FT FINANCIAL TIMES

Digital at the FT

Contents

FT

Our Readers

FT

We collect 1st Party Data at Source

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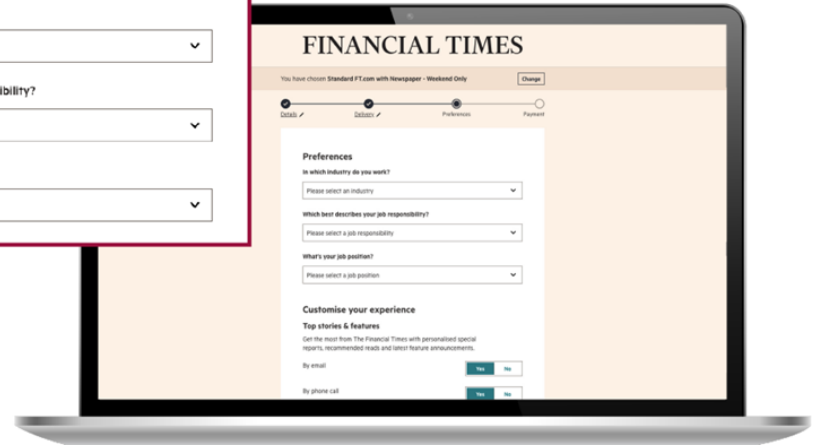

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This allows us to segment our audiences
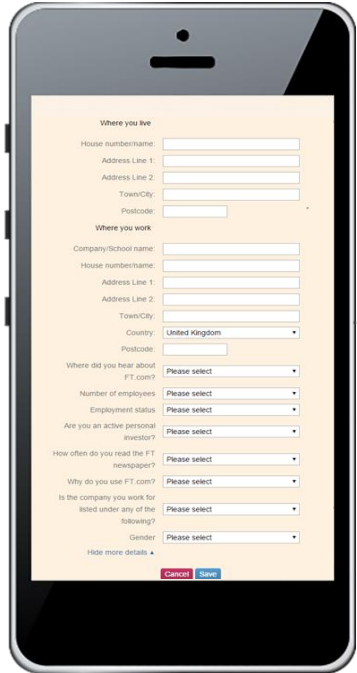
Our digital registration and subscription model means we have comprehensive, declared data on our elusive and desirable audiences.

This data is used to inform a bespoke campaign's structure, targeting and optimisation based on key campaign requirements.

1

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.

2

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.

3

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.

4

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.

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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	
Accountancy & Tax Advisory	Fund/Asset Management	Trade/Import/Export	Accounting/Finance	Marketing Communications/PR	Broker/Trader/Advisor	Program/Project Manager
Aerospace & Defence	Govt/Public Service/NGO	Transport/Logistics	Administration	Money/Portfolio Management	Business School Academic	Secretary/treasurer
Automobiles	Health & Pharmaceutical	Travel./Leisure	Broker/Trader	Private Investor	CEO/President/Chairman	Snr Manager/Department Head
Banking	Industrial goods & services		Buying/Procurement	Product Management/Development	Other C-Level (CFO/CIO/COO/CMO)	Technical/ Business Specialist
Basic Resources/Mining	Insurance		Export/International Sales	Operations	Consultant	VP/Director
Chemicals	IT/Computing		General Management	Research/Analysis	Diplomat/Senior Govt. officer	Analyst
Comm/publishing/media	IT/Tech/Telecoms		HR/Training	Risk Management/Compliance	Executive Management (EVP/SVP/MD)	Associate
Consulting and Business Services	Legal Services		IFA/Financial Advisor	Sales/Business Development	Manager/Supervisor	Gov't/Intl org official
Education/Academia	Oil/Gas/Mining		Insurance	Strategy/Planning	MBA Student	
Energy/Utilities	Personal & Household goods		Information Technology	Student	Other Management	
Engineering/Construction	Property		IT/Computing	Not working	Other Professional	
Financial Services	Retail		Knowledge Management	Telecommunications	Owner/Partner/Proprietor	
Food & Beverages	Telecommunications		Legal/Company Secretarial	Retired	Politician/Gov. Minister	

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Behavioural

| Segment	Description
Tech Readers	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.
Personal Investors	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).
HNW & Luxury	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.
Institutional Investors	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.
Influencers	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.
Business Education Readers	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.
Property - Commercial	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).
Property - Residential	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).

