

FT Wealth 2025

The ultimate guide for ultra
high networth individuals

Reach our readers

Summary

FT Wealth is the ultimate guide for HNWLs, is distributed 5 times a year within the worldwide circulation of the FT.

FT Wealth addresses the issues of unique importance to the extremely wealthy:

- Alternative Investments
- Succession planning
- Philanthropy/legacy
- Security
- Offshoring
- Wealth industry trends

FT Wealth is written for:

- Entrepreneurs
- Family business leaders
- People with dynastic wealth
- Advisers; private bankers, asset managers, lawyers and accountants
- Senior executives



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We want to talk to the wealthy in the language they use about the things that matter to them -- in business, philanthropy and family -- most. A new evolution of FT Wealth is the perfect place to do that.

JOSH SPERO, FT Wealth Editor

FT Wealth Readers

61

Average age

45%

are C-suites

71%

are involved in purchase
decision making

30%

work in finance

46%

live in UK, 22% live in the USA,
17% in continental Europe

£1.9m

million mean approximate
value of investment portfolio

£3.3m

average net worth

£330K

Average household income

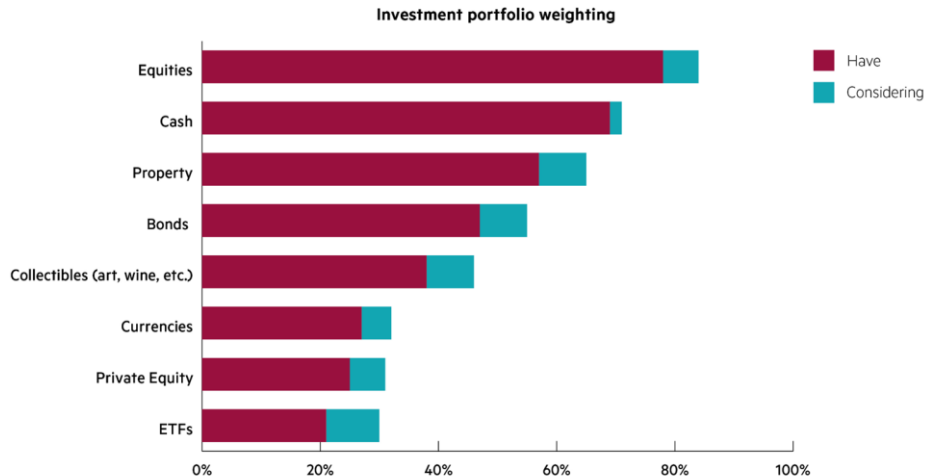
Source: FT Wealth readers pulse survey January 2022



Investment Focus

67% of FT Wealth readers believe the magazine's content improves their knowledge of personal finance and investment.

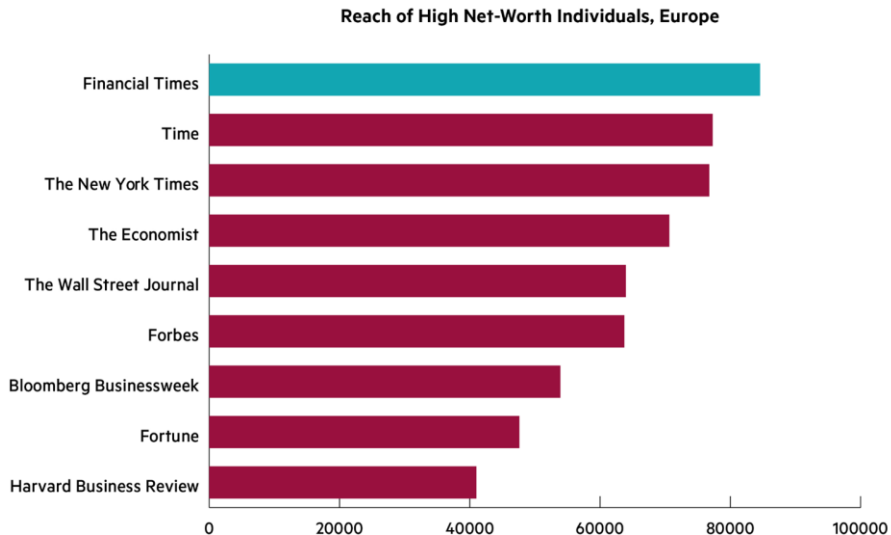
FT Wealth readers mainly split their portfolio between equities, cash and property, with ETF's, property and collectibles highest on their consideration list.



FT Wealth Reach

Reach of individuals with a net worth of \$1m+ in print, is the highest in Europe compared to all other business publications.

