



FINANCIAL
TIMES

Financial Times Portfolio
Sterling Rates 2010

FTWEEKEND

how to
spend it

FTfm

FUNDfire

INVESTORS
CHRONICLE

FTMANDATE

Pensions^{MANAGEMENT}

pn

exec-appointments.com
global executive jobs

Pensions
Week

M

AGENDA

Financial Adviser

IGNITES

FT GLOBAL
CONFERENCES
& EVENTS

Investment^{ADVISER}

fDi

PWM
PROFESSIONAL WEALTH MANAGEMENT

The Banker

FUNDfire

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FTWEEKEND

Reach more of the people who matter

This booklet contains the advertising rates of the Financial Times – a multimedia global organisation that reaches the world's most influential and affluent people.

And now we're reaching more of this hard-to-reach audience than ever. Several new additions to our portfolio have created an even broader range of specialist products through which you can target an even wider readership.

Our brand is global, but above all it's trusted. The continued growth in our audience all across the world is proof of the demand for quality, trusted information in these challenging times, and of the FT's ability to provide it.

Exploiting the full range of FT media, our award-winning advertising team will customise a powerful and effective package that meets your needs and delivers results.

For full details of our audience, products and outstanding multi-channel opportunities – from print and online advertising to conferences and co-branding – please explore our online media kit at www.ft.com/advertising

Financial Times
Sterling Rate Card 2010 | **Contents**

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1. Weekday

- 1.1 Weekday display – mono
- 1.2 Weekday display – colour
- 1.3 Special Positions
- 1.4 Executive Appointments
- 1.5 Business to Business
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• Read by 1.4 million people
• worldwide, the FT comes in five
• regionally-focused editions. Our
• daily audience is responsible for an
• annual budget expenditure of £539
• billion in Europe alone.

• FT Internal Figures & BE Europe 2009

1.1 Weekday display – mono

	World	Europe	UK	US	Asia
Section I	£	£	£	£	£
First Full Page	110,700	85,800	49,600		
Full Page	93,900	72,600	41,200	22,600	10,500
Junior Page 1 (380 x 257mm)	49,200	38,300	21,400	11,400	5,300
Half Page	49,200	38,300	21,400	11,200	5,200
Junior Page 2 (330 x 214mm)	37,000	28,600	16,000	8,300	3,800
Quarter Page	25,100	19,400	10,800	5,700	2,600
Run of Section					
– per single column unit (scu)	225	174	97	50	25
Page 3 Guaranteed* – per scu	251	196	108		
Specified Positions – per scu	239	184	104		
Week Commencing – per scu	215	166	94	50	25

Section II – Companies & Markets

First Full Page	120,000	93,000	58,500
Full Page	106,500	82,600	52,800
Junior Page 1	55,800	43,400	27,400
Half Page	55,800	43,400	27,400
Junior Page 2	41,500	32,300	20,300
Quarter Page	28,100	21,900	13,800
Run of Section – per scu	251	196	122

* Maximum size 380mm x 257mm
Minimum size 330mm x 214mm.

1.2 Weekday display – colour

	World	Europe	UK	US	Asia
	£	£	£	£	£
Section I & II					
First Site					
Full Page	144,400	108,100	64,800		
Junior Page or Half Page	114,200	85,500	51,500		
Second Site					
Full Page	135,400	101,600	60,600		
Junior Page or Half Page	106,100	79,600	46,200		
Standard Sites – Section I					
Full Page	129,000	96,700	57,400	27,800	17,200
Junior Page 1 (380 x 257mm)	93,400	69,900	40,900	19,700	10,700
Half Page	92,100	69,000	40,500	19,600	10,700
Junior Page 2 (330 x 214mm)	79,100	59,300	35,100	16,800	9,700
Quarter Page	49,200	37,000	26,000	11,500	8,600
Strips*	75,000	56,100	33,300		
Double Page Spread (DPS)	254,900	191,000	125,500		
Fireplace	201,400	151,000	99,500		

* Sizes up to 200mm x 345mm.
 Quarter pages and strips to run on a week commencing basis only
 Quarter Page colour minimum size.

1.3 Special Positions

	World	Europe	US	Asia
Cover Sites				
Weekday colour or mono	£	£	£	£
Section I				
Front Page Solus (210mm x 95mm)	28,900	21,600	7,900	5,900
Back Page Solus (250mm x 170mm)	29,800	23,800	12,000	10,000
Section II				
Front Page Solus (210mm x 145mm)	29,800	23,800	7,900	5,900
Strip (80 x 345mm)	29,800	23,800	7,900	5,900
Back Page Solus (210mm x 127mm)	18,000	14,400	7,900	5,900

Weekend Colour or Mono

Front Page Solus (210mm x 127mm)	17,900
Back Page Solus (250mm x 170mm)	17,900

Ear Pieces Section I & II

Colour	1,700
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Section II Island Sites (Mono)	Per Month	Per Day
Managed Funds 2; Tue – Sat (Europe only)	51,700	2,900
World Stock Markets (International)	52,700	2,900
London Share Service:		
Left or Right Hand Page (UK only)	53,900	3,200

Target your market and form a close association with the FT brand, with our bespoke print and online publications.

Find out more at www.ft.com/strategicpublishing

1.4 Executive Appointments

	World	Europe	UK
Thursday Executive Appointments	£	£	£
per single column unit (scu)			
Senior Accountancy	136	115	113
Banking & Financial Markets (mono)	136	115	113
Non-Finance (mono)	136	115	113
All Sections Colour Premium (UK only, mono Worldwide) All sections Public Sector discount: 25%			25
Premium and Guaranteed Positioning per single column unit (scu)			
UK only			
Page 1*	28		
Other Guaranteed Positions	24		
Business Leaders Solution			
12 x 5 Mono Companies & Markets (Weds)			
12 x 5 Mono Executive Appointments (Thurs)			
2 Week Posting on exec-appointments.com			
50,000 Impressions on FT.com			
Mono	5,720		
Colour	7,150		

Online

exec-appointments.com

Job Postings £325 per week

Standard package £2,000

- 2 week ad listing
- 2 week featured job on up to 3 sector pages
- 1 week featured ad on search results page – up to 3 categories
- 1 priority listing in email alert
- Ad loading service

Premium package £3,000

Includes the Standard Package, plus:

- 1 week featured job on main homepage
- 2 week listing on FT.com job box

Superior package £4,000

Includes the Premium Plus package, plus:

- Custom HTML email to up to 4,000 candidates

*Please contact your sales representative regarding pre-booking on the front page.

1.5 Business to Business

Business Opportunities

(All prices worldwide – per single column unit)	£
Business Books	74
Business Opportunities	142
Business Wanted	142
Business Services	82
Franchising	84
Public/Company Notice	149
Legal Notices: Semi Display	96

Businesses For Sale

www.businessforsale.com/FT	
Mono Worldwide	145

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

Contracts and Tenders

www.ft.com/contractsandtenders	
Mono Worldwide	152

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

Property

(All prices worldwide)	£
FT Property Special Report	
Mono – per single column unit (scu)	70
Colour – per scu	100
Front Page (Colour)	6,600
Back Page (Colour)	22,440
The Property Market	
Mono – per scu	70

1.6 Business Education

Business Education Magazines

£

All prices are worldwide per Single Column Unit

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	17,600
Full Page Colour ROM	13,800
Half Page Colour ROM	8,450
Quarter Page Colour ROM	5,000
Quarter Page Mono ROM	3,000

Business Education

All prices are worldwide per Single Column Unit

Business Education Monday (Mono)	77
Business Education Report (Mono)	143
Business Education Report (Colour)	174

Run of rankings sponsorship

1 month	3,450
3 months	9,200
6 months	13,800
12 months	23,100

Package includes share of voice on the interactive rankings pages only, including the school profile pages.

Business Education Package

Online

Run of Section Sponsorship

(All prices worldwide)

www.ft.com/businesseducation

£

1 Month	5,750
3 Months	9,800
6 Months	16,400
12 Months	24,000

Package includes share of voice on Business Education site excluding interactive rankings.

MBA Gym (All prices worldwide)

www.mbagym.com

£

1 Month	5,000
3 Months	9,000
6 Months	15,000
12 Months	20,000

Masters Gym (All prices worldwide)

www.ft.com/mastersgym

£

6 Months	15,000
12 Months	20,000

Widgets (All prices worldwide) £7,300 p.a.

