



FINANCIAL  
TIMES

# MEF & FT

## Content & Advertising Forum

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# Financial Times

One of the world's leading news organisations,  
recognised internationally for its authority,  
integrity and accuracy.





# Our history

The Financial Times was founded in 1888 as the friend of the 'Honest Financier and Respectable Broker'. It has been printed on pink paper since 1893, originally to help distinguish it from the rival Financial News, which it merged with in 1945.

In 1957, the FT was acquired by Pearson and began to pursue an ambitious international growth strategy that established the Financial Times brand around the world.

Over the years, the FT has regularly introduced new sections and inserts, such as the award-winning How To Spend It magazine, launched in 1994 and widely regarded as the benchmark for luxury lifestyle magazines.

In 2015, Nikkei bought the FT, which continues to attract record readership and is recognised worldwide for its authority, integrity and accuracy.



# Our values

The Financial Times is the definitive guide on global business, politics, luxury, life, arts and culture.

We stand for:

## **AUTHORITY**

For 133 years we have been a trusted guide, relied upon to inform the big decisions.

## **INTEGRITY**

We report without fear and without favour.

## **ACCURACY**

We only print what we can prove.  
Everything is multiple-sourced.

## **INDEPENDENCE**

We have no political affiliation and are free from proprietorial influence.



# Our journalists

The Financial Times employs 600 of the world's best journalists who report from over 40 bureaux around the globe. Our staff include:



**Rhoula Khalaf, Editor,  
Financial Times**

Roula Khalaf became editor in January 2020, having previously served as the FT's deputy editor, foreign editor and Middle East editor. She is responsible for leading the FT's award-winning editorial coverage, overseeing more than 600 editors and journalists worldwide.



**Patrick Jenkins, Deputy Editor,  
Financial Times**

Patrick Jenkins was appointed deputy editor in January 2020, having spent the last six years as the FT's financial editor. In his new role, Patrick will oversee the newsroom and its global network of correspondents.



**Alec Russell, Editor,  
FT Weekend**

Alec Russell has been editor of FT Weekend since April 2016. He was previously the FT's news editor and comment and analysis editor. Alec has reported from eastern Europe, sub-Saharan Africa, the Middle East and the US.



**Jo Ellison, Editor,  
How to Spend It**

Jo Ellison was named editor of luxury magazine, How To Spend It, in September 2019, having previously served as the FT's fashion editor for five years. Prior to joining the FT, Jo spent seven years at British Vogue.



**Peter Spiegel, US managing  
editor, Financial Times**

Peter Spiegel became head of US editorial operations in 2019 after spending three years as news editor, in the FT's London newsroom. Under his leadership, the FT earned 2018's "newspaper of the year" by the British Press Awards and "news provider of the year" by the British Journalism Awards.



# Our readers

The FT's award-winning business, finance, politics and lifestyle content is relied upon by the wealthiest and most influential people on the planet.

This powerful and elusive audience turns to the FT to stay ahead in their careers, giving them an advantage over their peers. They have an exceptional lifestyle, with high purchasing power that funds lavish travel, art and fashion collections, property and more.



**£1,600,000**  
average net worth  
(excluding main  
residence)



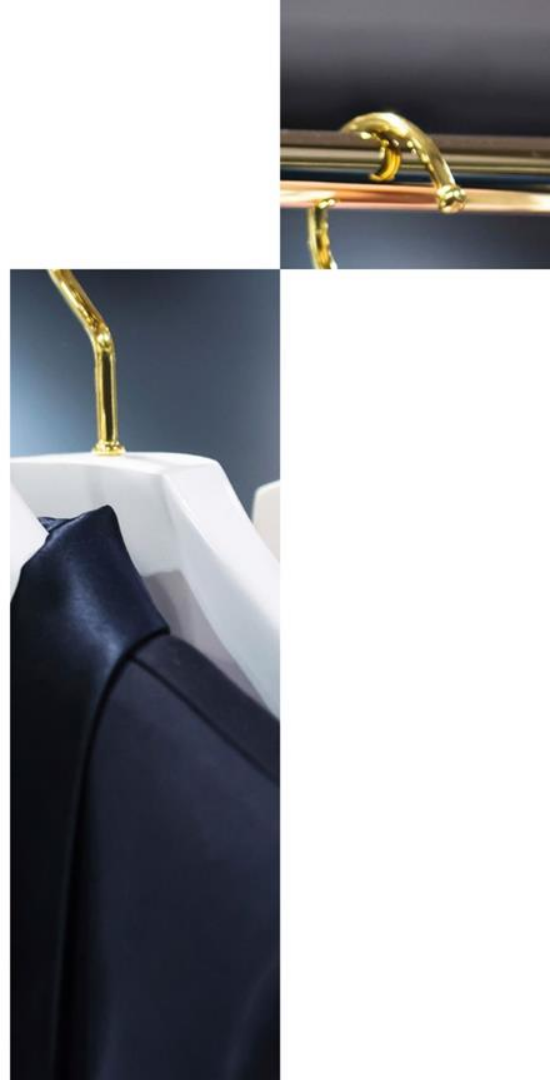
**23%**  
have lobbied or  
advised members  
of government



