

# Digital at the FT

2025

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Reach our readers

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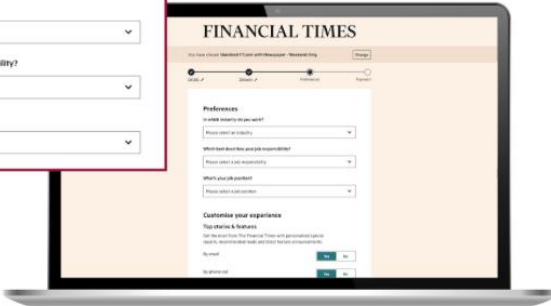




# Our Readers



# We collect 1st party data at source



**Preferences**

In which industry do you work?

Please select an industry ▼

Which best describes your job responsibility?

Please select a job responsibility ▼

What's your job position?

Please select a job position ▼

**FINANCIAL TIMES**

You have chosen Standard FT.com with this option. Restricted only. [Change](#)

**Preferences**

In which industry do you work?

Please select an industry ▼

Which best describes your job responsibility?

Please select a job responsibility ▼

What's your job position?

Please select a job position ▼

**Customise your experience**

Top stories & features

Get the best from the FT with our personalised content. Select the topics you're most interested in.

By email ☐

By device ☐

The FT subscriber-based model, meaning that to access content regularly, a premium subscription needs to be brought. We ask for three key pieces of information at sign up point.

# Digital Display - Reaching Target Audiences

Our digital registration and subscription model means we have comprehensive, declared data on our elusive and desirable audiences. This data is used to inform a bespoke campaign's structure, targeting and optimisation based on key campaign requirements.

## Demographic targeting

When a user registers with the FT we collect their 'business position', 'job responsibility' and 'industry', so we are receiving declared first-party data. Eg. C-Suites in the technology industry.

## Contextual

Our editorial content is segmented based on context, using our IAS technology, which in turn allows a client to place their brand next to relevant or specifically chosen content. Eg. Aligning with technology content.

## Behavioural targeting

We track our audience's activity on FT.com, including the content they consumed, the frequency, and the timeframe. This allows us to create audience segments based on interest. Eg. Individuals that frequently read technology content.

## Bespoke

Some campaigns may require a mix of different targeting criteria to pin down very precise audiences. We can easily combine various data points to accommodate such campaigns. Eg. C-Suites reading technology content.

5:36

FINANCIAL TIMES

Where you live

House number/name:

Address Line 1:

Address Line 2:

Town/City:

Postcode:

Where you work

Company/School name:

House number/name:

Address Line 1:

Address Line 2:

Town/City:

Country:

Postcode:

Where did you hear about FT.com?

Number of employees

Employment status

Are you an active personal investor?

How often do you read the FT newspaper?

Why do you use FT.com?

Is the company you work for listed under any of the following?

Gender

Hide more details ▲

Cancel Save

# Demographic

We can then use this to segment our audience, and use their behaviour across the site to create more options to target.

User Industry	Area of Responsibilities	Business Position
<ul style="list-style-type: none"> <li>Accountancy &amp; Tax Advisory</li> <li>Fund/Asset Management</li> <li>Trade/Import/Export</li> <li>Aerospace &amp; Defence</li> <li>Govt/Public Service/NGO</li> <li>Transport/Logistics</li> <li>Automobiles</li> <li>Health &amp; Pharmaceutical</li> <li>Travel/Leisure</li> <li>Banking</li> <li>Industrial goods &amp; services</li> <li>Basic Resources/Mining</li> <li>Insurance</li> <li>Chemicals</li> <li>IT/Computing</li> <li>Comm/publishing/media</li> <li>IT/Tech/Telecoms</li> <li>Consulting and Business Services</li> <li>Legal Services</li> </ul>	<ul style="list-style-type: none"> <li>Education/Academia</li> <li>Oil/Gas/Mining</li> <li>Energy/Utilities</li> <li>Personal &amp; Household goods</li> <li>Engineering/Construction</li> <li>Property</li> <li>Financial Services</li> <li>Retail</li> <li>Food &amp; Beverages</li> <li>Telecommunications</li> </ul>	<ul style="list-style-type: none"> <li>Broker/Trader/Advisor</li> <li>Program/Project Manager</li> <li>Business School Academic</li> <li>Secretary/treasurer</li> <li>CEO/President/Chairman</li> <li>Senior Manager/Department Head</li> <li>Other C-Level (CFO/CIO/COD/CMO)</li> <li>Technical/ Business Specialist</li> <li>Consultant</li> <li>VP/Director</li> <li>Diplomat/Senior Govt. officer</li> <li>Analyst</li> <li>Executive Management (EVP/SVP/MD)</li> <li>Associate</li> <li>Manager/Supervisor</li> <li>Gov't/Intl org official</li> <li>MBA Student</li> <li>Other Management</li> <li>Other Professional</li> <li>Owner/Partner/Proprietor</li> <li>Politician/Gov. Minister</li> </ul>