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	Ecnomic 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 Acitivites, Dining & Restaurants

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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
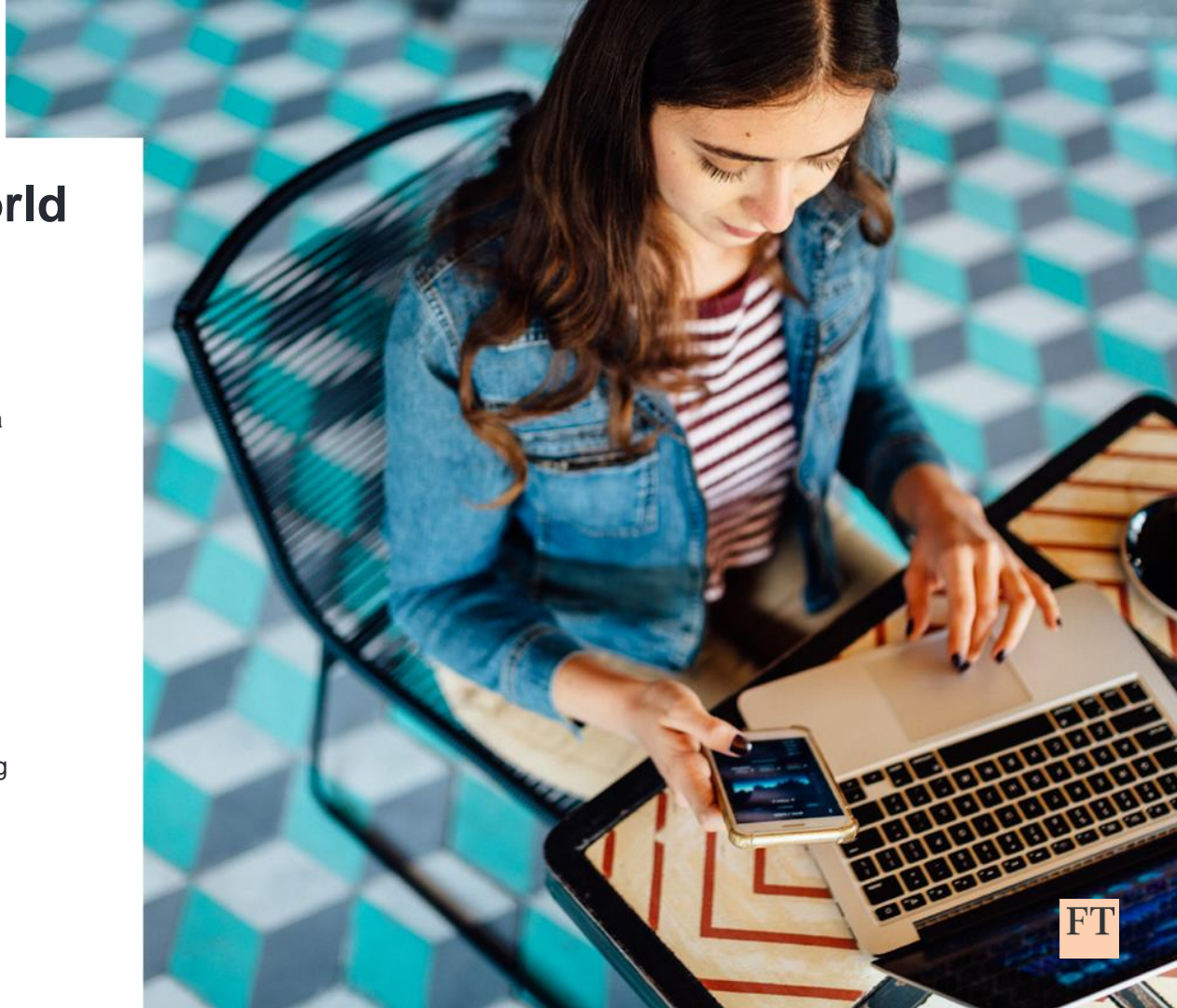
We can target our users while at work…

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.

