

FT readers relish the finer things in life. They're discerning collectors and serious art-lovers, who are both high-earning and high-spending. And they come to the FT for inspiration.

So if you want to reach them, be seen in FT Collecting – the quarterly full-colour supplement in FT Weekend. Published worldwide, it provides focused and intelligent insight into art, antiques and collectibles and is read avidly by both passionate amateurs and professional dealers.

Reach your audience at the right time

Published at the weekend, FT Collecting offers advertisers a direct route to the high-achieving, affluent FT audience when they're free to focus on their interests. FT Weekend has a global circulation of 475,000 and a readership of 1.4 million.[†]

- One in ten FT readers has a personal total net worth of £1 million or more.*
- Their average income is £141,000.*
- Excluding property, they have average savings and investments of £587,100.*
- 39% agree there are certain luxuries they can't do without.**

One advert in the FT will reach more people who collect art and antiques and earn €150,000 or more per annum in Europe than 100 inserts in the IHT.

Source: EMS Select 2009

In Europe, FT readers are 63% more likely than the average affluent European to collect art and antiques for investment purposes.

Source: EMS Summer 2009

2010 publication dates

All reports cover the season ahead:

- 27 February: Pegged to TEFAF, The Armory Show & BADA Fair
- 29 May: Pegged to Art Basel & London summer fairs
- 09 October: Pegged to Frieze Art Fair
- 03 December: Pegged to Art Basel Miami Beach

2010 rates

£94 scu colour,[†] £69 scu mono



What to do next

To discuss advertising opportunities in FT Collecting, please contact Alexis Williams on +44 (0) 20 7873 4216 or at alexis.williams@ft.com.

*FT Global Readership Survey 2009. **Premier TGI 2008. +FT Internal Figures Jan-June 2009.
†Colour UK price. The premium for colour Europe is £4,350 and colour world wide is £6,850.