1.7 Reports

	World
Cover Sites (Mon – Fri)	£
Run of Report – per single column unit (scu)	
Mono	154
Front Page Guaranteed – Maximum size 280mm x 345mm	
Mono	40,800
Colour	73,400
Specified Positions	
Mono – per scu	157
Colour	
Full Page	91,800
Junior Page 1	65,400
Half Page	65,000
Standard Positions	
Colour	
Full Page	84,500
Junior Page 1	57,300
Half Page	56,600
Junior Page 2	48,100
Quarter Page	40,300
Quarter Page Not Solus	29,900
Tabloid Reports (where applicable)	
Mono – per single column unit (scu)	154
Colour	
Full Page	45,200
Junior Page	24,100
Half Page	24,100
Quarter Page	12,600

All reports are worldwide unless specified. Please contact your regional FT representative for regional reports ratecard. Rates for regional reports where appropriate will be available on request.

1.8 Inserts & Sponsored Copies

Inserts

UK Newspaper

Cost per 1000

	Part Run 30,000+	Part Run 60,000+	Full Run
	£	£	£
Mon-Sat	125	100	80

International

Cost per 1000

	Part Run 30,000+	Full Run
	£	£
US	102	82
Cont Europe	102	82
Asia	102	82

FT Direct

Branded polybagged copies of the FT newspaper delivered to subscribers.

Cost per 1000

		£
3 weekdays	12,500 copies per day	10,000
Saturday*	11,000 copies	7,000
2 days package (Sat + 1 weekday)	23,500 copies	10,000
Colour advertisement on address label (3 days)		10,000

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	Business Class carriages between Paddington and Heathrow	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 lists	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

*Can also be "timed to" coincide with How To Spend It

2. Financial

- 2.1 Consumer
- 2.2 Financial Online
- 2.3 Intermediary
- 2.4 Institutional
- 2.5 Pensions
- 2.6 The Banker & fDi

2.1 Consumer

FT Wealth	World £	Europe £	US £	Asia £
Inside DPS 1	59,500	49,000	16,250	13,500
Inside DPS 2	58,000	48,500	16,000	12,250
DPS (ROM)	30,000	25,000	11,500	7,000
Outside Back Cover	35,250	30,250	11,250	9,250
1st Right Hand Page	31,500	26,000	10,250	8,500
2nd Right Hand Page	29,750	23,750	10,000	7,750
Front Half Page	23,000	17,500	7,000	5,000
Specified Position	23,000	17,500	6,750	4,500
ROM	21,000	15,000	6,500	3,750

	UK Colour £	UK Mono £
FT Money		
Full Page	19,600	14,900
1st Junior Page (Page 3)	10,100	10,100
Junior Page	9,600	7,200
Half Page	9,800	7,400
Quarter Page	5,760	4,500
Front or Back Solus	13,370	13,370
Cover Wrap	POA	POA
Single Column Unit Rate	96	72

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 Page	1,960
Inserts	Subs £92 per 1000 Full Run £78 per 1000

FT Money Gym

Online

£40,000 per workout per 6 months

£60,000 per workout per annum

Trading Directory

(Mono – all prices worldwide)

	£
3 Months	19,660
6 Months	32,760
12 Months	56,780

2.2 Financial Online

Financial Online Specific Section Rates

Alphaville	£150,000 per quarter (section only. Excl emails)
Alphaville Email	£20,000 per email per month
FT Money Gym	£40,000 per workout per 6 months £60,000 per workout per annum
FT Trading Room	£90,000 per quarter
FTfm	£15,000 per month
Long Room	POA

Investors Chronicle Online

Cost per thousand impressions (CPM)

Creative Type	Dimension (pixels)	£
Overlay/Pop over	300 x 300	60
MPU	300 x 250	30
Leaderboard	728 x 90	28
Skyscraper	120 x 600	28

NB: Expandable formats 20% premium on all formats.

Precision Targeting Options:

Behavioural Targeting
(ad targeting based on user interests)

Geographic

Site Section (e.g. homepage, editorial)

Frequency

Email and alert sponsorship

Price on application. Please contact your local FT representative.

Money Media

Ignites	POA
Ignites Europe	POA
Fundfire	POA

For Money Media enquiries, please contact your local FT representative.

For US Money Media enquiries, please call +001 (212) 641 6500.

Investor Relations Services

FT Share Service £2,900
(per line per annum)*

IR Online Announcement Package

Roadblock (Leader & MPU) & IR Digital Package.

	£
UK	27,800
Europe	31,000
Worldwide	35,100

Results Advertising – per single column unit (scu)

	World	Europe	UK
	£	£	£
Mono	207	159	111

Financial Notices – per scu 178 | 140 | 93

Floating Rate Notices, Redemption Notices, Bank Base Rates,

Compliance with Stock Exchange, Listing Rules (Minimum size = 6pts)

Base Lending Rate: £3,500

* Package includes newspaper listing & digital IR service

2.3 Intermediary

Investment Adviser

Display

Size	£
Double Page Spread (DPS)	11,632
Full Page	5,816
Half Page / A4	4,071
Quarter Page Horizontal	2,850
Strips (3cm)	1,995

Creative Options

Coverwrap	23,000
Bound-in Inserts	16,800

Inserts

Full Run	3,780
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Special Positions

Front Page Solus	3,570
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Classified

Size	Rates (£)	Full Colour (£)
Full Page	2,450	3,250
Half	1,715	2,275
Quarter	1,200	1,590
Eighth	840	1,115
Guaranteed Position Premium	+15%	
New Sector Heading	£50 per week for 1 Month	
Inserts	£210 per 1000	

	3 Month	6 Months	12 Months
Directory Listing	£205 per week	£135 per week	£115 per week

Recruitment

Size	Rates (£)	Full Colour (£)
Full Page	3,092	5,061
Half	1,548	2,530
Quarter	808	1,265
Colour Charge		845
Guaranteed Position Premium	+15%	
Inserts	£225 per 1000	
Repeat Insertion	40% Discount (of rate card)	

2.3 Intermediary

Financial Adviser

Display

Size	£	Inserts	£
Double Page Spread	14,129	Full Run	9,482
Full Page	7,064	IFA Run	5,689
Half Page DPS	9,890		
Half Page / A4	4,944	Special Positions	
Quarter Page Horizontal & Vertical	3,461	Front Page Solus	4,095
5cm Strip	2,422	Third of a Page Inside Front Cover	3,150
		Third of a Page Outside Front Cover	4,095
Creative Options		First 20 Pages	20%
Coverwrap	26,680	Positional Guarantee	+15%
Bound-in Insert	20,010		

Classified

Size	Rate £	Full Colour £	
Full Page	2,650	3,750	
Half	1,855	2,625	
Quarter	1,230	1,840	
Eighth	860	1,290	
Scu	48		
Colour Change	250		
Guaranteed Position Premium	+15%		
New Sector Heading	£50 for 1 Month		
Wrap Inserts	17,270		
Inserts	£225 per 1000		
	3 Months	6 Months	12 Months
Directory Listing	£205 per week	£185 per week	£160 per week

2.3 Intermediary

Financial Adviser

Recruitment

Size	Rate	Full Colour
Front Page Solus	£	£
Full Page	5,580	7,344
Half	3,515	4,920
Quarter	2,110	3,297
Eighth	1,113	2,310
Scu	51	
Guaranteed Position Premium	+15%	
Wrap Inserts	17,500	
Tip-On	15,000	
Repeat Insertion	40% Discount	
Exclusivity within the Trade Press	+15%	
Single Job Posting online	15% of total cost for 2 weeks, 15% for a month	
Featured Job:	20% of total cost for 2 weeks, 25% for a month	

2.3 Intermediary

Money Management

Display

Size	£
Double Page Spread (DPS)	10,121
Full Page Colour	5,228
Half Page Horizontal	3,138
Quarter Page Horizontal	1,882
Inside Front Cover DPS	11,561
Back Cover	6,799
Bookends	6,073
Ear Piece	2,613
Strips	2,375
DPS Strips (Statistics)	3,740
Inserts	£236 per 1000 (full run)
Creative Options	
Barndoors	21,000
Belly Band & DPS	19,964
Tip On	8,269
Polywrap	8,335
Paper Clips	8,335
Highlighted Funds	1,906
Supplements	
Sole Supplement Sponsorship	27,563
Joint Sponsorship Packaging	8,269 – 12,679
Wraps On Supplements	26,250