60%

are business decision makers*

75%

work for an international company.*

32%

are C-suite executives*

Source: *Working readership only, FT Global Reader Survey 2022
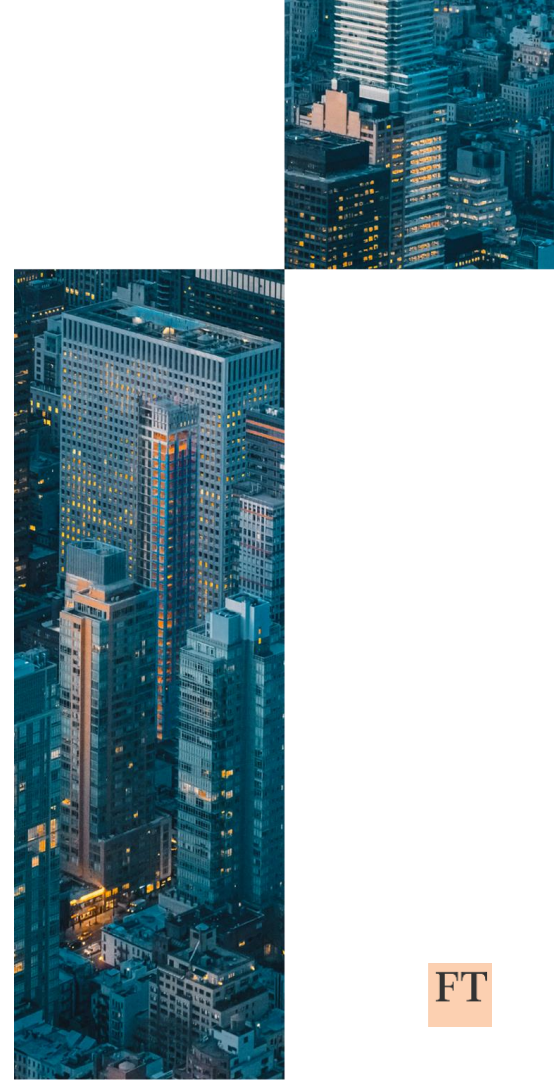
Or at home…

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.
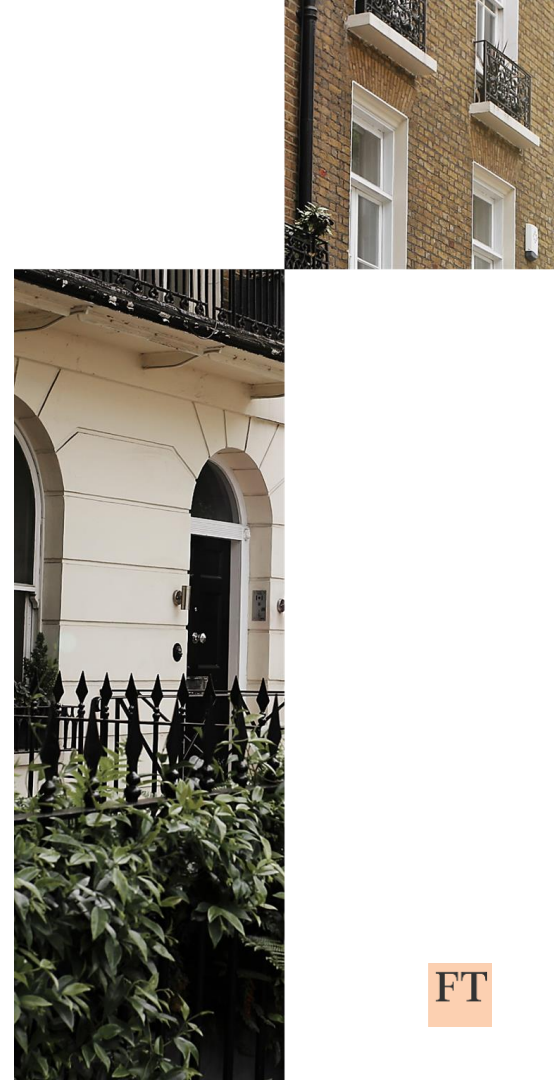
21%

