	70

2012 Rates



Digital/Ignites and Fundfire

Ignites and Fundfire	\$5k - 30k	\$30k - 90k	\$90k
Leaderboard Primer	180	155	125
Medium Rectangle	180	155	125
Half-page Skyscraper	165	145	115
Leaderboard Lower	75	65	45
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Email Leaderboard	3,000 per day		
Pre-roll Video	10,000 per month		
3:1 Rectangle Sponsorship	10,000 per month		

Ignites Asia & Ignites Europe

S.O.V.	Sponsorship Rates \$ (Net)
20%	15,000
40%	30,000
60%	45,000
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Email Leaderboard	3,000 per day
Pre-roll Video	10,000 per month
3:1 Rectangle Sponsorship	10,000 per month