

Digital at the FT

2026

Reach our readers

Contents

- 01 Our Readers
- 02 Our Reach
- 03 Our Content
- 04 Video Formats
- 05 Measurement
- 06 Rates & How to Buy



Our Readers



We collect 1st party data at source

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.

Customise your experience

In which industry do you work?*

Please select an industry

Which of the following best describes your job responsibility?*

Please select a job responsibility

What's your job position?*

Please select a job position

Job title

Area of responsibility

Industry

1st

Ipsos Global Business
Influencers Study

14m+

The FT.com pay wall and
registration model allows us to
have detailed 1st party data on
over 14 million registered users.

500

Global Journalists

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

User Industry	Area of Responsibilities	Business Position
- Accountancy & Tax Advisory - Fund/Asset Management - Trade/Import/Export - Aerospace & Defence - Govt/Public Service/NGO - Transport/Logistics - Automobiles - Health & Pharmaceutical - Travel/Leisure - Banking - Industrial goods & services - Basic Resources/Mining - Insurance - Chemicals - IT/Computing - Comm/publishing/media - IT/Tech/Telecoms - Consulting and Business Services - Legal Services	- Education/Academia - Oil/Gas/Mining - Energy/Utilities - Personal & Household goods - Engineering/Construction - Property - Financial Services - Retail - Food & Beverages - Telecommunications	- Broker/Trader/Advisor - Program/Project Manager - Business School Academic - Secretary/treasurer - CEO/President/Chairman - Senior Manager/Department Head - Other C-Level (CFO/CIO/COD/CMO) - Technical/ Business Specialist - Consultant - VP/Director - Diplomat/Senior Govt. officer - Analyst - Executive Management (EVP/SVP/MD) - Associate - Manager/Supervisor - Gov't/Intl org official - MBA Student - Other Management - Other Professional - Owner/Partner/Proprietor - Politician/Gov. Minister

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

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

Formats Standard IAB



Format

Pixels

Standard Leaderboard

728x90



Format

Pixels

Super Leaderboard

970x90

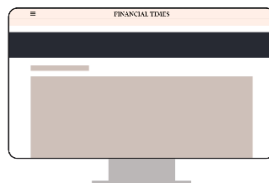


Format

Pixels

Half-Page

300x600



Format

Pixels

Billboard

970x250

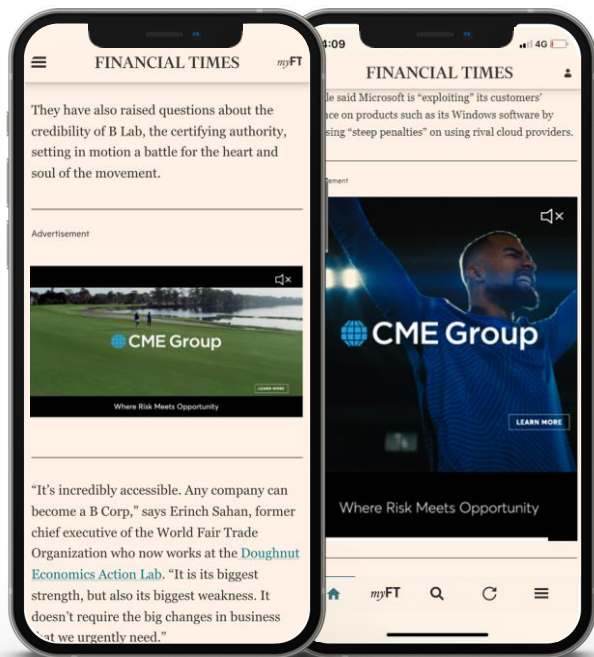


Format

Pixels

MPU

300x250



Vertical Mobile

- Higher Screen Real Estate, offering an impactful brand experience
- 4:5 fixed aspect ratio responsive format
- Full targeting capabilities enabled
- Available through PG - Publisher managed creative
- Average in-view time of 6 seconds
- Average CTR of 0.38% and VCR of 0.25% (based on 15s video)