are millionaires*

61%

Own luxury or designer clothing and footwear*

46%

have a property portfolio in excess of $1m (with an overall average of $3.14m)** 90% of all FT readers own real estate.*
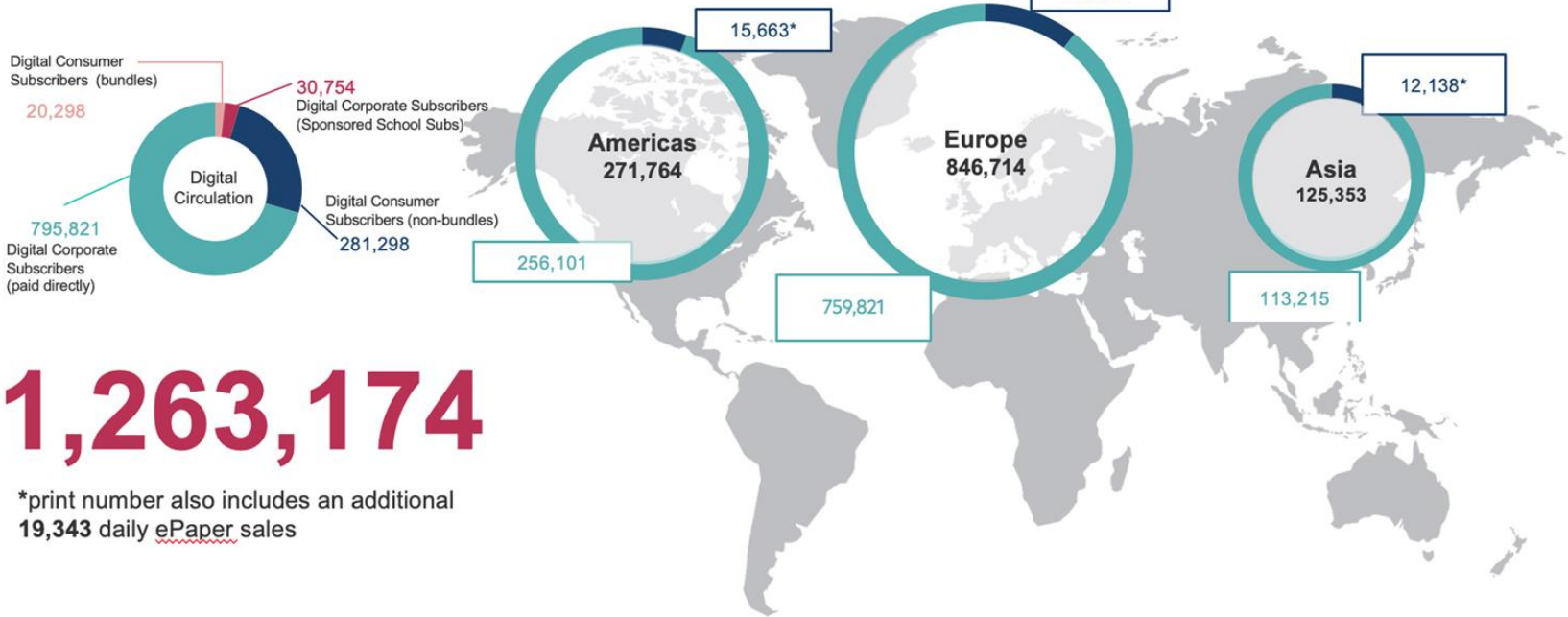
Source: *FT Global Reader Survey 2022, **Ipsos GBI 2020