# Contextual

This can then be categorised against our contextual segments to create more specific options to target.

Contextual: Admants	Description
World Politics	News, Law, Government, Society, Politics
Leisure	Food & Drink, Home, Property, Fashion, Travel, Sports and Lifestyle
Business	Companies, Business
Finance	Global Economy, Finance
Technology	Innovation, Cyber Security, Privacy, Fintech, Cloud, Computing, Network, Internet, Telecom, Telephony, Software, Robotics, Enterprise software, Robotics, AI/ Automation
Investing	Stocks, Securities, Mutual Funds, Retirement Planning, Financial Planning, Hedge Fund, Investing
Energy	Oil, Gas, Energy, Green Solutions, Chemical Industry, Electricity Rates, Mining Industries
Green Energy/Sustainability	Green Solutions, Renewable Energy, Ecology, Environmental & Sustainable Development, Corporate & Social Responsibility
Healthcare	Pensions, Company & Employee Care, Financial & Family Planning, Pharmaceuticals, Drugs, Safety & Wellbeing
Wealth Management	Articles aimed at individuals managing wealth from an intermediate perspective, Equity Markets incl. Property, Energy, Interest Rates
Risk Management	Economic Risk, Insurance Prevention, Claims, Cyber Fraud, Disasters, Security
Enterprise Software & Cyber Security	Business Software, Customer Solution, CRM Management Systems & Cyber Security
Travel & Leisure	Luxury Travel & Leisure Hobbies, Weekend Activities, Dining & Restaurants

# Behavioural

This can then be categorised against our contextual segments to create more specific options to target.

Segment	Description
<b>Tech Readers</b>	The Tech Readers segment is primarily users who are reading the technology section on FT.com or browsing technology related content (cyber security, tech innovation, etc) on other areas of the site (at least 3 or more times over last 90 days). The segment also includes data from Exec-Appointments.com, for executive level job hunters who are looking for IT related roles, as well as second party data from Tech Target, a specialist network of technology-related websites.
<b>Personal Investors</b>	Personal Investors have an interest in content related to areas such as investment, personal wealth management, equities, spread betting, forex, trading, brokers, pensions, loans or investment ISAs (at least 3 views over last 30 days, on any related term). They browse content such as personal finance, markets data, equity indices, Alphaville - as well as viewing their personal investment portfolio on FT.com (at least 3 views over last 30 days).
<b>HNW &amp; Luxury</b>	The HNW and Luxury segment is built from a variety of high quality data sources - including users who browse luxury-related content on FT.com and HTSI (at least 3 views over last 90 days), as well as executive level job hunters searching for six-figure positions. Luxury-related content includes high-end fashion brands, private jets, yachts, luxury cars, watches, jewellery and art. The segment includes users who browse and read editorial content related to private banking and personal wealth.
<b>Institutional Investors</b>	The Institutional Investors segment includes users who have browsed investment related content (at least 3 times over last 30 days) such as fund management, bonds, equities, hedge funds, ETFs, asset management, commodities, securities, high-frequency trading or market regulations. It also includes users who have visited FT Adviser and Money-Media (at least 3 views over last 90 days). The addition of Exec-Appointments data from job hunters working in related areas provides an extra edge- including asset managers, corporate finance, wealth managers and bankers.
<b>Influencers</b>	The Influencers segment includes users who have shared FT.com articles on social media (such as Facebook and Twitter) at least twice over the last 90 days. The segment also includes users browsing influencer-related content like Westminster Blog, Comment, Lex and content written by columnists such as Martin Wolf.
<b>Business Education Readers</b>	Business Education Readers have viewed content related to business schools, MBAs, entrepreneurship, leadership or executive training. It includes data from users who are browsing the Business Education section. Note: This currently does not include those visiting the Business Rankings site (rankings.ft.com) due to site issues.
<b>Property - Commercial</b>	The Property - Commercial segment includes users who have viewed content such as the property (financials) section & relevant special reports. They have also viewed content which has context related to real estate, property fund management and commercial lettings. Also includes relevant articles written by Aime Williams (property correspondent).
<b>Property - Residential</b>	The 'Property - Residential segment includes readers of sections such as House and Home, Interiors or Hot Property (at least 2 views over last 60 days). They have viewed content related to terms such as to residential property, house insurance or garden. In addition, the segment also includes users who have been to home/house related content on HTSI as well as users who have viewed FT Property Listings (at least 2 views over last 60 days).