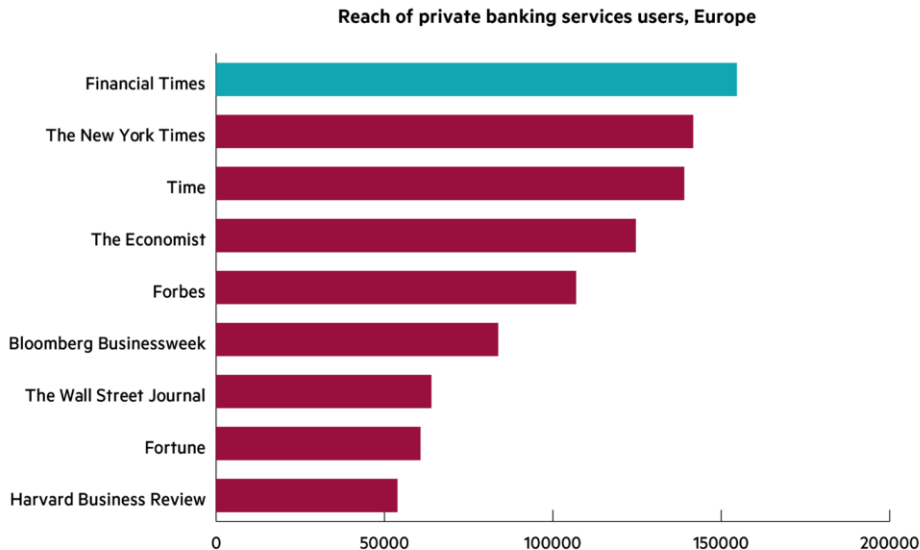
Source: GBI Global Business Influencers



Investment Focus

FT reaches 145,949 of all audience in the UK & Europe who use Private Banking services. This is 19,541 more than the nearest competitor.

Source: FT Wealth Readers Survey

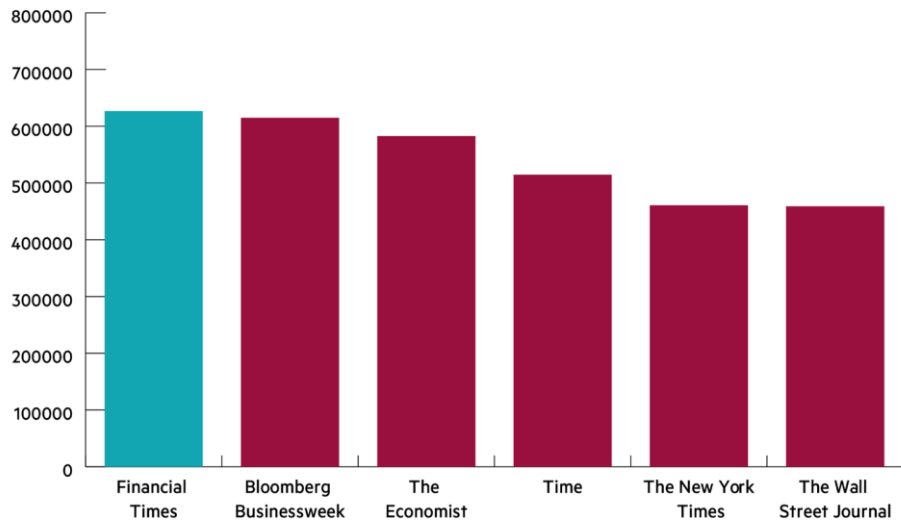


Why FT Wealth

The average income of FT readers in print is the highest compared to other business publications in the US.

In Asia, Financial Times reaches more than a quarter of total Business Elite audience in print (Avg. Net Worth \$1.3m)*.

Mean average personal income, print readers, US (\$)



Advertising Opportunities

BRACKEN HOUSE

Publication dates and deadlines

Publication date	Issue	Booking Deadline (9 weeks prior)	Copy Deadline (3 weeks prior)
30th May 2025	Issue 1	29th March 2025	7th May 2025
11th July 2025	Issue 2	9th May 2025	18th June 2025
5th September 2025	Issue 3	4th July 2025	13th August 2025
24th October 2025	Issue 4	22nd August 2025	1st October 2025
5th December 2025	Issue 5	3rd October 2025	12th November 2025



Rates

	World	Europe	US	Asia
Inside DPS 1	£70,829	£57,600	£19,016	£15,930
Inside DPS 2	£68,900	£56,498	£18,741	£14,497
DPS (Run Of Magazine)	£33,072	£27,560	£12,678	£7,717
Outside Back Cover	£42,167	£35,828	£13,229	£10,969
1st Right Hand Page	£36,104	£30,316	£11,906	£9,977
2nd Right Hand Page	£33,899	£27,836	£11,575	£9,095
Front Half Full Page	£25,906	£19,843	£7,992	£5,732
Run of Magazine	£23,150	£16,536	£7,166	£4,134



