

Reach more of the world's high flyers with FT Travel

In print and online, the Financial Times is your route to the world's decision-makers – both those who handle big budgets and those to choose how to spend them. Reach them through sections 1 and 2 of the FT newspaper, read by 1.3 million people worldwide, or through FT.com with its 11.4 million users¹

Alternatively tie in your advertising with the FT's distinctive travel coverage, read avidly by both business and leisure travellers worldwide. From the Global Traveller report to FT Weekend's must-read travel section, the FT offers a trusted guide for our discerning readers and a key destination for our advertisers.

FT Business Travel

Both the FT and FT.com reach more business travellers than any of our competitors. Because we're on top of the trends, our audience of wealthy and frequent travellers come to us for reliable information that will make their trips easier and more rewarding.

The FT's business travel audience

- 82% of the FT's global audience travel on business each year.*
- The FT reaches more frequent business travellers (6+ flights per year) than any other international daily newspaper (or any international business press title).**
- 53% of FT readers fly first or business class when travelling on business.**
- FT readers spend 1.3 million nights in a hotel abroad for business in the past 12 months - that's more nights abroad on business than any other international daily newspaper or business press title.**

The FT's business travel report

Global Traveller

- Published five times a year.
- Written by top FT travel journalists (Roger Blitz, Roger Bray and Jill James).
- Covers the latest news and trends in business travel, plus advice, interviews and insider knowledge designed to help individual travellers.
- Global Traveller is also available online at www.ft.com

Global Traveller dates and rates

2010 publication dates:

29 March, 19 April, 13 September,
11 October and 8 November

	Worldwide colour:	Worldwide mono:
Full page	£45,200	£154 per single column unit
Half page	£24,100	
Junior page	£24,100	
Quarter page	£12,600	



What to do next

To reach more of the world's high flyers, contact Josephine Bellanca on +44 (0) 207 873 3180, email: josephine.bellanca@ft.com or Sarah Keith on +44 (0) 20 7873 4070, email: sarah.keith@ft.com

FT Leisure Travel

FT readers enjoy exclusive holidays and travelling in style. And they come to the FT for inspiration.

The FT's leisure travel audience

- 19% of FT readers fly first or business class when travelling on leisure trips.*
- FT readers are more likely to have flown 6 or more times in the past 12 months for leisure than any reader of any other national daily quality newspaper.**
- FT readers take a total of 788,000 breaks a year in the UK and 1,325,000 abroad***

The FT's leisure travel products

FT Weekend

The FT Weekend Life & Arts travel section looks at the world's most sought after destinations and provides a weekly escape for readers to explore new, idyllic places. The magazine's "Pursuits" section includes intelligent features on sailing, walking and motoring holidays. This high-quality coverage reaches our high-achieving, affluent audience when they have time to absorb it.

Winter Travel

In the lead up to the winter travel season the Financial Times will include extended features within the Life and Arts section, covering everything from skiing to snowboarding, ski equipment and hotel reviews. It's an outstanding way to target our affluent readership as they plan their snow-sport holidays for the coming season.

Travel Unravalled

A travel-focused edition of the FT's award-winning, luxury monthly magazine How to Spend It. Published annually, it's a lavishly-illustrated salute to the best in travel, from covetable accessories to exclusive destinations.

Bespoke reports

To enhance our FT Weekend Travel portfolio, the FT offers advertisers the opportunity to publish bespoke leisure travel reports on themed destinations written by our quality journalists. Following the success of our Madrid "Destination Escapes" report we offer you an unrivalled integrated package, allowing your brand to gain maximum exposure to our affluent and well travelled audience.

What to do next

To reach the world's wealthiest leisure travellers, contact Josephine Bellanca on +44 (0) 207 873 3180, email: josephine.bellanca@ft.com or Sarah Keith on +44 (0) 20 7873 4070, email: sarah.keith@ft.com

Sources: * BE Europe 2009, ** BBS 2008, *** FT Readership survey.

Dates and rates

FT Weekend

Published every Saturday, double-dated.

Winter Travel

October 2010: tbc

	Colour	Mono
Per single column unit		
Classified	£53	£38
Display	£94	£69

Travel Unravalled

15 May 2010. Rates on application.

Now Available:

Invaluable global travel research which looks at the travel habits and trends of the FT audience.