# Life in a Cookieless World

- Across both FT and FT Specialist we welcome the move into a cookieless world
- FT.com has been capturing first party data for some 20 years, and FTAdviser has been doing the same since 2010
- In 2019 across the business we stopped any targeting using 3rd party cookies
- No contextual or behavioural targeting will be impacted by the changes at the end of this year
- Programmatic still possible, but no layering of 3rd party data on top



# We can target our users while 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.

Source: FT Global Reader Survey 2024/5



**56%**

are business decision makers\*



**75%**

work for an international company.\*



**29%**

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.



**23%**  
are millionaires\*



**59%**  
have alternative investments  
(eg art, fine wine, property)\*\*



**£1.6m**  
average value of property portfolio\*\*

# Our Reach

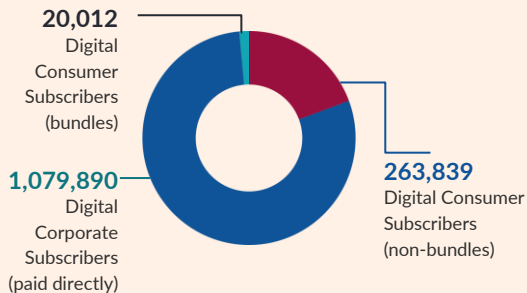


# Paid for circulation

FULL YEAR 2024

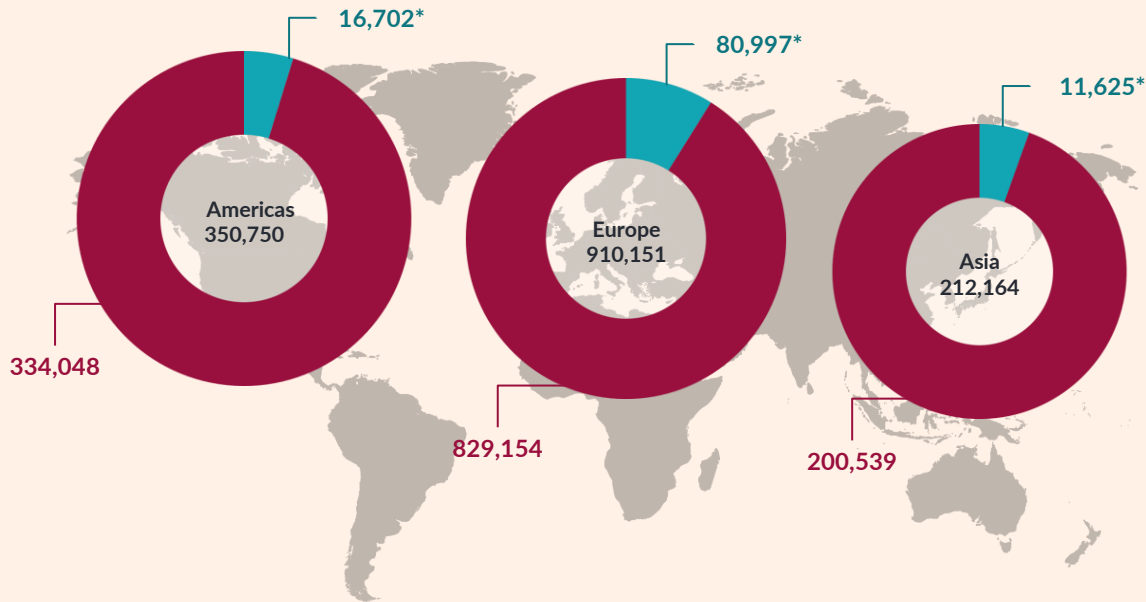
■ Digital Circulation - WW 1,363,741

■ Print Circulation - WW 130,211



1,493,952

\*print number also includes an additional  
20,887 daily digital edition sales





# 2024/25 readership profile

£239K

Avg Income

73%

are working adults

41%

Have been interviewed  
by TV, Radio or Press

23%

are millionaires

69%

are international business  
travellers\*

£1.8M

average net worth  
(excluding main residence)



## Company Size\*

39% Small company (1-250)

47% Large company (1000+)



## Demographic

77% Male

20% Female

49 Avg. Age



## Senior Positions\*

29% C-Suite

56% BDMs

22% Henry's  
(High Earner Not Rich Yet)

# UK readership profile

**£184K GBP**

Average HHI Working

**70%**

are working full  
or part-time

