

FT Wealth addresses the unique issues and challenges that affect the very wealthy and their professional advisers. A high quality magazine distributed with the FT to the full UK, US, European and Asian circulations, as well as being published online at FT.com

More about FT Wealth

With a global perspective from the FT's specialist writers located around the world, FT Wealth covers the financial issues most relevant to the wealthy, including investments, offshoring, alternatives and asset allocation. It also examines broader issues such as inheritance, succession and philanthropy.

FT Wealth carries a mix of analysis, trend pieces, interviews, case studies, profiles and opinion columns, together with exclusive data. Each issue includes a special focus on a relevant topic, and national and regional differences are highlighted in areas such as tax.

FT Wealth online

www.ft.com/wealth is a dedicated section of FT.com that incorporates content from the magazine, plus additional wealth coverage and multimedia including podcasts and videos. Sponsorship opportunities are also available online on a quarterly basis.

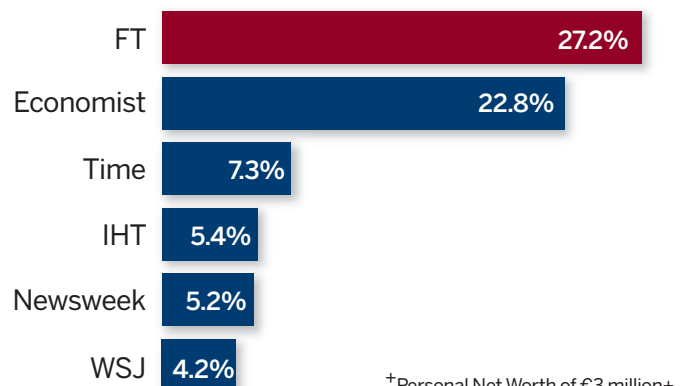
Why advertise with the FT?

- Reach your target market – FT Wealth is read by entrepreneurs, family business leaders, people with dynastic wealth, senior executives and advisers such as private bankers, asset managers, lawyers and accountants.
 - FT Wealth readers have an average annual income of £319,829 – more than twice as much as the average FT reader.*
 - FT Wealth readers hold an average of £1,251,035 in savings and investments*
 - The average property portfolio of an FT Wealth reader is £874,471*



Reach of High Net Worth Europeans⁺

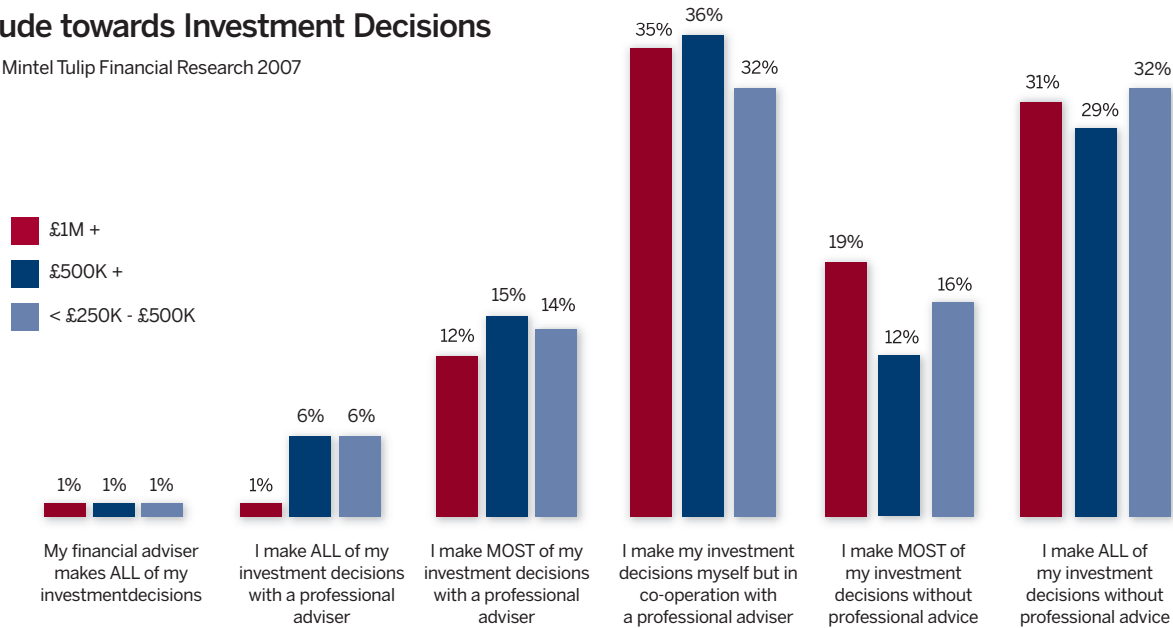
Source: BE: Europe 2008



Of all European business elite audience, 37% with a gross annual salary of €750,000 or more read the FT – that's 25% more than the nearest title.**

High Net Worth Individuals' Attitude towards Investment Decisions

Source: Mintel Tulip Financial Research 2007



50% of all high net worth individuals make investment decisions with little influence from wealth managers or private bankers. Just 2% aren't involved in their own financial decisions – so 98% need to keep themselves informed.

FT Wealth Rates (£)

	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

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