**26%**  
work in companies  
with 10k+ employees\*



**48%**  
has income £100k+  
(average HH income  
£234k)



# At work

## Corporate Audience

Our highly respected editorial team sparks debate, discussion and sets agendas in boardrooms and governments the world over.

This elite audience is made up of the biggest decisions makers from the corporate world to parliament, who rely on the FT for our gold-standard coverage to stay ahead. Targeting our professional audience allows you to reach the most influential people in business and politics.



62%  
are purchase  
decision makers\*



77%  
work for an  
international  
company\*



32%  
are C-suite  
executives\*



# At home

## Consumer Audience

The FT's lifestyle content attracts some of the wealthiest and most discerning consumers on the planet.

Whether looking to us for the latest in luxury watches, jewellery and fashion, or engaging in features on sport and high living, this audience exhibits a higher purchasing power than the average consumer.



**21%**  
are millionaires\*



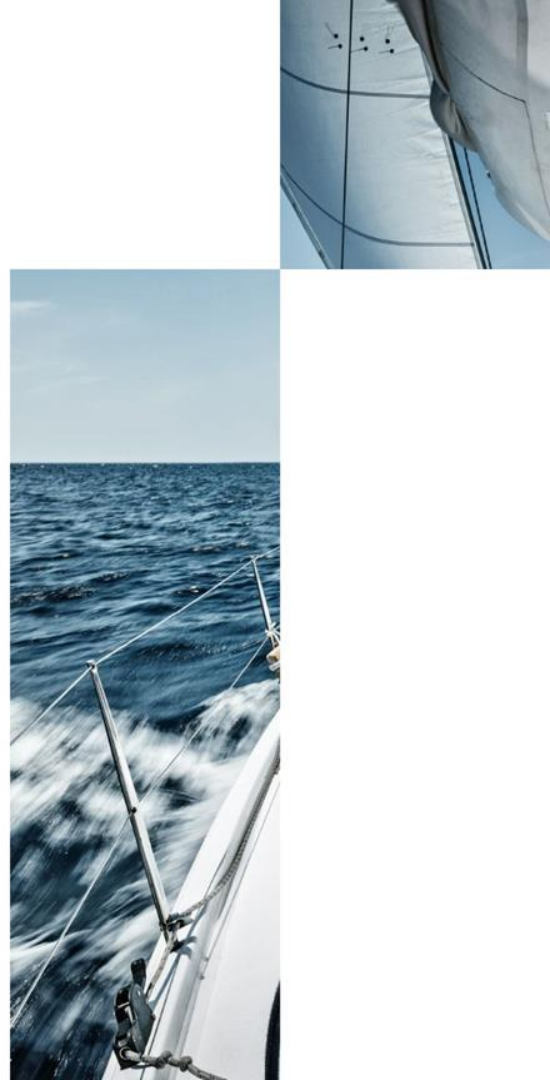
**53%**  
of respondents hold  
investments in fine  
art, jewellery, wine or  
cars\*



**34%**  
of respondents said  
that they would spend  
at least £10K on their  
next watch of which  
3% would spend over  
£50K\*\*