**4%**

UHWI

**24%**

£1M+ Net worth

**£2.1M GBP**

Avg Net Worth incl. main residence



## Company Size\*

**39%** Small company (1-250)

**47%** Large company (1000+)

**75%** International Company



## Demographic

**74%** Male

**24%** Female

**49** Avg. Age



## Senior Positions\*

**27%** C-Suite

**51%** BDs

**22%** Tech Decision Maker

# Financial Times Platforms



## UK Print

**12 month average\***  
(Jan - Dec 2024)

**49,993**  
*Financial Times*  
Monday - Friday UK & Ireland Circ.

**97,375**  
*FT Weekend*  
Weekend UK & Ireland Circulation

**828,000\*\***  
Monthly Print Readership



## UK Digital

**12 month average\*\*\***  
(Jan - Dec 2024)

**5,996,680**  
Average Monthly Unique Users

**24,967,335**  
Average Monthly Visits

**63,496,935**  
Average Monthly Page Views



## Global Social

**Social media audience 2025**

 **4,403,798**

 **6,022,588**

 **7,425,268**

 **3,708,000**

UK is in our **top three** audiences  
for all channels\*\*\*\*



## Global Audio

**Top 3 FT podcasts\*\*\*\*\***

**1. FT News Briefing** 4.18M

**2. Unhedged** 295K

**3. The Rachman Review** 206K

**5,522,563** Monthly Downloads  
**2,456,610** Unique Listeners

# FT Social audience growth

Our global social media audience now stands at almost 24 Million



Over

4.4m

Followers



Over

3.9 m

Followers



Over

7.4 m

Followers of @Financial Times



Over

8 m

Followers

# Our Content

A woman with dark, curly hair is sitting on a dark leather sofa, smiling broadly while wearing large, light-colored over-ear headphones. She is resting her chin on her hand. The background features a large indoor plant and a warm, ambient light source, creating a cozy and modern atmosphere.



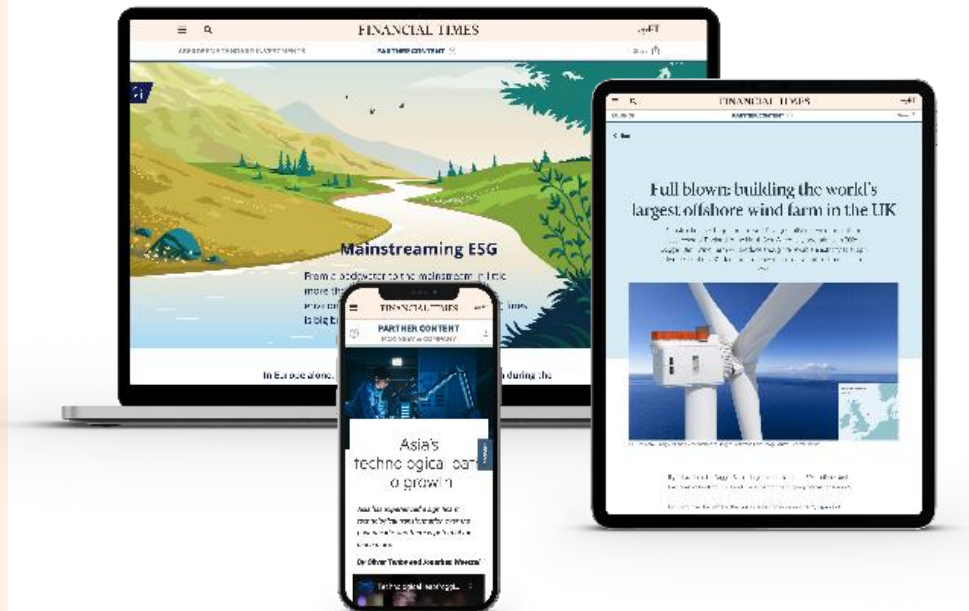
# Partner Content with the Financial Times