Mobile Outstream

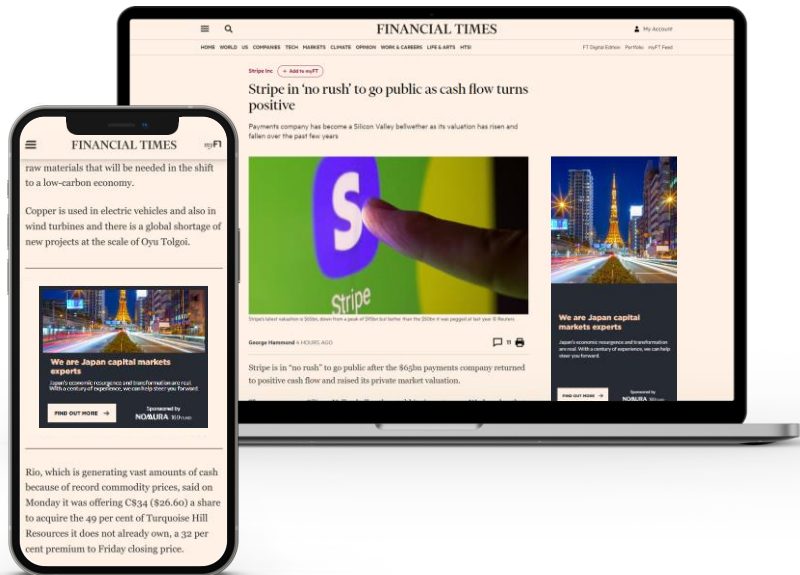
- In article mobile video - 6 or 15 secs
- Lux and HNW videos recorded a 50% completion vs 21% across all sectors
- 16:9 aspect ratio
- Full targeting capabilities enabled
- Available through PG - Publisher managed creative
- Average CTR of 0.22% and VCR 0.30% (based on 15s video)

Promoted Content Unit

- FT.com and app.
- Cross platform - MPU (mobile, tablet, desktop), HP (desktop, tablet), BB (desktop).
- Delivered in both Stream and Article pages.
- Native style to promote client content.
- Associated with trusted FT journalism in a safe news space.
- Client simply provides image and text assets for FT PCU design (logo optional).
- Full targeting capabilities enabled
- Available through PG - FT to upload creative.
- Formats: Billboard, Half Page and MPU