**46%**  
have a property  
portfolio in excess of  
\$1m (with an overall  
average of \$3.14m)\*



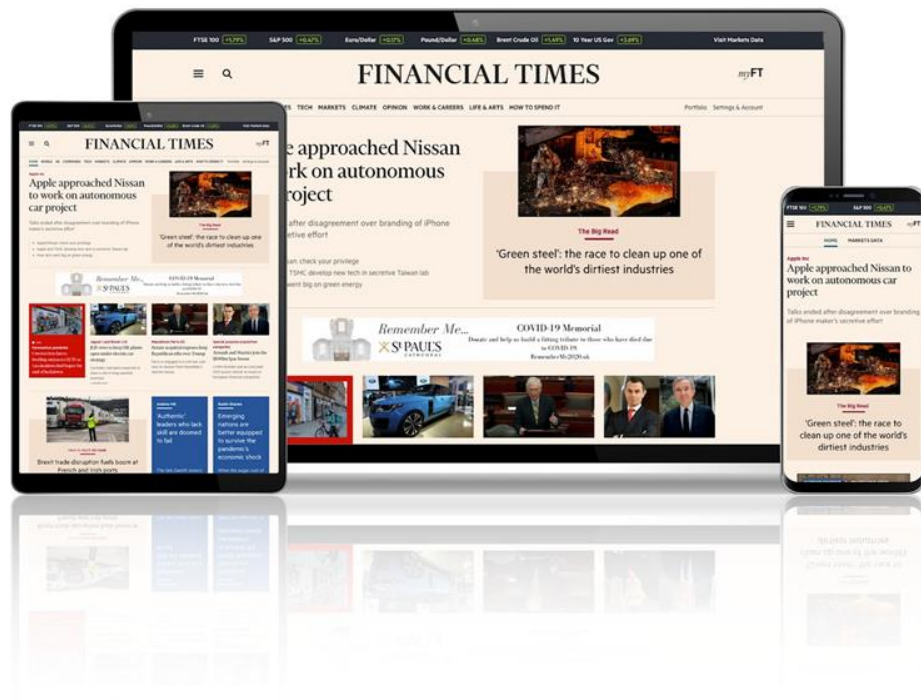


# FT.com

The definitive home for business intelligence on the web, FT.com provides the world's leading corporate executives and wealthiest and most discerning consumers with trusted news, analysis, data and tools.

With over 13 million monthly users, we reach those in control of the largest budgets, making the biggest decisions and shaping public debate.

FT's online content is also available on the FT app.



# Weekday

The weekday Financial Times is one of the world's leading business, politics and world-affairs news and information sources.

It is relied upon by business leaders, government ministers, international entrepreneurs, bankers, investors, educators and students to keep them informed about the events that really matter.

The main newspaper divides into 2 parts:

**SECTION 1** – Global news, analysis and comment.

**SECTION 2** – Companies and markets.

In addition, we publish regular and one off supplements, as well as over 100 Special Reports a year.



# Weekend

FT Weekend brings the same trusted global news as during the week, whilst also featuring award-winning lifestyle content through a suite of market-leading supplements. Our award-winning FT Weekend product remains a mainstay for our readers at the weekend.

Readers can be sure to make the most of their leisure time with this uniquely stimulating combination of current affairs, life, arts and culture.

Our weekend supplements include:

- Life & Arts
- House & Home
- FT Weekend Magazine
- How To Spend It
- FT Money





# Special Reports and FT Channels

Through dedicated reports and video journalism channels, the Financial Times provides authoritative, deep analysis of the topics our readers care most about.

## Special Reports

- In-depth coverage and analysis of countries and industries.
- Published in print and online and providing a targeted advertising environment for partners.

## FT Channels

- Video-led journalism on a theme or trend shaping business or society.
- Featuring expert insights from the FT and commercial partners.
- Single sponsor, providing ownership and impact.