Classified

Size	£ Rate	£ Full Colour
Full Page	2,025	2,750
Half	1,415	1,910
Quarter	995	1,350
Eighth	700	950
Guaranteed Position Premium	+15%	
New Sector Heading	£50 for 1 month	
Inserts	£225 per 1000	2,613
	1 Month	3 months
Directory Listing	£215	£195
		6 Months
		£170

Recruitment

Size	£ Rate	£ Full Colour
Full Page	2,131	2,871
Half	1,375	2,110
Quarter	885	1,580
Colour Charge		640
Guaranteed Position Premium	+15%	
Inserts	£225 per 1000	
Repeat Insertion	40% Discount (of rate card)	

2.4 Institutional

Managed Funds Service (Print & Online)

(minimum three lines)

UK Authorised Unit Trusts and Property Trusts*

	£
Manager's Name & Address	1,020
Fund Line, per annum	1,275

Insurance Funds*

Manager's Name & Address	1,020
Fund line, per annum	1,430

Offshore and Overseas Funds**

Manager's Name & Address	1,630
Fund line, per annum	1,680

Hedge Funds**

Manager's Name & Address	1,630
Fund line, per annum	1,680

Exchange Traded Funds**

Manager's Name and Address	1,630
Fund Line, per annum	2,325

For Online-only prices, please call +44 (0) 207 873 3132

All rates for Managed Funds Service are per line/logo per annum

Managed Funds Logos (Print & Online)

Standard Logo	£
FTfm, FT Weekend & Online	6,250
All Print Issues & Online	16,500
Two Day Listing (including online)***	
UK Authorised lines	765
Offshore lines	1,000

FT Mandate

	£
Double Page Spread (DPS)	15,246
Full Page	8,830
Half Page	5,020
Directory Listing	1,400
Sponsorship Rate	13,500
Roundtable Rate	12,000
Sole Sponsored Feature	17,500
Sole Sponsored Roundtable	18,000
16 Page Supplement	45,000
Research Guide	45,000

FTfm – Fund Management (Colour)	World	Europe	US	Asia
	£	£	£	£
Front Page	16,280	12,000	5,400	2,360
Page 3 (Quarter Page)	8,930	6,620	3,000	1,200
Page 5 Guaranteed	32,340	24,130	11,400	4,510
Full Page	29,400	22,000	10,400	4,100
Junior Page	15,540	11,460	5,200	2,100
Half Page	15,850	11,130	5,300	2,200
Quarter Page	7,880	5,990	2,600	1,050
Island Site		3,680		700
Island Strip		6,190		1,200
Back Page	26,150	18,480	5,400	3,730

Cover Wrap (4pp) – Contact your local representative for prices and availability (only one per month)

* Monday in FTfm, Saturday - UK, Continental Europe; Tuesday to Friday UK Only, fund information on FT.com.

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

*** Monday in FTfm, Saturday in FT Money (UK edition), Financial Times (Continental Europe), fund information on FT.com.

2.5 Pensions

Pensions Week & Pensions Management

Size	£
Double Page Spread	7,750
Inside Front cover	4,800
Outside back cover	5,250
Inside back cover	4,500
Full page	4,200
Half page	2,400
Quarter page	1,300
Tip Ons	POA
Cover Wrap	15,000
Inserts A4 or Less	
15 gsm	2,750
20 gsm	3,000
25gsm	3,250
25gsm	POA

Professional Wealth Management (PWM)

Size	£
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	13,500
Research Guide	32,250
Roundtable – 6 Guests, 8ppl	19,000
Additional	
Options PDFs (4 Pages)	685
Extra Copies (Per 100)	210
Reprints (First 1000)	1,208
Additional Thousand	240

European Pensions Titles

Deutsche Pensions & Investmentnachrichten
 Nederlands Pensioen & Beleggingsnieuws
 Nordic Region Pensions & Investment News
 Schweizer Pensions & Investmentnachrichten

Size	Colour €
Double Page Spread	17,500
Full Page	9,250
Half Page Spread	9,250
Half Page	6,000
Quarter Page	4,250

Special Positions

	€
Inside Front Cover	10,175
Inside Back Cover	10,175
Outside Back Cover	11,500
Cover Wrap	25,000
Bellyband	17,500
Bookmark	15,000

Inserts

Full Run	POA
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Web Advertising

Banner	€2000 per calendar month
Skyscraper	€3000 per calendar month
In Article Ad	€3000 per calendar month
Button ad	€1000 per calendar month

2.6 The Banker & fDi

The Banker			Inserts	
		£		£
	Colour	Mono		
Double Page Spread	22,450	16,500	Full Run	9,450
Full Page (Trim Size)	12,450	9,450	UK & Europe	6,450
Half Page Spread	13,600	10,200	UK	4,950
Half Page Island	9,250	7,000	Rest of World	4,500
Half Page Vertical	7,450	6,350	The Banker.com	£ per 1000 Impressions
Half Page Horizontal	7,450	6,350	Banner	50
Third Page Vertical	6,450	5,350	Skyscraper	60
Third Page Horizontal	6,085	5,350	In Article Ad	70
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		+10%		
Bleed Premium		+10%		

foreign Direct investment (fDi)	1 Insertion	2 Insertions	3 Insertions	4 Insertions
	£	£	£	£
Double Page Spread (DPS)	14,595	13,500	12,400	10,220
Full Page	7,300	6,750	6,205	5,110
Half Page	3,850	3,560	3,275	2,695
Special Positions				
Outside Back Cover	8,400	7,770	7,140	5,880
Inside Front Cover	8,000	7,400	6,800	5,600
Inside Front Cover Spread	15,330	14,180	13,030	10,730
Regional Section Leader	7,500	6,940	6,375	5,250
Reports				
8 Page Report	28,000			
12 Page Report	36,000			
16 Page Report	42,000			

3. Weekend and Magazines

- 3.1 Weekend display & FT Weekend
- 3.2 House & Home, Property and Life & Arts
- 3.3 How To Spend It
- 3.4 howtospendit.com

3.1 Weekend display & FT Weekend

	World	Europe	UK
Section I			
Mono	£	£	£
per single column unit (scu)			
Run of Paper	98	83	62
Specified	104	88	64
Results	165	144	111
Financial Legal Notices	133	118	89
Other Financial Adverts	191	167	118

For Weekend FT Money rates, see Financial Publishing.

Colour

Front Page Solus (210mm x 95mm)	17,900		
Back Page Solus (250mm x 170mm)	17,900		
Run of Paper* – per single column unit (scu)	137	116	90
Prime** – per scu	150	128	99

For Weekend FT Money rates, see Financial Publishing.

FT Weekend Magazine***

	Europe	UK
Primes	£	£
Inside Double Page Spread	49,000	24,000
Outside Back Cover	30,250	14,600
Left Facing Contents	28,250	12,500
Inside Back Cover	19,000	11,400
Inc		
Page	21,250	11,400
Double Page Spread	32,500	22,000
Features		
Page	17,500	10,400
Double Page Spread	29,000	19,000
Pursuits		
Page	15,000	8,500
Double Page Spread	25,000	17,000
Fractional Sizes		
Half Double Page Spread	19,000	12,500
Half Page	8,000	5,000
Quarter Page	4,500	3,000
Vertical Strip	5,000	3,500

* Quarter page minimum size.

** Prime size = 330mmx214mm

*** FT Weekend Magazine is distributed in Europe on the last Saturday of every month

3.2 House & Home, Property, Life & Arts

House & Home	£	Life & Arts	£
(All prices worldwide)		Solus Sites (Colour – All prices worldwide)	
Primes (Colour)		Front Page (210mm x 127mm)	11,850
Front Page Solus	9,250	Back Page (277mm x 170mm)	15,850
1st Prime (Page 3)*		Page 3 (210mm x 127mm)	10,750
– per single column unit (scu)	96	Prime (All prices worldwide)	
2nd Prime (Page 5)* – per scu	94	Mono – per scu	78
Back Page* – per scu	96	Colour** – per scu	106
Display		Specified Section (All prices worldwide)	
Mono – per scu	69	<i>Arts, Food & Drink, Style and Travel</i>	
Colour – per scu	94	Mono – per scu	69
Property Developers		Colour** – per scu	94
Mono – per scu	65	Run of section (All prices worldwide)	
Colour – per scu	85	<i>Entertainment, Travel and Books</i>	
Estate Agents/Private Property Sales		Mono – per scu	38
Mono – per scu	36	Colour** – per scu	53
Colour – per scu	47	Advertising Feature	2,000
Property Gallery (100mm x 83mm)		Additional Premium	
Colour – per scu	720	Europe Colour**	4,350
FT Commercial Property Special Report		Worldwide Colour**	6,850
Mono – per scu	70		
Colour – per scu	100		
The Property Market (Tuesday)			
Mono – per scu	70		

- 74% of House & Home
- readers never miss an
- edition and 28% keep it
- for a week or longer.
- (House & Home Reader Research 2008)

* Minimum size 280mm x 170mm – Maximum size 380mm x 257mm.
 ** Colour rates refer to colour insertions that will appear in UK only, and mono rest of world. To guarantee colour worldwide, the premium applies.