Showcase your own content, or content created by our inhouse experts, to our audience in a trusted environment.

We utilise native and display promotion to signpost branded content across FT.com, engaging readers with tailored articles, video, infographics, research, imagery and more.

Partner Content takes the lead from the FT brand in terms of look and feel, but with clear labelling to ensure users can differentiate from FT journalism.

Partner Content campaigns are entirely scalable to suit a range of client objectives from tactical, short term campaigns to longer-term audience engagement strategies.



# FT Newsletters

We have positioned our original newsletters as ‘premium’ content for premium FT readers who are senior stakeholders and decision-makers in the worlds of tech, finance, and business. An overview of FT’s different newsletters can be found in the appendix.



## Opt-in

Newsletters are opt-in only, ensuring that clients are able to reach a tailored audience that have specifically elected to receive this content.



## Benefits

Ownership of a Newsletter offers advertisers a platform to reach a highly engaged FT audience, aligning with must-read content.



## Engagement

FT Newsletters drive the highest article read rates - greater than direct traffic, social and search platforms.



## FT readers

FT Readers often use Newsletters as their first point of contact with FT content during the working week.

# Sponsored Copies

Sponsored copies offer clients the opportunity to wrap their brand around the Financial Times newspaper. This allows for impactful commercial messages to be placed directly into the hands of a specific target audience.

Branded cover-wrapped copies of the FT can be sent directly to the addresses of our corporate mailing list or direct subscribers, displayed at luxury hotels or airport lounges, and distributed at key global events like COP26, The World Economic Forum and the G7 Summit, allowing brands to reach a captive audience of key business decision makers and leaders.



# Sponsored Socials

## Premium Environments

The FT will create sponsored posts to reach and drive awareness with the FT's affluent audience across our premium social environment.

## Growth

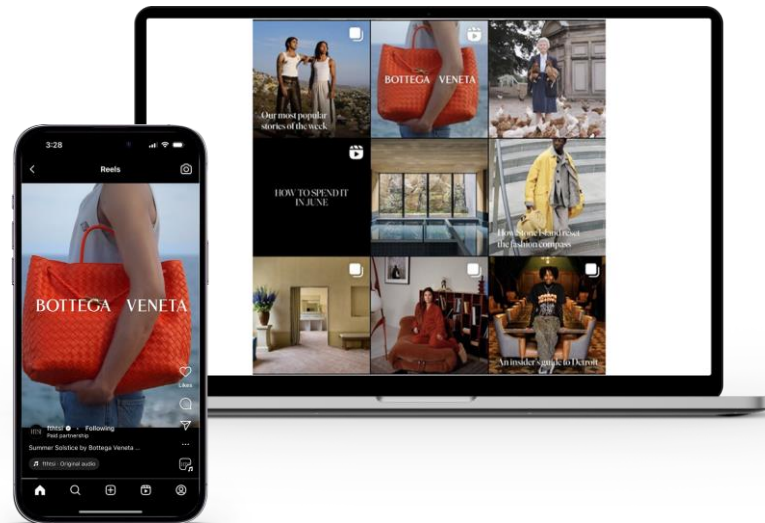
@fthtsi has grown 13% in the last 12 months with 223,986 followers

## Reach

The FT reaches \*3.4M followers across Instagram. Our combined Instagram followers have increased 7% YOY

## A Younger Feel

Instagram has the highest % of under 25 year olds of all FT platforms and is the most popular channel with a millennial and female audience.