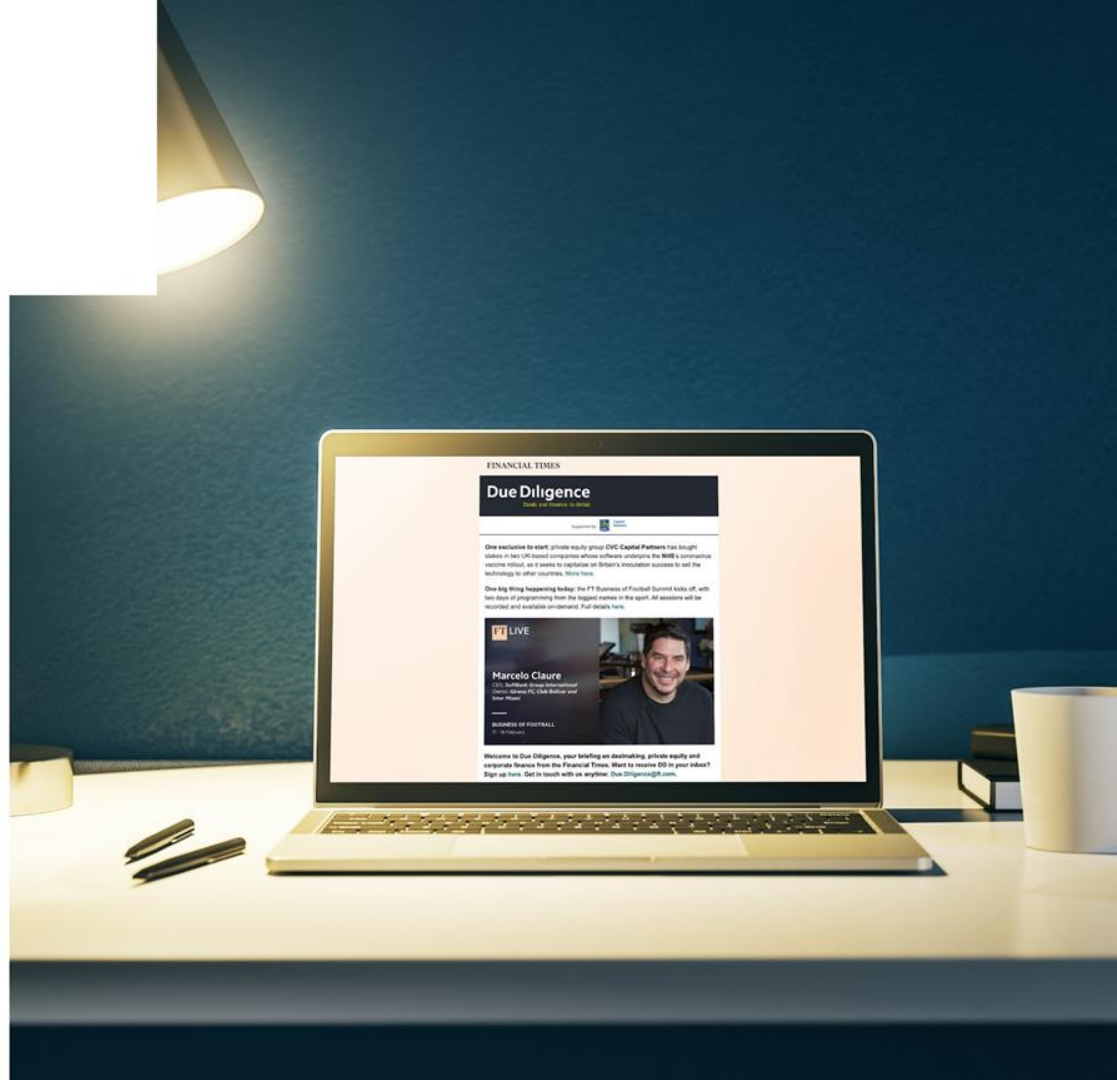


# Content verticals

The Financial Times has created a series of premium newsletters that focus on topics that are highly relevant to key communities of subscribers.

From climate change to tech, energy, sport and ESG investing, these provide a depth of coverage with stories across formats, and build communities with associated live events.

Sponsorship packages are available offering advertising clients with a unique opportunity to connect with our most engaged audience in a contextually relevant environment.



# FT Specialist

FT Specialist provides print and online content for consumer and professional financial audiences.

Read by those that make and break markets, and the investors that benefit, FT Specialist portfolio is relied upon by the people who are at the top of their game – and helps keep them there.





# Our capabilities: Insight

Using our declared data and proprietary tools we profile our audiences across all platforms and regions, providing a deep understanding of how to engage them to inform your campaign planning.

Our targeting solutions include:

- Demographic data
- Behavioural data
- Semantic data (according to editorial themes)

This allows us to build marketing campaigns that are efficient, measurable and optimisable.



# Our capabilities: Content

Specialists in communicating with senior business leaders and with luxury consumers, we create content that delivers deep engagement with these elusive audiences.

Our content studio amplifies your message and brand communications with powerful, digital storytelling across a wide range of formats including:

- Articles and advertorials
- Data-visualisation
- Video and animation
- Audio and social





# Our capabilities: Activation

Our journalism is delivered to our loyal customers through market-leading print, digital and experiential platforms.