Paid For Circulation

FULL YEAR 2022

■ **Print Circulation – WW 134,774** ■ **Digital Circulation - WW 1,128,400**

Digital Consumer
Subscribers (bundles)
20,298

30,754
Digital Corporate Subscribers
(Sponsored School Subs)

Digital
Circulation

Digital Consumer
Subscribers (non-bundles)
281,298

795,821
Digital Corporate
Subscribers
(paid directly)

**Americas
271,764**

15,663*

256,101

**Europe
846,714**

87,630*

759,821

**Asia
125,353**

12,138*

113,215

1,263,174

*print number also includes an additional
19,343 daily ePaper sales

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2022 Readership Profile

£221k
average income

17%	49%	17%
£250k+	£50k-£250k+	Up to £50k
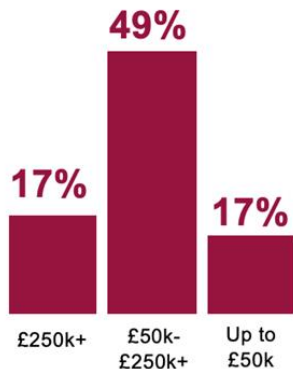
75%
are working adults

43%
Have been interviewed by TV, Radio or Press

21%
are millionaires

69%
are international business travellers*

Company size*

53%
In SME's (1-250 employees

46%
In large companies (1000 employees)

Senior positions*

60%
Business Decision Makers

41%
Senior Management

29%
C-suite

Demographics

49
average age

80%
Male

20%
Female

Source: FT Global Reader Survey 2022

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Print

6 month average (Jan-Jun 2021): 38,905 Mon-Fri UK&I circulation* 83,905 FT Weekend UK&I circulation* 555,000 UK monthly readership**

Digital

6 month average (Jan-Jun 2021): Mobile 67% of UK UUs in 2021 Desktop 29% of UK UUs in 2021 7,424,907 UK monthly visitors

Social

Our global social media audience now stands at over 28 million UK Social media audience

269,892

601,528

879,374

220,575

Audio

Average monthly listens 1,201,758

1 - FT News Briefing 863,119
2 - Payne's Politics 154,340
3 - FT Money Show 127,278
4 - The Rachman Review 29,431

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FT Social Audience Growth

Our global social media audience now stands at over 31.4 Million

Over 4 million followers

Over 3 million followers

Over 17.3 million followers

Over 7 million followers

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Our Content

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.
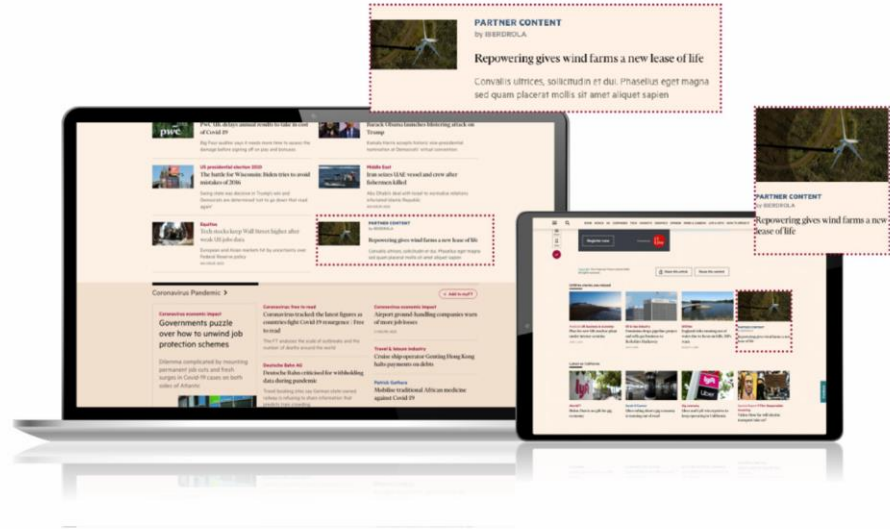
News by Email

Why are newsletters important?