3.3 How To Spend It

	World	Europe	US	Asia
How To Spend It	£	£	£	£
Double Page Spreads (DPS)				
Inside DPS 1	59,500	49,000	16,250	13,500
Inside DPS 2	58,000	48,500	16,000	12,250
Inside DPS 3	57,000	45,750	15,750	11,250
1st DPS after Contents	45,000	37,500	14,750	10,500
2nd DPS after Contents	42,250	32,500	14,000	10,000
Centre Spread	44,500	36,000	14,500	11,000
DPS Front Half	36,500	29,000	12,500	9,500
DPS Run of Magazine	30,000	25,000	11,500	7,000

Pages

Outside Back Cover	35,250	30,250	11,250	9,250
Left Facing Contents	33,500	28,250	11,000	9,000
Inside Back Cover	22,500	19,000	8,500	6,750
1st Right Hand Page	31,500	26,000	10,250	8,500
2nd Right Hand Page	29,750	23,750	10,000	7,750
3rd Right Hand Page	28,500	23,500	9,250	7,250
RHP Front Half	26,250	20,750	8,500	6,750
1st Left Hand Page	28,500	23,500	9,500	7,250
2nd Left Hand Page	27,000	21,250	8,500	6,750
Front Half Page	23,000	17,500	7,000	5,000
RHP (Run of Magazine)	23,000	17,500	6,750	4,500
Specified Position*	23,000	17,500	6,750	4,500
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

- FT Weekend readers have
- a total household income
- worth of £68.4 billion and
- a total net worth of £289.7
- billion in savings and
- investments.
- (Global Readership Survey 2009)

*Page facing Technopolis, Eclectibles or Smooth Guide.

3.4 howtospendit.com

	Global (CPM)	Geo or Specific Target (CPM)
Display Advertising	£	£
Lead MPU within article / column	83	91
MPU within article / column	50	55
500x300 - Horizontal Half Page	83	91
Half Page MPU	116	127
Skyscraper	45	50
Non-Standard Rich Media formats	108	119

Brand Hubs

£50,000 one-off build plus £100,000 annual tenancy fee.

1st View Roadblock

Sold on exclusive sponsorship basis – £15,000 per week or £50,000 per month.

Sponsorship

Technopolis	POA
Technopolis TV	POA
Eclectibles	POA
Gift Guide	POA

4. Digital

- FT.com users have a total net worth
- of around £5.9 trillion.
- (FT Global Survey 2009, ABCe March 2009)

4. Digital

FT.com Standard Sites

Creative Type	Dimension (pixels)	Cost per Thousand Impressions (CPM)		
		Geographic Target	Geographic Target +1	Geographic Target +2
		£	£	£
Non Standard Rich Media Formats	Overlays, Video Ads etc	90	120	140
Large Half-Page	336 x 850	109	121	151
Standard Half-Page	300 x 600	102	112	140
Lead MPU	336 x 280, 300 x 250	78	86	108
Leaderboards	728 x 90	57	62	78
Ribbon Ad	268 x 60 (min) to 336 x 60 (max)	POA	POA	POA

Precision Targeting Options:

Geographic (country, region, city)	Contextual (industry sector content e.g. IT, Auto, Finance)
Time Zone & Time of Day (working hours, weekends etc.)	Site Section (e.g. homepage, markets, business)
User Demographic (e.g. position, industry, responsibility)	IP/Domain Targeting – the ability to reach specific named companies via web address
Behavioural Targeting (ad targeting based on user interests)	

NB: For further information on ad specs, please visit our online media kit at www.ft.com/onlineadvertising
For a combination of deliverables or a sales package designed specifically to your needs, please contact an FT.com sales representative.

FT.com Front Page Ownership

All standard advertising sites on the front page of FT.com between 9am – 5pm local time.
Off-Peak front page ownership Monday – Friday (and 24 hour weekend rates) available on request from your representative.

	World	Europe	UK	World excl. US	Continental Europe	Americas	Asia	Americas & Asia combined	World excl. UK
	£	£	£	£	£	£	£	£	£
Leaderboard + Half Page	32,200	28,100	24,900	28,100	9,400	13,500	4,500	10,400	18,700
Leaderboard + MPU	28,100	25,000	18,700	25,500	8,300	12,000	4,000	9,400	15,600

4. Digital

Sponsorship opportunities:

For rates please contact your FT.com sales representative.

Microsite/Ad Feature	News by Email
E-commerce Opportunities	Business Education Widgets
Email News Alerts	Introductory ads
Custom Publishing including podcasts, video & discussion forums	Video (pre-roll, sponsorship & CPM)
Podcasts	Special Reports/Topics

Customised opportunities can be created in partnership with sponsors on request. Sponsorship prices may vary depending on specifics of package.

FT Mobile

Available for monthly sponsorships – please contact your FT.com sales representative for details

m.ft.com	Java News Application – FT Mobile
FT.com iphone app	

Financial

	£
Alphaville	150,000 per quarter (excl. emails)
Alphaville Email	20,000 per email per month
FT Money Gym	40,000 per workout per 6 months 60,000 per workout per annum
FTfm	15,000 per month
Long Room	POA*
Ignites	POA*
Ignites Europe	POA*
Fundfire	POA*

Investor Relations Announcement

IR Online Announcement Package

Roadblock (Leader & MPU) & IR Digital Package	£
UK	27,800
Europe	31,000
Worldwide	35,100

howtospendit.com

See How To Spend It main section

*Contact your local FT representative

5. Terms and conditions of advertising

5.1 Advertising technical specifications

5. Terms & conditions of advertising

PLEASE READ THIS CAREFULLY BECAUSE IT CONTAINS LEGALLY BINDING TERMS THAT APPLY TO ALL ADVERTISEMENT BOOKINGS MADE WITH THE FINANCIAL TIMES. PLEASE NOTE THAT UNDER THESE TERMS THE BUYER OF THE RELEVANT ADVERTISING ASSUMES ALL LEGAL RESPONSIBILITY FOR ADVERTISEMENTS SUBMITTED FOR PUBLICATION.

BY MAKING A BOOKING FOR THE PUBLICATION OF AN ADVERTISEMENT FOR PUBLICATION, THE BUYER, WHETHER IT IS AN ADVERTISING AGENCY, ADVERTISER OR OTHERWISE, IS CONFIRMING THAT IT HAS READ, UNDERSTOOD AND AGREED TO THESE TERMS AND CONDITIONS.