We provide an array of trusted channels and high-quality environments to build brand awareness and reach your target audience including:

- The FT newspaper
- FT websites
- FT magazines
- FT Specialist publications
- FT events

Powered by our direct relationships with over one million paying readers, we can place your brand's message in front of your target audience with precision, efficiency and impact.





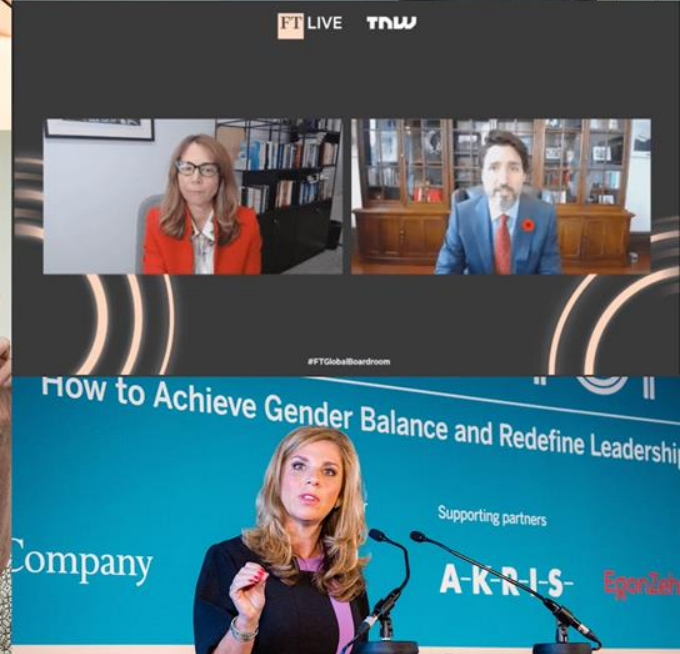
# FT Live

## CONVENE. DEBATE. GENERATE.

Financial Times Live (FT Live) is the global conferences and events division of the Financial Times.

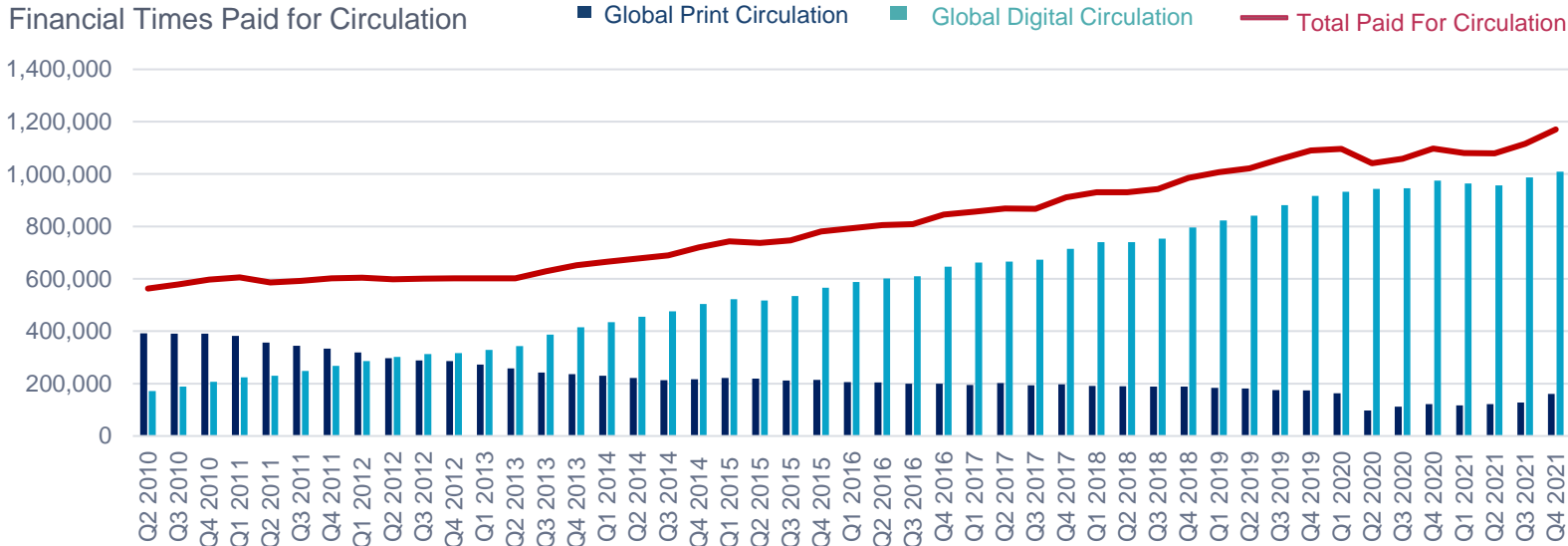
Chaired by our senior journalists, FT Live's summits, conferences, awards and strategic forums gather the world's brightest minds and most influential decision-makers.