1 High net worth individuals, often in C-level and other senior managerial positions are over-represented in the engaged newsletter reader cohort

2 11% The percentage of engaged subscribers who would not be engaged if it wasn't for newsletters (up from 7% in 2019)

3 Readers on monthly direct debits are 54% more likely to be retained if they are subscribed to a newsletter.

4 Engaged email users are predicted to stay as subscribers for an extra year vs non-email engaged users

5 Readers on a trial are 134% more likely to be retained if they are subscribed to a newsletter

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FT Audio Overview

FT Audio continues to go from strength to strength. Our podcasts now reach over 2.4m unique listeners every month.

In recent years we have launched the new Life and Art from FT Weekend podcast, helping listeners lead a better life, Working It, helping listeners work better, and Unhedged, a fast-paced twice weekly markets chat show

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.

6.5m

Monthly downloads to all FT podcasts, September 2023

5m

Monthly downloads to the FT News Briefing in September 2023

8

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

2.4m

Unique listeners to FT Audio in September 2023

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FT News Briefing

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

Life and Art from FT Weekend

Join Lilah Raptopoulos and a range of guests to discuss the latest in the arts, culture, food, drink, travel and how to live a good life - now twice a week

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

Money Clinic with Claer Barrett

Engaging and insightful coverage of the week's major personal finance issues, hosted by Claer Barrett

Working It

Expert analysis and watercooler chat about ahead-of-the-curve workplace trends, the big ideas shaping work today - and the old habits we need to leave behind

Hot Money

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

FT

# Promoted Content Units

What is it?
A natively designed 300x250 and/or 300x600 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.

FT
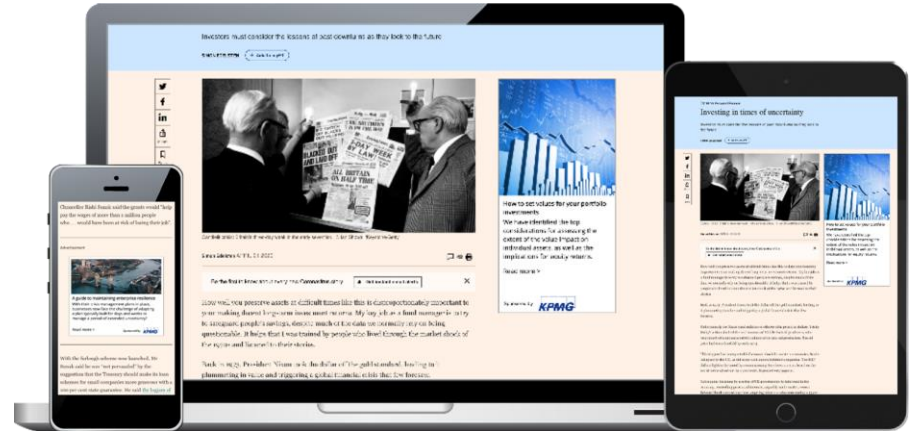
Account-based marketing with the FT

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.