## FT Audio Overview

FT Audio continues to go from strength to strength. Our podcasts now reach over 2.3m unique listeners every month.

We have refreshed **Tech Tonic**, which has now run multiple in-depth seasons that examined the big issues in technology, and **Behind the Money**, our weekly deep-dive into a key business news story

We've also launched a new branded content product from FT Partner Studio called **The Next Five**. All content is available on FT.com, the FT app, a wide range of podcast apps and the leading smart speakers.

5.3m

Monthly downloads to all FT podcasts, September 2024

4m

Monthly downloads to the FT News Briefing in September 2024

2.3m

Unique listeners to FT Audio in September 2024

9

Regular shows and 2 series podcasts covering news, UK and world politics, economics, personal finance, arts and culture and the world of work



## FT COMMERCIAL



### FT News Briefing

A concise daily briefing on the stories that matter, every weekday morning at 5am London time



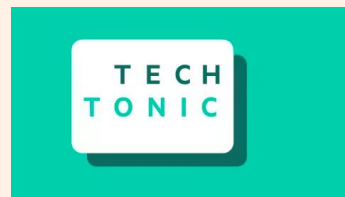
### Swamp Notes

The weekend edition of the FT News Briefing tailored for a global audience interested in the intersection of U.S. politics, economics, and culture



### The Rachman Review

A weekly discussion between the FT's chief foreign affairs commentator and a leading figure in global affairs



### Tech Tonic

A series of regular deep-dives that investigate the promises and perils of the new technological age



### Unhedged

A new twice weekly chat show about the goings-on in the world's financial markets, co-produced with Pushkin Industries



### Behind the Money

A regular deep dive into a major business news story, from the FT's network of global correspondents



### Political Fix

Every Saturday morning Lucy Fisher and the FT's political commentators dissect the week's goings-on in Westminster and beyond



### Portfolio Clinic with Claer Barrett

A six-part series podcast hosted by Claer Barrett, discussing major personal finance issues,



### Hot Money

A series of in-depth investigations following the money around the world's most opaque industries, co-produced with Pushkin Industries



### The Economics Show with Soumaya Keynes

The latest weekly podcast from the FT. Soumaya Keynes digs deep into the hottest topics in economics along with a cast of FT colleagues and special guests.

# Promoted Content Units

## What is it?

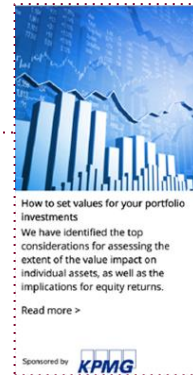
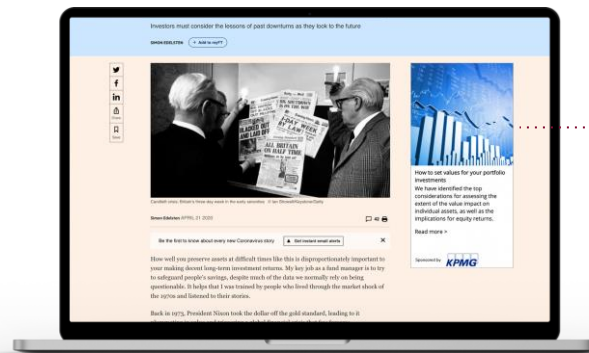
A natively designed MPU 300x250 (mobile, tablet, desktop), HP 300x600 (desktop, tablet), 970x250 (desktop) that promotes clients' offsite content. This is an 'off the shelf' FT solution for clients wanting to promote content that sits on their site. All you need is the article itself, image assets and promotional text copy.

## Where does it run?

On ft.com and the Web app in article and stream pages. FT readers, contextual (recommended minimum), behavioural and bespoke.

## Who does it work for?

Clients with 1-15 pieces of content, who aren't in the market for a content deal with the FT.



# Account-based marketing with the FT

## Targeting with first-party data

Account-based marketing (ABM) is the FT's latest commercial product offering that enables business-to-business marketers to create FT.com campaigns, exclusively to reach audiences at specific companies. Continuously improving our targeting, we are accelerating our capabilities in the ABM space, directly in response to clients' demands.