Exclusive on-stage interviews, stimulating presentations and lively panel debates – available on multiple content platforms – provide the cutting-edge insights, unique personalities and peer networking that has the power to transform finance, business, politics, society and culture.



# Global Paid For Circulation Over Time

Q2 2010 – Q4 2021



## Weekday & Weekend Circulation

February 2022

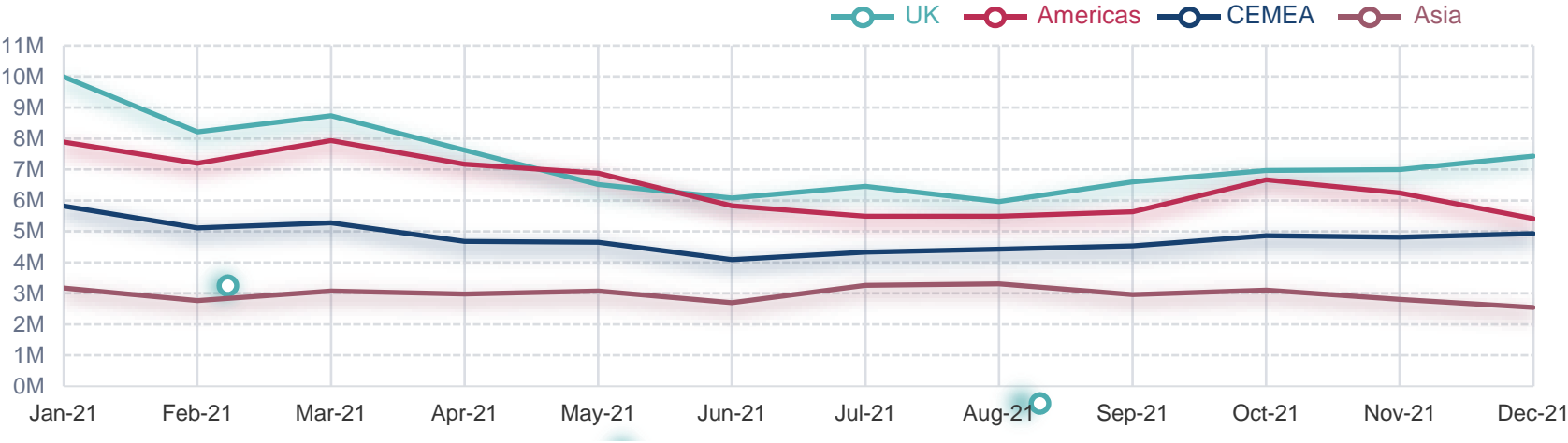
	Weekday	Weekend	Mon-Sat Avg
UK	59,606*	110,447*	68,080*
CEMEA	27,494**	45,809**	30,547**
US	26,828**	36,170**	28,385**
ASIA	11,086**	19,381**	12,469**
Global	125,015**	211,808**	139,480*

Source: \* ABC quoted number; \*\*Internal Circulation Figures



# Visitors by Region

Month by Region, January - December 2021



**6,485,227**  
Americas Average

**7,295,884**  
UK  
Average

**4,792,378**  
CEMEA  
Average

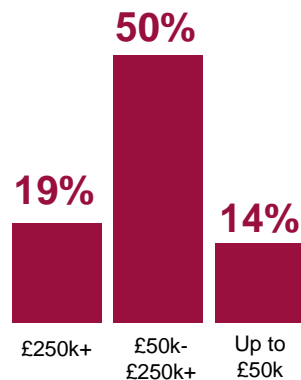
**2,978,802**  
Asia  
Average

Source: Chartio data reporting

## 2020 Readership Profile

# £234k

average income



**77%**

are working adults



**59%**

Have budget responsibilities



**21%**

are millionaires



**80%**

are international business travellers\*

### Company size\*



**41%**

In SME's  
(1-250 employees)