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Video Formats

Mobile Outstream

• Outstream video is the primary display video advertising format for smartphones.
• The format allows advertisers to deliver video advertising within a publisher's article environment, in a non-intrusive and lightweight form.
• Can play videos of upto 15 seconds long
• Average CTR - 0.29%
• Available across all segments
• The luxury goods sector has a CTR of 0.48%
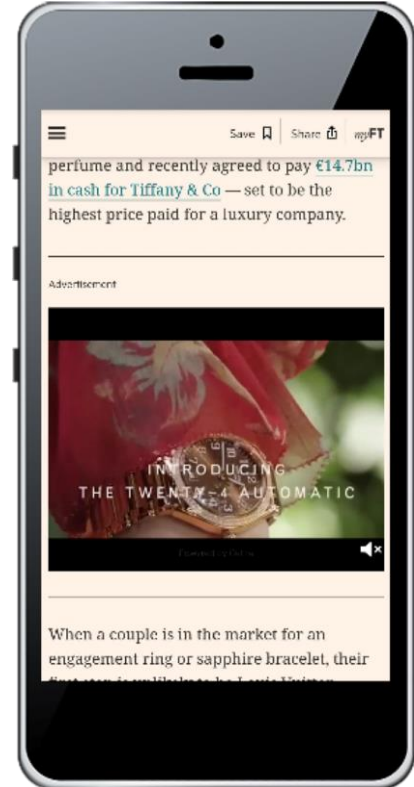
Vertical Mobile Audience

- Page dom format, offering an impactful brand experience
- Standard and Rich media can both run – fully reportable by 3rd party providers
- Demographic targeting alongside FT Readers is available
- Smartphone CTR - 0.23%
- Average in view time - 16.25 seconds
- Viewability rate - 79%
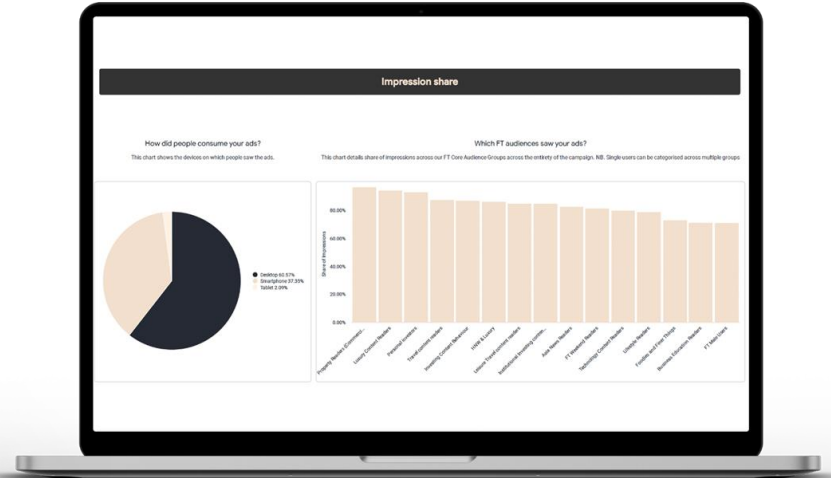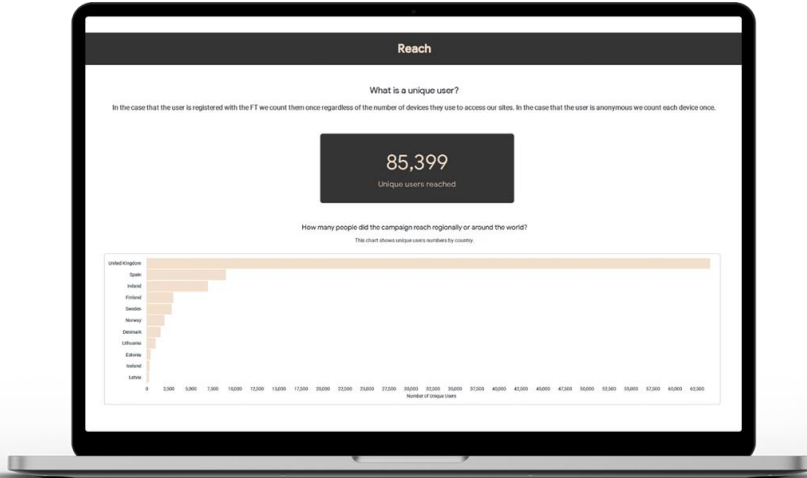- Commercial Banking and Legal attract the highest CTR
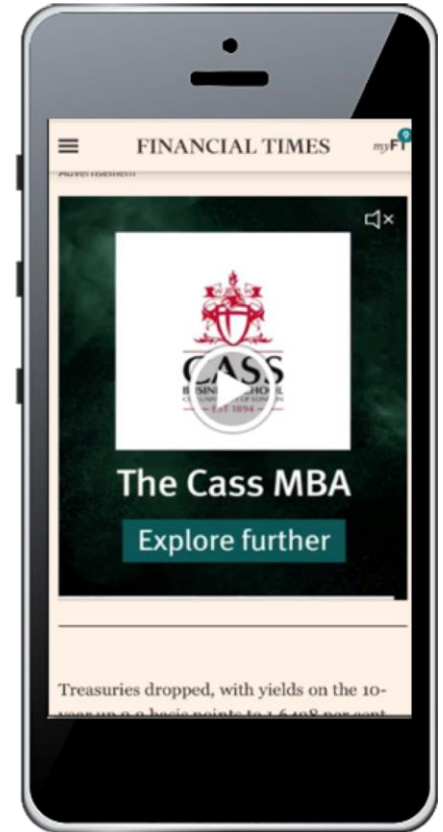
Measurement