Key Metrics

- Time in view (dwell time) - 15.25s
- Viewability - 84.08%
- CTR - 0.10%



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

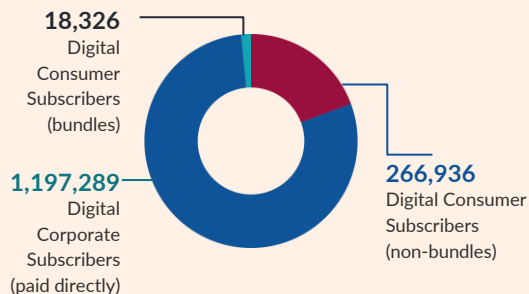


Paid for circulation

FULL YEAR 2025

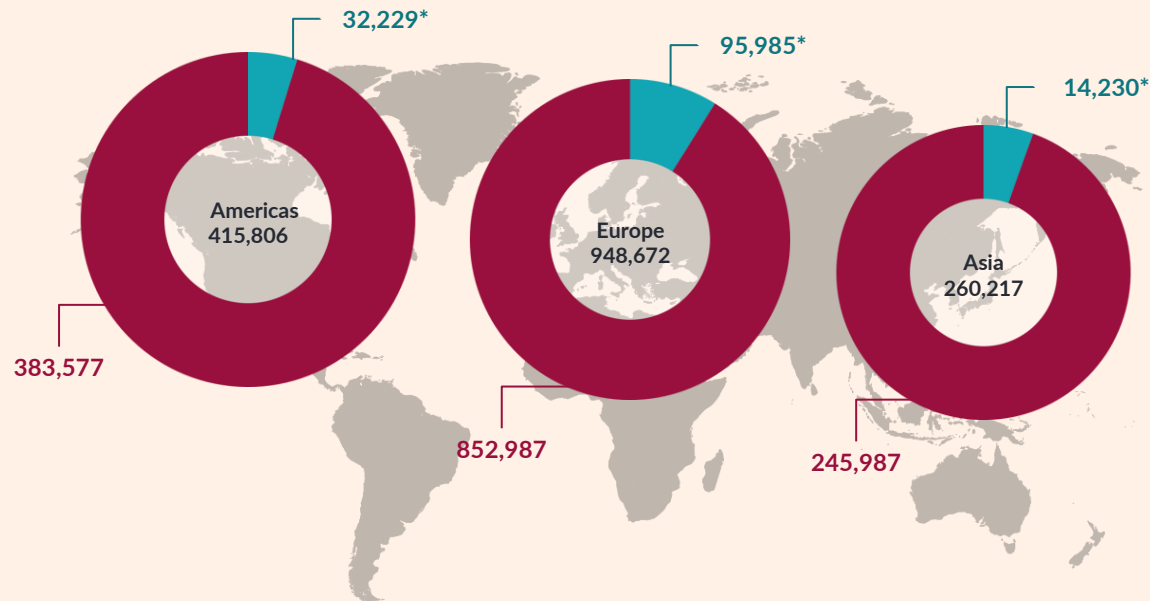
■ Digital Circulation - WW 1,482,551

■ Print Circulation - WW 142,144



1,624,695

*print number also includes an additional
37,467 daily digital edition sales



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

UK circulation 2025 average*

52,752
FT Weekday

95,049
FT Weekend

600,069
Monthly Print Readership



UK Digital

2025 average*

6,200,968
Average Monthly Unique Users

25,453,861
Average Monthly Visits

83,290,888
Average Monthly Page Views



Global Social

Social media audience 2026

 **4,636,028**

 **6,449,838**

 **7,719,193**

 **4,520,499**

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



Global Audio

Top 4 FT podcasts***

1. FT News Briefing 4.14M

2. Unhedged 523K

3. Behind the Money 286K

4. The Economics Show 279K

5,905,763 Global Listens
2,801,658 Unique Listens

FT Social Audience Growth

Our global social media audience now stands at over 23.3 Million



Over 4 million
followers



Over 4 million
followers

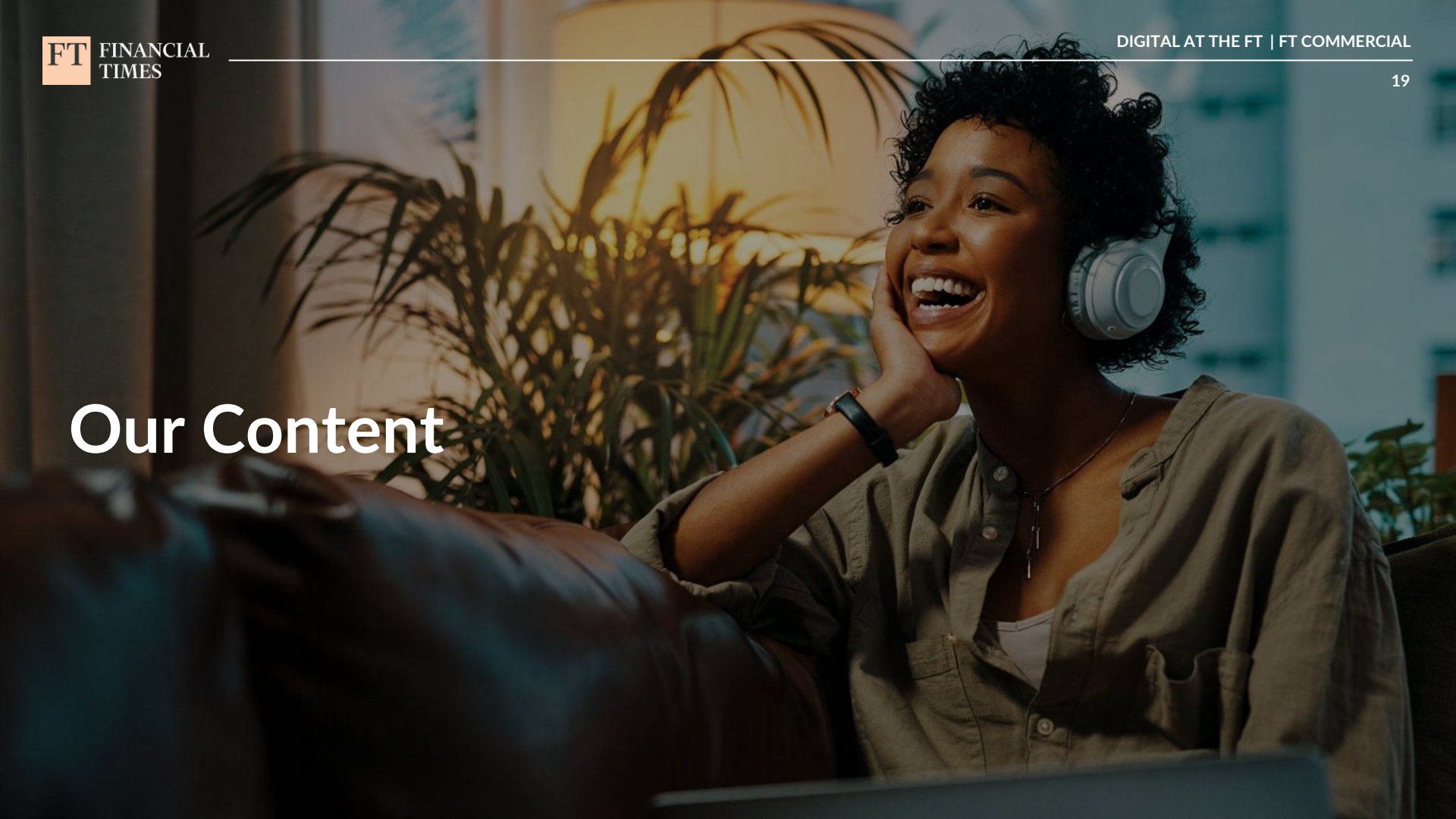


Over 6 million
followers



Over 7 million
followers

Our Content



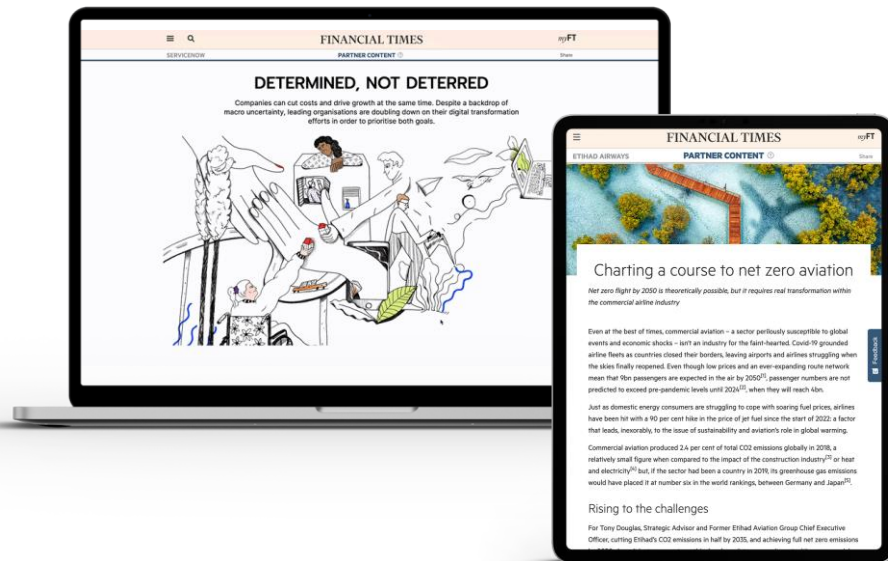
Partner Content with the Financial Times

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.



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.

The Newsletters

Introducing the newsletters

Breaking News
State of Britain
Business School Insider
Newswrap