**47%**

In large companies  
(1000 employees)

### Senior positions\*



**62%**

Business  
Decision Makers

**43%**

Senior  
Management

**31%**

C-suite

### Demographics



**50**

average age

**82%**

Male

**18%**

Female

## 2020 Global Reader Survey - Demographics By Region

Profile by region		UK	Americas	CEMEA	APAC	ALL
Gender:	Male	80%	84%	83%	81%	82%
	Female	20%	16%	17%	19%	18%
Age:	Avg. Age:	51.1	49.8	51.9	47.8	50.4
	% Millennials (1981-1996)	19%	17%	18%	24%	19%
Household Income:	£250K+ / €300K+ / US\$ 325K+	14%	26%	15%	24%	19%
	Avg. HH Income	GBP £183K	US\$ 386K	€237K	US\$ 378K	US\$ 306K
	Avg. HHI Working	GBP £249K	US\$ 410K	€249K	US\$ 389K	US\$ 329K
Net Worth:	£1M+ / €1.5M+ / US\$2M+	22%	25%	15%	22%	21%
	Avg. Net Worth excl. Main residence	GBP £1.6M	US\$ 3.1M	€1.7M	US\$ 3.0M	US\$ 2.4M
	Avg. Net Worth incl. Main residence	GBP £2.3M	US\$ 3.6M	€2.2M	US\$ 3.8M	US\$ 3.2M
Working status:	Full or part-time	71%	76%	79%	84%	77%
Seniority:	C-Suite	30%	32%	32%	32%	31%
	Senior Management	40%	43%	44%	46%	43%
	BDMs	57%	61%	64%	66%	62%
	Tech Decision Maker	23%	24%	21%	23%	23%
Company size:	Small company (1-250)	44%	41%	41%	35%	41%
	Large company (1,000+)	44%	48%	47%	53%	47%
	International company	75%	70%	82%	82%	77%