1. INTRODUCTION

- 1.1 These terms and conditions (the "Terms and Conditions") set out legally binding terms that apply to all Bookings made by the Buyer which are accepted by The Financial Times Limited (the "Publisher") for the publication of an Advertisement in any FT Publication or on a Third Party Site. The information contained in the Rate Cards also forms part of these legally binding terms and is hereby incorporated into these Terms and Conditions. Words or terms used in these Terms and Conditions that are capitalised shall have the meaning given to them in Clause 1.7 below.
- 1.2 No Booking made by a Buyer shall become binding on the Publisher until it confirms its acceptance of that Booking to the Buyer. If a Buyer discusses a Booking with an independent sales representative engaged by the Publisher who is not an employee of the Publisher, only the Publisher, and not the sales representative, is authorised to accept the Booking.
- 1.3 No variation or addition to these Terms and Conditions without the prior written consent of the Publisher shall be effective unless agreed to in writing by a director of the Publisher and any additional terms the Buyer may seek to impose shall be void and/or unenforceable.
- 1.4 In the event of any conflict between these Terms and Conditions, the Rate Card and any insertion order, booking confirmation, email exchange or other document that may relate to a Booking, these Terms and Conditions and the Rate Card (in that order) shall prevail to the extent of that conflict.
- 1.5 The Buyer and the Publisher acknowledge that the Publisher may provide the Buyer with a range of Advertisements and ancillary services directly related thereto as part of a Booking, both in print, online or otherwise, as part of an integrated campaign. In such cases, the Buyer and the Publisher acknowledge that their intent is for these Terms and Conditions, or the applicable parts of them, to apply to all such elements of the campaign, even if individual elements of each campaign are not referred to in these Terms and Conditions, and the parties intend that these Terms and Conditions shall be construed so as to apply insofar as possible to all advertising arrangements that form part of a Booking.
- 1.6 If a Booking is made to publish an Advertisement on a particular FT Group Company media property that is not published by The Financial Times Limited, then references in these Terms and Conditions to the

Publisher shall be construed as meaning the applicable FT Group Company that is the owner or publisher of the applicable media property for that part of the Booking.

- 1.7 The following defined terms are used in these Terms and Conditions:
 - (a) "Advertisement" means any advertising material of whatsoever nature submitted to the Publisher by or on behalf of the Buyer for insertion in an FT Publication or on a Third Party Site;
 - (b) "Booking" means the placing by a Buyer of an order with the Publisher for the insertion of an Advertisement in an FT Publication;
 - (c) "Buyer" means the person or legal entity making the Booking, whether such person or legal entity is the advertiser of the relevant product or service (the "Advertiser"), or the Advertiser's advertising agency, media buyer, or (in the case of Job Advertisements) a recruiter representing a prospective employer (in each case the "Agent");
 - (d) "FT Group Company" means any company within the Financial Times group of companies which publishes a publication that is either referred to in the Rate Card or in respect of which The Financial Times Limited accepts a booking for an Advertisement under these Terms and Conditions;
 - (e) "FT Publication" means any publication, product or service that is operated or published by the Publisher or any other FT Group Company whether in print, online, electronically, digitally or otherwise, including the Newspaper or any FT Site;
 - (f) "FT Site" means any online, electronic or digital product or service that is operated or published by the Publisher or any other FT Group Company;
 - (g) "Message Campaign" means an Advertisement that is inserted into emails, SMS, MMS, IM or other messages delivered by or on behalf of the Publisher;
 - (h) "Newspaper" means any or all editions of the 'Financial Times' newspaper, including any reprints, supplements, magazines or other inserts;
 - (i) "NPA Recognised Agent" means an Agent recognised under the Joint Recognition Scheme of the Newspaper Publishers Association Limited and the Newspaper Society (or any successor scheme from time to time);
 - (j) "Publication Deadline" and "Rich Publication Deadline" have the meaning set out in Clause 2.14;
 - (k) "Rate Card" means the Publisher's published sterling or US dollar rate cards for the then current calendar year (as may be updated from time to time), the current versions of which are available at <http://www.fttoolkit.co.uk/advertising/rates.php> or such other website as notified by Publisher from time to time;
 - (l) "Start Date" means the date of first publication for an Advertisement to be published on an FT Site or a Third Party Site pursuant to a Booking; and
 - (m) "Third Party Site" means any online, electronic or digital product or service that is operated or published by an entity that is not the Publisher or a member of any other FT Group Company and on which the Publisher or any other FT Group Company has the right to publish Advertisements as further set out in Clause 2.19.

5. Terms & conditions of advertising

2. SUBMISSION AND PUBLICATION OF ADVERTISEMENTS

Making a booking, status of bookings and cancellations

- 2.1 The Buyer grants the Publisher an irrevocable, world-wide, royalty-free licence to reproduce, publish and republish the Advertisement within the relevant FT Publication (irrespective of the medium or platform in or on which it is published) and/or Third Party Site in accordance with the details of the Booking.
- 2.2 The Publisher shall have at its absolute discretion the right to reject, refuse, omit, postpone, cancel, or require changes to the whole or part of any Booking or Advertisement submitted for insertion at any time, whether or not it has accepted the Booking, including the dates for publication and positioning of the Advertisement, or to accept the Booking subject to certain specified conditions.
- 2.3 A Buyer may request an option to hold an Advertisement position, which may be granted to the Buyer by the Publisher in its discretion. No Advertisement shall be published until the option holder confirms and makes a Booking for the Advertisement. If another Buyer requests the same space while the option is being held, the Publisher will notify the option holder, and unless the option holder confirms and makes a Booking for the applicable Advertisement within 2 business days of being notified, then the option will lapse and the Publisher may sell that position to any third party.
- 2.4 Where FT accepts a Booking for an Advertisement order from a Buyer in relation to space which has previously been the subject of an option (and the Buyer has been made aware of this at the time of order), the Buyer may not cancel or postpone the Advertisement and the cancellation and postponement provisions in Clause 7 shall not apply to the Booking.
- 2.5 The Buyer may only cancel or postpone a Booking by doing so in writing in accordance with the deadlines set out at Clause 7, otherwise the Publisher shall not be bound by any purported cancellation or postponement and the Buyer shall be liable to pay for the Booking in full.

Technical specifications, errors & omissions

- 2.6 The Buyer shall submit all Advertisements to the Publisher in accordance with the Publisher's then current technical specifications (as may be updated from time to time), the current version of which is available at <http://www.fttoolkit.co.uk/advertising/specifications.php>, which include copy lead times which the Buyer must comply with unless otherwise notified in writing by the Publisher.
- 2.7 Save to the extent caused by its negligence, the Publisher will not be responsible for any error or omission in the insertion of any Advertisement, or for any damage or loss of any copy, electronic files, data, drawings or other materials supplied for the purpose of an Advertisement or any shrinkage that may occur during the normal course of production.
- 2.8 The Buyer shall be responsible for checking the accuracy of the Advertisement copy submitted and for checking the accuracy of any proof which may be provided to the Buyer by the Publisher.

Deemed cancellation

- 2.9 The Publisher may at its election treat as cancellation or postponement the fact that:
 - 2.9.1 the Buyer is in breach of any of these Terms and Conditions, including any failure to pay fees when due; or
 - 2.9.2 the Buyer enters into liquidation whether compulsorily or voluntarily (otherwise than for the purposes of a solvent amalgamation or reconstruction); becomes insolvent; ceases or threatens to cease to carry on business; compounds or makes any voluntary arrangement with its creditors; becomes subject to an administration order; is unable to pay its debts as they fall due; has an encumbrancer take possession of, or a receiver or administrative receiver appointed over, all or any part of its assets; takes or suffers any similar action due to debt; or if the equivalent of any of the above events under the law of any jurisdiction occurs in relation to the Buyer.
- 2.10 If an order is cancelled by the Publisher under Clause 2.9, the Buyer will not be entitled to recover any payments already made and will remain liable for all payments owing in respect of all cancelled Advertisements.

Terms specific to print publications

- 2.11 Any Buyer offering mail order services or requiring payment in advance of goods being dispatched must be a member in good standing of the National Newspaper Safe Home Ordering Protection Scheme (<http://www.shops-uk.org.uk>) and may be required to produce proof of such membership to the Publisher prior to acceptance of the Advertisement.
- 2.12 Should a Buyer wish to make use of a 'box number' service offered by the Publisher, reasonable efforts will be made to forward replies to box numbers to the agreed address as soon as possible. However, the Publisher accepts no liability in respect of any loss or damage arising through delay or failure in forwarding such replies. The Buyer authorises the Publisher to open and return to its origin any such reply if it seems fit to the Publisher to do so. A box number is allocated for a single insertion of an Advertisement, and the charge includes holding the box number open for 21 days after the insertion of the Advertisement and the handling and posting to the Advertiser of all replies received. Airmail handling rates will be agreed prior to insertion where applicable.
- 2.13 For Advertisements in the Newspaper, colour is guaranteed for 90% of the total UK ABC audited circulation, excluding those copies of the Newspaper printed at mono-only print sites (at which the Buyer acknowledges Advertisements will not be printed in colour). Classified advertisements are published worldwide in all editions unless otherwise stated, but will only be published in colour in the UK edition; colour is therefore guaranteed for 90% of the total UK ABC audited circulation.