## Precise and efficient

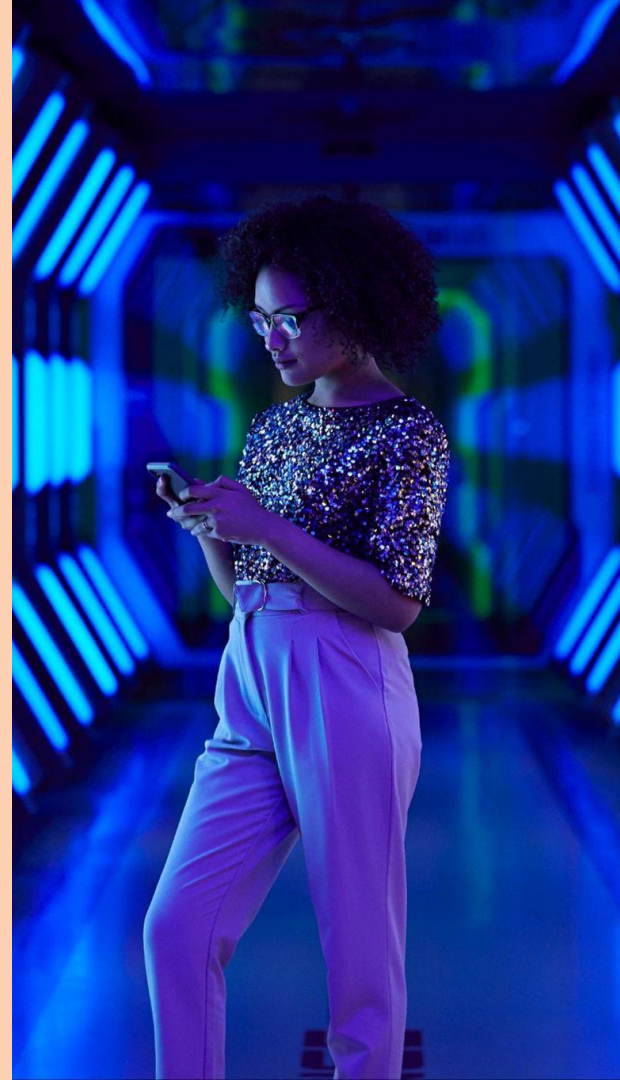
The ABM solution is built using company name and first-party data, and is wholly GDPR compliant. It ensures brand messaging is reaching the right audience to maximises the efficiency of spend, and can bring an additional layer of targeting on top of contextual and demographic options.

## Simple and quick

All that is needed is a list of target companies. This is cross-referenced with our ever-growing digital readership, providing clients rapidly with an estimated number of matches and impression counts.

## Easy reactivation

ABM can be implemented as an always-on component of your strategy, a service we offer to optimise our long-term partnerships. Audiences that have been previously targeted can be easily reactivated for future campaigns with the FT. New campaigns can be run with minimal setup time and crucially, implement retargeting strategies within an existing campaign.

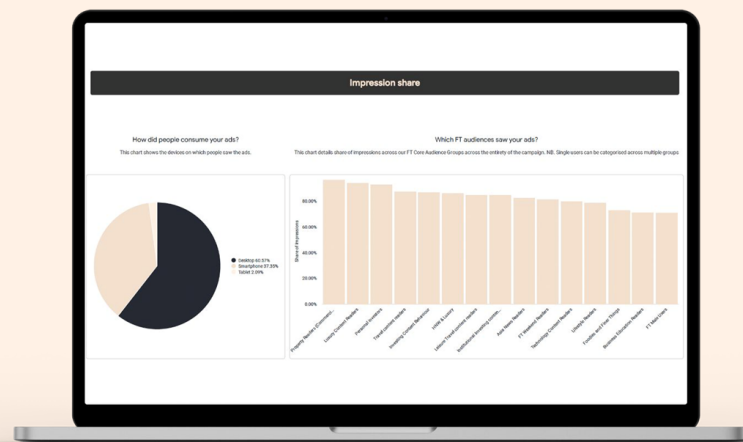
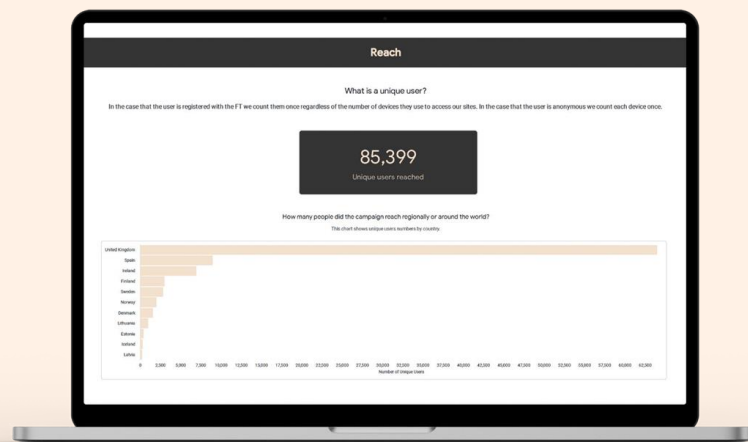