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

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'.

Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sep   Oct   Nov   Dec
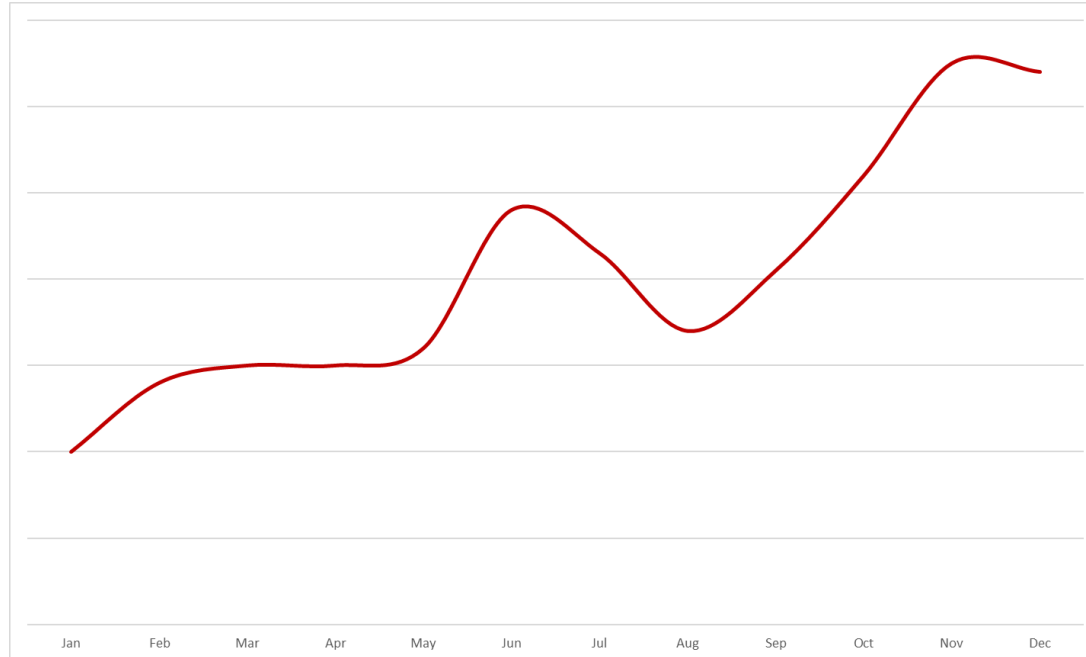
Direct and Programmatic

- 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.

FT FINANCIAL TIMES

Thank you

For more information please contact:
Julia Woolley
julia.woolley@consultants.ft.com
+44 (0) 7950 918864