Terms specific to online publications or campaigns on FT Sites and Third Party Sites

- 2.14 The Buyer shall submit all Advertisements to the Publisher at least 4 working days prior to the intended publication date ("Publication Deadline"), or 5 working days in the case of rich media ("Rich Publication Deadline").

5. Terms & conditions of advertising

- 2.15 The Publisher shall have the option to publish the Advertisement (or procure that it is published on a Third Party Site), if the Advertisement copy is supplied after the Publication Deadline or Rich Publication Deadline. The Buyer agrees to pay the Publisher in full for all impressions or space ordered in the event of non-publication of any Advertisement, due to failure to supply the Specifications before the Publication Deadline and Rich Publication Deadline.
- 2.16 With respect to the monitoring and counting of page impressions on FT Sites, the Buyer agrees to rely on the Publisher's advertising management system which records and reports on the number of impressions served and unless the Buyer can prove that such a report contains a manifest error, the Buyer shall accept the results. With respect to such monitoring and counting of page impressions on Third Party Sites, the Buyer acknowledges that the Publisher will be reliant on page impression figures provided to it by a third party, which the Buyer agrees to accept the results of unless it can prove that such report contains a manifest error.
- 2.17 The Buyer agrees that automated page impressions may be included in the total number of page impressions purchased on FT Sites and Third Party Sites. On FT.com, automated page impressions constitute approximately one quarter of the total number of page impressions on an FT Site. This figure may vary seasonally from time to time. Automated page impressions as a percentage of total campaign page impressions for a specific campaign may be greater or less than the average percentage referred to. This data is accurate as at December 2009. Data is regularly updated at www.abce.org.uk.
- 2.18 For a Message Campaign:
- 2.18.1 the Publisher will not make available to the Buyer or any third party any data relating to recipients or intended recipients of the Message Campaign (including, without limitation, the Publisher's database of users or any part thereof), unless a separate agreement is entered into by the Publisher and the Buyer under which the Publisher may make certain data available to the Buyer conditional on the Publisher providing certain assurances as to its use of the data and data protection compliance;
- 2.18.2 the Publisher makes no representation as to the accuracy or completeness of its database of users, and will accept no liability arising from any inaccuracy or incompleteness thereof;
- 2.18.3 the Buyer agrees that the charge made for a Message Campaign shall be based on the number of Advertisements sent, and not the number of Advertisements received, and acknowledges that the Publisher cannot provide any guarantees as to the number of Advertisements that will be received;
- 2.18.4 Advertisements for use in a Message Campaign will be subject to additional restrictions as to size, format and content;
- 2.18.5 no reference to the Publisher shall be made in the Advertisement without the Publisher's prior written consent to the specific form and wording of such reference; and
- 2.18.6 the Publisher will not intentionally send Advertisements to users of an FT Site who have informed the Publisher that they do not wish to receive such Advertisements.
- 2.19 The Buyer acknowledges that the Publisher may acquire inventory on a Third Party Site from an independent source that it is entitled to sell such inventory to the Buyer. The Publisher may not have a direct contractual relationship with the entities owning or operating the Third Party Sites and therefore the Buyer acknowledges that the Publisher may not be able to or may not choose to identify the Third Party Site on which Advertisements submitted for insertion on a Third Party Site will be published. The Buyer further acknowledges that the Publisher may acquire inventory in respect of Third Party Sites for a lower cost than the amount charged by the Publisher to the Buyer in respect of such inventory
- ### 3 CONTRACTING AS PRINCIPAL AND WARRANTIES
- 3.1 The Buyer contracts with the Publisher as a principal and warrants and represents to the Publisher that it has the authority to do so and that, if it is an Agent, that it is authorised to make Bookings on behalf of its Advertisers.
- 3.2 The Buyer warrants and represents that:
- 3.2.1 Advertisements submitted for publication (and, in the case of Advertisements submitted for publication on an FT Site or any Third Party Site, any website to which such an Advertisement links) shall:
- (a) comply with all applicable laws, regulations, codes of practice or similar in countries where the FT Publication and/or Third Party Site (as applicable) is available;
 - (b) not contain any libellous, fraudulent, misleading or false statement, and shall not give cause, directly or indirectly, for any action to be brought against the Publisher for libel, fraud or publication of a false or misleading statement;
 - (c) not infringe the intellectual property rights, rights in confidential information, rights of privacy or any other rights whatsoever of any third party or unfairly prejudice the legitimate interest of any third party by implication or otherwise;
 - (d) comply with the requirements from time to time of United Kingdom financial services legislation both as to content and authorisation (including but not limited to the Financial Services and Markets Act 2000 or legislation pertaining to gambling) and comply with all applicable state and federal laws and regulations of the United States America relating to the offer or sale of securities or pertaining to gambling;
 - (e) comply with the Committee of Advertising Practice's British Code of Advertising, Sales Promotion and Direct Marketing and all other codes under the general supervision of the Advertising Standards Authority or any successor body and that without limitation all material included within an Advertisement is accurate, legal, decent, honest and truthful;

5. Terms & conditions of advertising

- (f) where an Advertisement includes a competition, prize draw or similar promotion, comply with, and the competition, prize draw or promotion shall be conducted by the Buyer, in accordance with all applicable laws and regulations, and the Buyer shall be responsible for the provision of all prizes;
 - (g) not indicate an intention to discriminate on grounds of sex, race, religion or belief, disability, ethnic origin, age or sexual orientation (unless such an Advertisement is exempted from any statutory requirements relating to such forms of discrimination and the Buyer notifies the Publisher of the applicability of such an exemption at the time when the Advertisement is booked);
 - (h) not cause disruption to any computer, computer system, network or any FT Site or Third Party Site, and shall be free from viruses or malicious code; and
 - (i) will not be prejudicial or damaging to the reputation of the Publisher or the FT Publications.
- 3.2.2 it shall not represent to any third party that the Publisher in any way endorses the Buyer, the Advertisement and/or the Buyer's products or services;
- 3.2.3 it shall ensure that all Advertisements submitted for publication are clearly recognisable as advertising and not designed to resemble editorial content; and
- 3.2.4 it shall not without the prior permission of FT embed any tracking device, beacon, floodlight or other technological device in or as part of an Advertisement published on an FT Site or a Third Party Site that enables the Buyer to track or analyse the online behaviour of any user to which such Advertisement is served, other than for the sole purpose of establishing whether such user clicks on the applicable Advertisement.
- 3.3 The Publisher warrants and represents to the Buyer that it shall use reasonable care and skill in carrying out its obligations under these Terms and Conditions. To the fullest extent permitted by law, the Publisher does not provide and hereby disclaims for its own benefit any other warranties, conditions, representations, terms or undertakings, express or implied, statutory or otherwise.
- 3.4 Without limiting Clause 3.3, the Buyer agrees and acknowledges that the Publisher makes no representation or warranty:
- (a) that any publication of any Advertisement will be confined to persons resident in any particular legal jurisdiction(s);
 - (b) as to the exact number of page impressions that will be delivered on specific dates during an online campaign;
 - (c) as to the quality of reproduction of Advertisements in FT Publications or on Third Party Sites;
 - (d) the exact layout and format of any FT Publication or Third Party Site which shall be in the discretion of the Publisher or owner of such Third Party Site;
 - (e) as to the availability of any FT Site or Third Party Site; and in each case the Publisher accepts no liability to the Buyer in respect of the same.

4. LIABILITY OF THE PARTIES

Buyer's responsibility to the Publisher

- 4.1 THE BUYER AGREES TO FULLY INDEMNIFY AND KEEP FULLY INDEMNIFIED THE PUBLISHER, ITS DIRECTORS, AGENTS AND EMPLOYEES AGAINST ANY AND ALL LOSSES, LIABILITIES, COSTS, CLAIMS, DAMAGES, DEMANDS, EXPENSES AND FEES (INCLUDING BUT WITHOUT LIMITATION LEGAL AND OTHER PROFESSIONAL FEES) SUFFERED OR INCURRED BY THE PUBLISHER ARISING OUT OF OR IN CONNECTION WITH:
- (A) ANY BREACH BY THE BUYER OF THE WARRANTIES AND REPRESENTATIONS SET OUT IN THESE TERMS AND CONDITIONS OR IMPLIED BY LAW, INCLUDING WITHOUT LIMITATION ITS WARRANTY AS TO AUTHORITY IN CLAUSE 3.1; OR
 - (B) ANY OTHER BREACH OF THESE TERMS AND CONDITIONS BY THE BUYER; OR
 - (C) THE PUBLICATION BY THE PUBLISHER OF AN ADVERTISEMENT IN ACCORDANCE WITH A BOOKING.