# Video Options

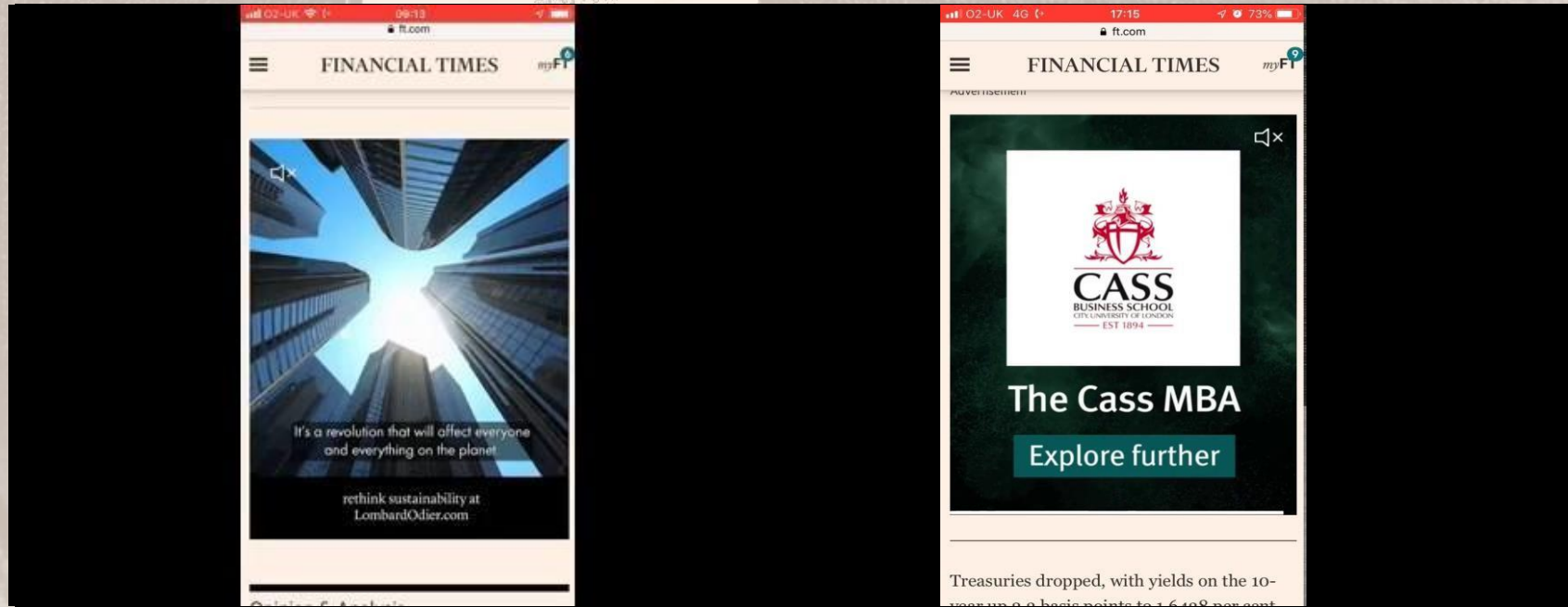


# **FT Vertical Mobile**

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# Example creatives





# +21% uplift on lower funnel brand objectives.

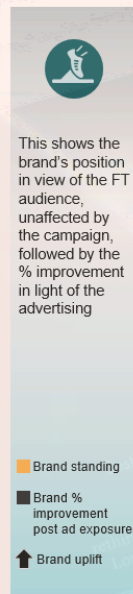
A key advertiser trialled the Vertical Mobile format as part of their Q3 Marketing campaign. The advertiser stated two 2 KPIs:

- 1) To drive traffic to the advertiser homepage.
- 2) To be perceived as market leaders within their industry sector.

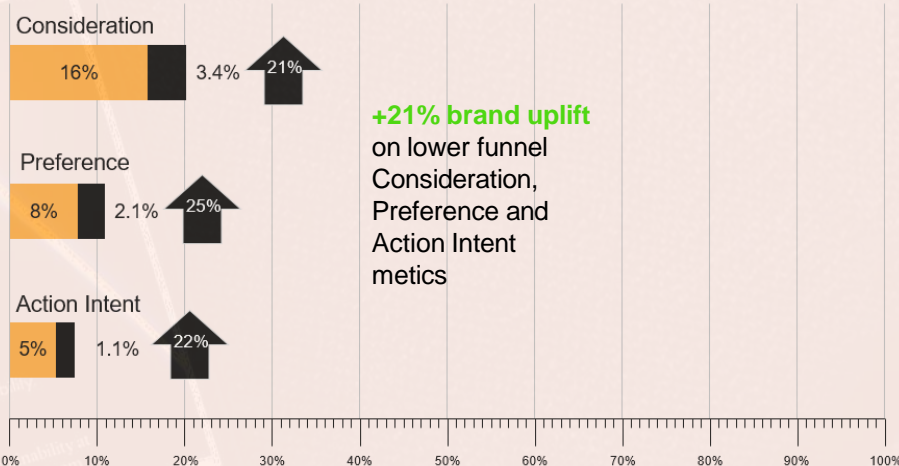
The campaign recorded a **CTR of 0.35%** and achieved uplift against lower funnel brand objectives, including a **25% uplift in Preference**.

Cognitive recognition of advertising is at least 4 times faster on Mobile than Desktop, taking less than ½ a second to trigger a reaction (MMA 2019).

**Vertical Mobile achieves an average In-View time of 6 seconds**, giving an extended time to deliver brand messaging.



## BRAND STANDING AND BRAND % IMPROVEMENT POST AD EXPOSURE



**+21% brand uplift**  
on lower funnel  
Consideration,  
Preference and  
Action Intent  
metrics

307 responses



# FT Outstream

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## How does it works?

The adverts are lazy loaded and run within an ft.com article page.

Videos only play when 50% of the loaded ad is in view, as per IAB standards.

We can accept videos up to 15 seconds long for ft.com, FT App and FT Adviser.

The video starts playing when the viewport is over the creative with sound off by default.





Outstream video is sold on a standard CPM basis and across our full range of audience targeting capabilities: FT Readers, Context, Behavioural & Demographic.

Advertisers can reach their target audience, in association with a trustworthy brand, within a safe environment and against relevant content by using this highly engaging advertising format

Reporting tracks video starts, quartile and full completion rates, average video play length, viewability, screen real estate and CTR\*.

Click through rate

0.25%

56% increased engagement on a standard MPU

Screen real estate

30%

25% more than standard MPU on mobile

Completion rate

36%

(average 15 second video)

Viewability

80%

11% more than a standard MPU on mobile



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**Thank you**  
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