

# Interiors and Design in the FT

Reach wealthy people worldwide who are passionate about interiors and design. On average, FT readers spends more on interior decorating than the readers of Elle Decoration, the Daily Telegraph, the Sunday Times, Country Life and House & Garden\*.

## How To Spend It

Chic, glossy and glamorous, this multi-award-winning magazine looks at life's most covetable luxuries. Published 28 times a year with FT Weekend, it also appears every quarter as a Friday edition.

How To Spend It brings our readers intelligent and entertaining features on the most rewarding ways to spend their time and their money, with superb photography that brings luxury to life on every page.

### How To Spend It: Superior Interiors

Published twice a year in April and October, this special edition of How To Spend It is dedicated entirely to interiors – including the latest trends in furniture, bathroom and bedroom design, interviews with the hottest designers, and the must-have design-led accessories and gadgets for the home.



### Howtospendit.com

The magazine now has its own website, [howtospendit.com](http://howtospendit.com). 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 and a daily content refresh.

## House & Home: an FT Weekend supplement

Target affluent people who are passionate about property, with House & Home. This full-colour, internationally-focused supplement is your route to high-earning consumers, reaching them at the weekend when they have time to focus on upgrading their homes and gardens.

The Design/Interiors/Architecture pages are an exceptional blend of inspiration and information that helps readers achieve their own ideal home. Edited by Nicholas Spencer these pages are a must-read for anybody looking for style, innovation and design trends.

### House & Home Design Special

In a first for House & Home, the supplement will include an eight-page Design Special on 3 April 2010 – just ahead of the world's leading home furnishing event, the Salone Internazionale del Mobile.

## FT Weekend Magazine

FT Weekend Magazine offers a wealth of fine writing and powerful photography. Published every weekend in the UK and on the last weekend of every month in Europe, it features coverage on people in business, international affairs, science, the media and politics.



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## Who you'll reach

- FT readers spend 56% more than the average AB adult on kitchen improvements, beating all other quality dailies in the UK including House & Garden and Elle Decoration\*\*
- 58% of How To Spend It readers are planning on moving, buying another property or making home improvements in the next 12 months\*\*\*
- 22% will spend over £30,000 on redesigning their kitchen\*\*\*
- FT readers are 59% more likely than the average AB adult to have carried out room conversion which is higher than House & Garden, The Times, The Guardian and the Daily Telegraph\*\*
- In the space of two years more than half of all House & Home readers would have redesigned/improved their kitchen\*\*\*\*



## Rates: How To Spend It

	Worldwide	Europe
DPS Front Half	£36,500	£29,000
DPS (ROM)	£30,000	£25,000
Inside Back Cover	£22,500	£19,000
1st RHP	£31,500	£26,000
RHP Front Half	£26,250	£20,750
Front Half Page	£23,000	£17,500
ROM	£21,000	£15,000
Half Page	£11,750	£8,000
Quarter Page	£6,000	£4,500

## Rates: Superior Interiors advertorial

£2500 per insertion

Resembling the magazine's editorial content and mirroring its high quality, an advertorial feature gives your message credibility and readability. It's a highly effective way to target a wealthy audience interested in luxury products and looking for inspiration.

The next issues of Superior Interiors appear on 17 April 2010 and 16 October 2010.

## Rates: FT Weekend Magazine

	UK	Europe
Inside DPS	£24,000	£49,000
Inside Back Cover	£11,000	£19,000
Page	£11,000	£20,750
Half Page	£5,000	£8,000
Quarter Page	£3,000	£4,500

## Rates: FT Weekend/House & Home

Mono	Colour
£69scu	£94scu

Please note that rates above are only a sample of our ratecard, other positions are available.

## What to do next

For further information please contact Daphne Kovacs on +44 (0)20 7873 4662 or email: [daphne.kovacs@ft.com](mailto:daphne.kovacs@ft.com)

\*\* Premier TGI 2008, \*\*\*HTSI Reader Research 2008, \*\*\*\*House & Home Reader Research 2008.