Publisher's responsibility to the Buyer

- 4.2 IF THE PUBLISHER FAILS TO PUBLISH AN ADVERTISEMENT ON AN AGREED DATE PURSUANT TO A BOOKING THAT IT HAS ACCEPTED, THEN IT IS AGREED THAT THE BUYER'S SOLE REMEDY FOR SUCH FAILURE SHALL BE TO REQUIRE THE PUBLISHER TO EITHER PUBLISH THE ADVERTISEMENT ON A REVISED MUTUALLY AGREED DATE AT NO ADDITIONAL COST OR TO REQUIRE THE PUBLISHER TO REFUND ANY FEES PAID IN ADVANCE BY THE BUYER FOR SUCH ADVERTISEMENT.
- 4.3 THE PUBLISHER HEREBY RESTRICTS AND LIMITS ITS LIABILITY TO THE BUYER OR ANY THIRD PARTY UNDER THESE TERMS AND CONDITIONS TO THE FULLEST EXTENT PERMITTED BY LAW AS FOLLOWS:
- (A) THE PUBLISHER SHALL HAVE NO LIABILITY TO THE BUYER IN RESPECT OF EITHER:
 - (I) ANY INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL LOSS OR DAMAGE OR FOR ANY PUNITIVE DAMAGES; OR
 - (II) ANY LOSS OF PROFITS, LOSS OF BUSINESS, LOSS OF REVENUES, LOSS OF DATA OR ANTICIPATED SAVINGS,IN EACH CASE EVEN IF THE PUBLISHER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE AND WHETHER SUCH LOSS OR DAMAGE WAS REASONABLY FORSEEABLE OR ACTUALLY FORESEEN; AND
 - (B) IN NO EVENT SHALL THE PUBLISHER'S AGGREGATE LIABILITY TO THE BUYER UNDER THESE TERMS AND CONDITIONS IN RESPECT OF EACH BOOKING MADE BY THE BUYER, EXCEED THE PRICE PAID BY THE BUYER FOR THE BOOKING WHICH GAVE RISE TO THE RELEVANT LIABILITY.
- 4.4 NOTHING IN THIS CLAUSE 4 SHALL BE CONSTRUED AS EXCLUDING OR LIMITING THE PUBLISHER'S LIABILITY FOR DEATH OR PERSONAL INJURY CAUSED BY ITS NEGLIGENCE OR FRAUD.

5. Terms & conditions of advertising

- 4.5 THE BUYER AGREES THAT UNLESS IT NOTIFIES THE PUBLISHER OF A COMPLAINT OR CLAIM REGARDING A BOOKING OR THE PUBLICATION OF AN ADVERTISEMENT WITHIN 1 MONTH OF THE BOOKING DATE OR (IF LATER) THE PUBLICATION OF THE ADVERTISEMENT THE SUBJECT OF THE COMPLAINT, THEN IT WAIVES ITS RIGHT TO MAKE SUCH COMPLAINT OR CLAIM NOTWITHSTANDING ANY LONGER LIMITATION PERIOD THAT MAY EXIST AS A MATTER OF LAW AND THE PUBLISHER SHALL HAVE NO LIABILITY TO THE BUYER IN RESPECT OF THE SAME.
- 5. PAYMENT**
- 5.1 The Buyer shall pay the Publisher for all Bookings made by the Buyer (and which are accepted by the Publisher) in accordance with this Clause 5.
- 5.2 The Buyer shall be entitled to cancel any Booking in accordance with Clause 7. These are the Buyer's only cancellation rights in respect of a Booking. Unless the Buyer cancels a Booking in accordance with Clause 7, then it shall remain fully liable to pay the Publisher for the Booking in accordance with this Clause 5.
- 5.3 Advertising rates are specified in the Rate Card or as may be otherwise notified by the Publisher from time to time as part of the Booking process, as may be varied from time to time. Rates are quoted exclusive of Value Added Tax and any other applicable sales taxes. Any Value Added Tax or any other applicable tax due on an Advertisement will be paid by the Buyer in addition to the Rate Card rates shown separately on the invoice.
- 5.4 The Buyer shall pay all amounts payable by it under these Terms and Conditions free and clear of all deductions or withholdings unless the law requires a deduction or withholding. If a deduction or withholding is required by law, the Buyer shall pay such additional amount as will ensure that the net amount the Publisher receives (after account is taken of any such deduction or withholding in respect of the additional amount) equals the full amount which it would have received had the deduction or withholding not been required. The Publisher shall comply with all reasonable requests from the Buyer to file, or to provide the Buyer with such forms, statements or certificates as shall enable the Publisher or the Buyer to claim a reduced rate of tax or exemption from tax in accordance with the applicable double tax treaty with respect to any withholding taxes required to be borne by the Buyer pursuant to this Agreement.
- 5.5 THE PRICES QUOTED FOR ADVERTISEMENTS DO NOT GUARANTEE THE BUYER THAT THE ADVERTISEMENT BOOKED WILL BE A SPECIFIC SIZE, WHICH WILL DEPEND ON THE SIZE AND DESIGN OF ANY FT PUBLICATION OR A THIRD PARTY SITE FROM TIME TO TIME. ADVERTISEMENTS WILL HOWEVER COVER A FIXED PROPORTION (BASED ON THE SIZE BOOKED) OF THE PRINTED AREA OF THE PAGE. THE PUBLISHER SHALL NOT BE LIABLE FOR ANY CLAIMS FOR REFUNDS OR COMPENSATION ON THE BASIS THAT A PRINTED ADVERTISEMENT IS NOT THE SAME SIZE AS QUOTED WHEN BOOKING. PLEASE SEE THE RATE CARD OR THE SPECIFICATIONS ONLINE AT www.fttoolkit.co.uk/advertising/specifications.php FOR MORE DETAILS.
- 5.6 For Advertisements submitted for insertion on a FT Site or a Third Party Site, rates apply per thousand impressions served and are dependent on volume ordered and site position unless otherwise specified by the Publisher.
- 5.7 Gross rates for Advertisements submitted for insertion in the Newspaper (except classified lineage and semi-display Advertisements) are subject to a 0.1% Advertising Standards Board of Finance ("ASBOF") surcharge for all advertisements booked within the United Kingdom.
- 5.8 Payment in respect of Advertisements is due, in the absence of any other specific arrangement agreed between the Publisher and the Buyer during the Booking process, 8 working days in advance of the date for commencement of the relevant campaign as specified in the Booking.
- 5.9 Where the Publisher, within its discretion, agrees to allow credit to the Buyer in respect of Advertisements inserted in the Newspaper, the due time for payment shall be no later than 10.00 am:
- 5.9.1 if the Buyer is an NPA Recognised Agent, on the last working day of the month following that in which the Advertisement appeared; or
- 5.9.2 in any other case, on the 25th day following the date on which the Advertisement appeared (or, if such 25th day is not a working day, the working day immediately prior to such 25th day). Full details of each remittance are to be supplied to the Publisher by the due time.
- 5.10 Where the Publisher, within its discretion, agrees to allow credit to the Buyer, payment in respect of Advertisements inserted on an FT Site or a Third Party Site is due within 30 days of the date shown on the invoice. The Publisher may invoice the Buyer in respect of such Advertisements on or at any time after the Start Date.
- 5.11 Payment shall mean the receipt by the Publisher at its principal place of business (or elsewhere as it may direct) of cash or the crediting to the Publisher's bank account of a cheque or money transferred electronically or through the clearing bank's BACS system.
- 5.12 Except in the case of Financial Listings, a commission of 15% on the gross invoiced amounts is allowed to NPA Recognised Agencies. In the case of Financial Listings, a commission of 10% is allowed to such agencies. Where the Buyer is not an NPA Recognised Agent, no commission is allowed unless otherwise agreed by the Publisher.
- 5.13 The Publisher shall not provide a refund when a contract relating to an entry in the Financial Times Share Information Service, a Unit Trust, Offshore Fund or Insurance Bond quotation, or any other listing for which a charge is made is cancelled. Where payment is not received in accordance with this Clause 5, the Publisher reserves the right to remove the listing from any or all FT Publication(s) without prior warning to the Buyer.