Rates

	World	Europe	US	Asia
Inside DPS 1	€96,788	€78,711	€25,985	€21,768
Inside DPS 2	€94,152	€77,204	€25,608	€19,810
DPS (Run Of Magazine)	€45,193	€37,660	€17,324	€10,545
Outside Back Cover	€57,621	€48,959	€18,077	€14,989
1st Right Hand Page	€49,336	€41,426	€16,270	€13,633
2nd Right Hand Page	€46,323	€38,037	€15,817	€12,428
Front Half Full Page	€35,402	€27,116	€10,922	€7,833
Run of Magazine	€31,635	€22,596	€9,792	€5,649



Rates

	World	Europe	US	Asia
Inside DPS 1	\$109,786	\$89,281	\$29,476	\$24,691
Inside DPS 2	\$106,796	\$87,572	\$29,048	\$22,469
DPS (Run Of Magazine)	\$51,262	\$42,718	\$19,651	\$11,961
Outside Back Cover	\$65,359	\$55,534	\$20,505	\$17,002
1st Right Hand Page	\$55,960	\$46,990	\$18,454	\$15,464
2nd Right Hand Page	\$52,543	\$43,145	\$17,942	\$14,097
Front Half Full Page	\$40,155	\$30,757	\$12,388	\$8,886
Run of Magazine	\$35,883	\$25,631	\$11,107	\$6,407



Client supplied insertion

Clients are able to run 16–32 page bound inserts within the FT Wealth Magazine.

Content needs to be provided by the client and must be marked as an 'advertising feature' throughout.

Following editorial approval all printing is managed by the FT.

For an additional cost we can provide extra copies for the clients own distribution.

£75,000 - per insert + Centre DPS must also be taken
£62,500 (WW rate)

We can enhance any campaign by placing up to 10,000 additional copies of the magazine in a bespoke cover wrap and place as required. Additional cost attached with more information available upon request.



King Best,
Managing Partner
Pictet Group

Foreword

Pictet has a tradition of serving wealthy families for over 150 years, for the prosperity of future generations. We are proud to support the Financial Times magazine with the launch of this supplement for FT Wealth, which shares some of our latest expertise and thoughts on the future. No-one's family is the same, and no one is the family office which manages their wealth. However, all are influenced by aspects of the external environment. In this edition we look at sustainability, as a concept, which has many implications, not just for the successful transmission of family wealth, but also for the impact of business, investment and technology on the environment and society. We hope that you find this supplement interesting and helpful in dealing with the future challenges that your family will inevitably face in managing its wealth.

This change has triggered considerable interest from wealthy individuals and their families – especially from the 'next generation' – and has major implications for investors and family offices. But, the idea of 'sustainability' reaches far and wide, and this is what we are looking to tackle in this year's supplement. We will explore what sustainability means through the lens of family governance, investment governance and operational governance: the three pillars of a family's system. Pictet experts can lighten solutions to the complex challenges which families face in managing and safeguarding their assets for the longevity of a family's legacy and to encourage rising generations.

Complementing their expertise, Professor from Lundberg and Dr. Wendy Ulfach provide insights into family businesses, on the importance of nurturing the emotional as well as the business transmission of a family. The two highest-net-worth families share with us their own generational heritage, which has enabled across decades and time, to finally establish a unique, dazzling legacy. And how about the significance of people supporting the families?

Introduction

What teachings can we draw in setting up a dedicated family structure from Kyrrethel (Richard) Kim, the Managing Director of an Asian Single-Family Office? What can we learn from Yoshiko's Vanyers who converted a dream and managed to follow his passion such that today his Pictet trust is a flagship for the UK's sustainable development funds?

We are also delighted to have the thoughts of two investment professionals on international digitalisation, leader on climate change as well as an academic, former governor of the Bank of England, Christiana Figueres shares with us her views on a sustainable low-carbon future, and Mary King gives his opinion on the future of central banks and the economy.

Finally, three other leading professionals offer their insights on their distinct, alternative money-management strategies. Richard Mark discusses his family business and their attitude to value creation through the real estate sphere – from New York to the world and into the future of cities. The Brazilian Leonardo Lencina explains how he merged certain attributes to help social entrepreneurs and various causes through impact investing. And Martin Ljunggren, co-founder and partner at Atomium, transports us into the future through his venture capital experience.

The world is experiencing exponential growth and change, where growing populations and individual capabilities will offer us vibrant diversity in regions, divisions and markets. Today, current and future generations must challenge their adaptability, responsibility and accountability to ensure true global sustainability.

Pictet editorial team

FAMILIES & MULTI-GENERATIONAL WEALTH



FAMILY GOVERNANCE
How can families ensure wealth is passed on to the next generation? What are the key challenges and solutions for family governance?

INVESTMENT GOVERNANCE
How can families ensure their investments are managed effectively? What are the key challenges and solutions for investment governance?

OPERATIONAL GOVERNANCE
How can families ensure their operations are managed effectively? What are the key challenges and solutions for operational governance?

THANK YOU

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