

In print and online, the Financial Times is your route to the world's business leaders. With 1.3 million newspaper readers and an online audience of 7.1 million, no other international title reaches more of this powerful audience.\*

Or tie in your advertising with the FT's respected technology and telecoms coverage. From the Digital Business report to weekly podcasts and global conferences, the FT offers vital intelligence for our readers and a key destination for our advertisers.

## Reach a premium audience:

FT readers are the world's technology decision-makers – both those who choose what to buy, and those who hold the purse-strings.

- In Europe, FT readers control IT budget's totalling €47 billion\*\*
- FT media properties reach 17.4% of IT decision-makers in Europe – that's 30% more coverage than its nearest competitor\*\*
- FT readers have the largest average IT budgets of any UK title\*\*
- 55% of readers think Digital Business offers information they cannot find elsewhere\*\*\*

## FT Digital Business

Every two weeks our in-depth technology supplement explains IT and telecoms to our business audience. A lively blend of news, profiles, features and analysis, it covers everything from combating online piracy to what the latest developments mean for our readers' industries. Its core focus is:

- How businesses use and manage technology
- The issues surrounding investing in technology
- Thought leadership in areas vital to business decision-makers

## Digital Business issues scheduled for 2009

16 February	11 March
8 April	13 May
10 June	8 July
9 September	7 October
11 November	9 December

## NEW for 2009: Digital Business Digests

These customised special editions of the Digital Business report focus on the key technology areas that global business should exploit in the current economic conditions. They are available for solo sponsorship and clients can choose geographical distribution and tabloid or magazine format.

Combining interviews, case studies and newly-commissioned articles from FT writers, they assess the current and future importance of these areas:

- Mobility
- Security
- Regulation and Compliance
- Utility Computing/SaaS/The Cloud etc
- Collaboration/Web 2.0
- Public Sector IT
- IT in Financial Services
- Investing in IT during a Downturn
- The Power of Information



# Technology

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## Customised publications

Tailor your message and target your market with our co-branded print and online publications. Sponsors can work with our editorial team to develop a theme around a multiplatform series, that aligns their advertising messaging with contextually relevant, influential editorial and the FT's premium brand.

## Technology on FT.com

FT.com has a dedicated and wide-ranging technology section at [www.ft.com/technology](http://www.ft.com/technology) that enables users to keep up-to-date with the latest in the world of technology. Here are some key features:

- A weekly Digital Business podcast, hosted by Digital Business editor Peter Whitehead
- News on the latest vendor offerings
- Daily content updates on the Digital Business pages
- Thought leadership from industry specialists, in the Personal View Column
- Video coverage of key global technology events such as Mobile World Congress
- A technology jargon-buster
- A lively technology blog
- An award winning mobile platform and downloadable newsreader

Combining high-value content with rich-media ad formats and the latest demographic and contextual targeting opportunities, FT.com gets your message to technology decision-makers worldwide.



## Face-to-face opportunities

### – FT Conferences & Bespoke Forums

Reach world business leaders by sponsoring an international FT Conference on technology topics. With 35 years of experience and an international reputation for quality, we attract delegates from the most senior levels in finance, investment, M&A strategy, operations, research and business development. In fact, over 30% of our audience are C-suite executives.\*

- Position your organisation as a key industry player.
- Build awareness through high-profile branding before, during and after the conference.
- Daily content updates on the Digital Business pages.
- Showcase your products and services at the event.
- Engage and network with high-level speakers and delegates

Sponsor one of these scheduled conferences:

#### FT Digital Media 2009

March 9 & 10, 2009, London

#### FT Global Outsourcing & Offshoring 2009

April 27 & 28, London

#### FT Innovate 2009

November, London (Dates TBC)

#### World Communications Conference

November, London (Dates TBC)

You can also customise your own event. With FT Bespoke Forums you can choose your own theme and format to debate key business issues.

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## What to do next

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