5. Terms & conditions of advertising

6. MISCELLANEOUS

- 6.1 The Buyer acknowledges that in order to publish an Advertisement on a particular date (or, in the case of an Advertisement to be published on a Third Party Site, procure the publishing of), the Publisher will be obliged to supply to external parties copies of and/or information relating to the Advertisement prior to the agreed date of publication. The parties agree that any such action by the Publisher shall not constitute breach of any embargo (or similar) placed on the Advertisement.
- 6.2 The Buyer may not assign or transfer any of its rights under these Terms and Conditions to any third party.
- 6.3 These Terms and Conditions shall constitute the entire agreement between the parties with regard to its subject matter and shall supersede all prior understandings, commitments and undertakings that either party may have given.
- 6.4 Except as expressly provided in these Terms and Conditions, no provision of these Terms and Conditions shall confer any right on any third party. To the fullest extent permitted by applicable law, the parties hereby exclude any such right (including any such right arising under statute).
- 6.5 With exception of the Buyer's payment obligations, neither the Publisher nor the Buyer shall be liable to each other for any failure to comply with the terms of these Terms and Conditions as a result of any event beyond the control of either of them.
- 6.6 If any provision of these Terms and Conditions shall be invalid or unenforceable, it shall not affect any other provision, which shall remain in full force and effect.
- 6.7 No third party (including any Advertiser where an Agency has made a Booking on behalf of an Advertiser) shall have any rights to enforce these Terms and Conditions against the Publisher.
- 6.8 These Terms and Conditions are governed by English Law. The parties agree that the English courts shall (subject to the following sentence) have exclusive jurisdiction to settle any dispute which may arise out of these Terms and Conditions and submit all disputes to the jurisdiction of those courts. However, for the exclusive benefit of the Publisher, the Publisher shall retain the right to bring proceedings in the courts of the country (or state) of the Buyer's place of business.
- 6.9 The Publisher may from time to time modify these Terms and Conditions or the Rate Card by publishing any changes online at <http://www.fttoolkit.co.uk/advertising/termsandconditions.html>. Buyers should check online before placing an order since by placing an order for the insertion of an Advertisement a Buyer agrees to be bound by any updates to such Terms and Conditions or Rate Card.

7 CANCELLATIONS AND POSTPONEMENTS

This Clause 7 does not apply in the circumstances set out in Clause 2.4. All cancellations and postponements must be made in writing in accordance with the following deadlines otherwise they shall not be valid:

- 7.1 **FT Newspaper (Mono and Colour)**
60 working days notice for all special positions, all colour advertisements.
28 working days notice for all mono advertisements of a quarter page (280 mm x 4 cols or equivalent) and above, except multi-page advertisements and reports.
60 working days notice for multi-page advertisements and reports. (Orders for advertisements in reports are accepted on the understanding that the Publisher may publish at any time within 5 weeks of the proposed reports date.)
10 working days notice for early printed sections excluding reports and multi-page advertisements.
8 working days notice for all other mono advertisements.
- 7.2 **How To Spend It**
60 days prior to copy deadline. Cover sites, contracts and double page spreads, 120 days.
Advertorials are non-cancellable.
- 7.3 **FT Weekend Magazine**
28 days prior to copy deadline. Cover sites, contracts and double page spreads, 42 days.
Advertorials are non-cancellable.
- 7.4 **FT Sites**
28 days prior to Start Date for sponsorship of microsites, surveys, Message Campaigns and other sponsorship or featured Advertiser Positions.
28 days prior to the Start Date for all Advertisements or sponsorship on wireless versions of FT Sites.
28 days prior to the Start Date for pop-ups and country-specific or other targeted run of site Advertisements.
4 working days prior to the Start Date for job Advertisements, run of world or non-targeted run of site Advertisements.
- 7.5 **Reallocated options**
These cannot be cancelled or postponed.

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This version of the Terms and Conditions was published in December 2009 and replaces any previously published version.

5.1 Advertising technical specifications

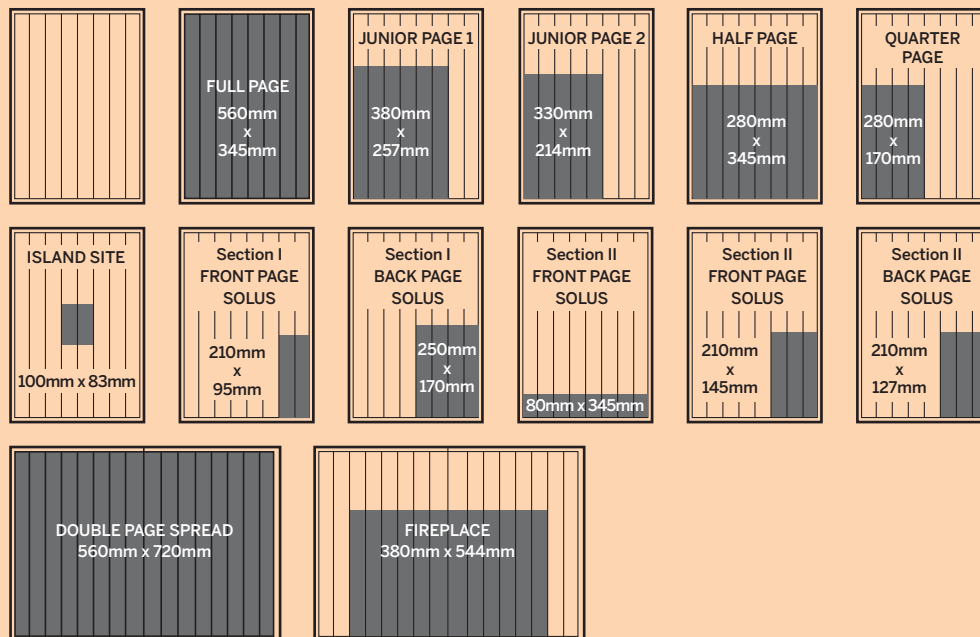
A guide to space

The following charts show the relative size of the most commonly requested space sizes and special positions available in the newspaper. However, many other sizes and shapes are available on request – visit www.ft.com/techspecs for details.

The grid shows the standard 8 column format of the newspaper. This applies to all advertising with the exception of Executive Appointments (which uses a 10 column format) and some special positions. Space sizes are described by their number of units in height across the number of column widths.

Standard copy dimensions

Display positions fit into an 8 column grid.



Column widths

All sizes, except for Executive Appointments, fit into the 8 column grid.

Columns	1	2	3	4	5	6	7	8	10
Standard (mm)	40	83	127	170	214	257	301	345	
Executive Appointments (mm)	32	67	101	136	171	205	240	274	345
Tabloid (mm)	40	84	129	173	218	262			

Tabloid sizes (mm)	Width	Depth	Panoramic sizes (mm)	Width	Depth
Full Page	262	340	Double Page Spread	720	560
Half Page	262	167	Fireplace	544	380
Junior Page	173	250	Double Page Spread	632	492
Quarter Page	129	167	Fireplace	478	334

5.1 Advertising technical specifications

Advertisement dimensions disclaimer

The Financial Times employs a standard measurement of advertising space called the Single Column Unit (SCU). Each broadsheet page is divided into 8 columns across the page and 56 rows down the page. Tabloid pages are divided into 6 columns across the page and 34 rows down the page. A Single Column Unit (SCU) is defined as an area one column wide and one row deep on a broadsheet, tabloid or magazine page. Because the Financial Times is produced at multiple print sites worldwide, each of which has a different specification, the actual physical dimensions of an SCU will vary across each of the FT's editions. However, an SCU will always cover the same percentage of the total printed page area in any edition. With

regard to creative, advertisers are required to submit copy to physical dimensions based on our standard page size (a standard page is 560mm x 345mm for broadsheet, 340mm x 262mm for tabloid). Guidelines for these dimensions can be found on the previous page. Depending on the editions booked, copy will not always be reproduced to the same dimensions as the material submitted. However, it will always occupy the same proportion of the printed page in each edition. FT will not therefore consider claims for compensation on the basis that a printed advertisement is not the same as a quoted copy size.

(Data accurate as of January 2010)

Financial Times account contact details

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Bank Sort Code: 40-02-50

Account Numbers:
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US Dollars 37777311
Registered in England Number: 227590
VAT Number: GB 278 5371 21