# Measurement



# Measurement

For all campaigns invested at £20k, we will produce a report giving insights on best performing variables in order to aid in optimisations for future campaigns.



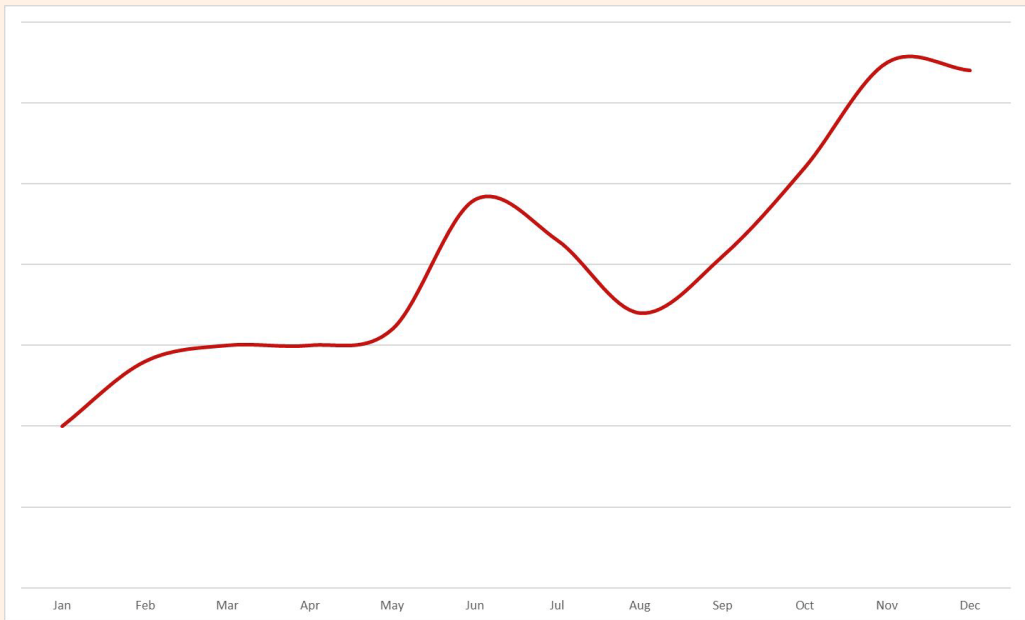


# Rates & How to Buy

BRACKEN HOUSE

# Pricing

FT.com is a subscription only site and therefore supply and demand is monitored very closely. There are various months of the year where our inventory sells out, and many other months where this gets very close. Therefore, our FT.com digital prices are a precise reflection of the demand we now see on our inventory. The prices fluctuate every month according to the changes in demand - we call this our 'FT Digital Dynamic Rate-card'.



# Direct and Programmatic

- All inventory can be bought direct
- No longer available on the open exchanges
- PMP & PG available – recommend any specific audiences are bought direct.
- Video formats are available to buy on a PG basis



# FT Group Portfolio

FT Group is a network buy across all FT's owned and operated sites. It can give you the scale you need at a much cheaper price, whilst still guaranteeing a high-quality audience. Cost - £20cpm net.



exec-appointments.com



THANK YOU