Editor's Digest
Europe Express
Fashion Matters
FirstFT Americas
FirstFT Asia
FirstFT Europe/Africa
FT Asset Management
FT City Bulletin
FT Exclusive
FT Opinion
Sort Your Financial Life Out with
Claer Barrett
India Business Briefing

FT Schools Digest
FT Swamp Notes
FT Weekend
Editor's Choice
The Lex Newsletter
Full Disclosure
House & Home Unlocked
HTSI
Inside Politics
Long Story Short
Free Lunch
One Must-Read
The Week Ahead
Trade Secrets
Due Diligence
White House Watch

[*Climate Graphic: Explained](#)

[*Scoreboard](#)

[*Energy Source](#)

[*Unhedged](#)

[*Working It](#)

[*Moral Money](#)

**Minibrand newsletters that are sold
as part of a minibrand package.
See individual decks for pricing.*

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

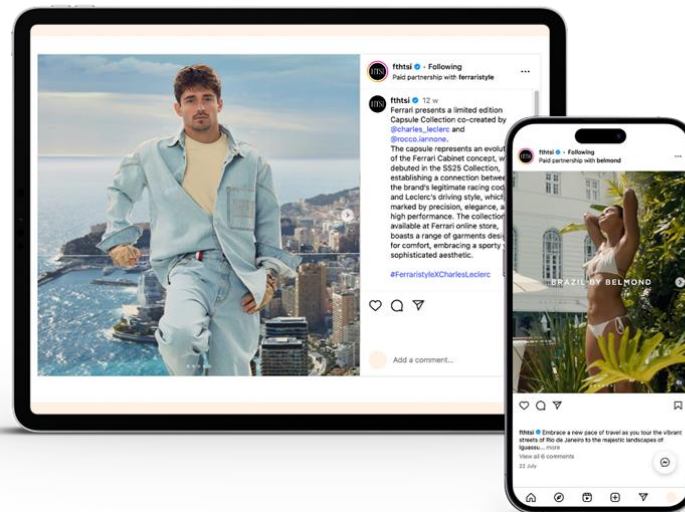
@fthtsi has grown 10% in the last 12 months with 397,000 followers

Reach

The FT reaches *4.5M followers across its main account on Instagram. This has increased 17% 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

5,460,000

Monthly average downloads to all FT podcasts (Sept, Oct, Nov 2025)

3,840,000

Monthly average downloads to the FT News Briefing (Sept, Oct, Nov 2025)

2,610,000

Average Monthly Unique listeners to FT Audio (Sept, Oct, Nov 2025)

7

Regular shows and 2 series podcasts covering news, business, markets, US/UK and world politics, economics, and technology.

FT Audio continues to go from strength to strength. Our podcasts now reach over 2.6m unique listeners every month.

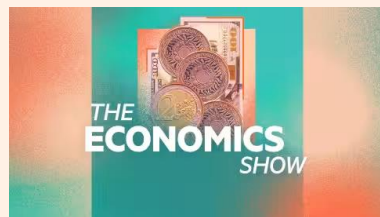
Plans are in place to expand the FT's podcast presence on YouTube, with our new **The Story of Money** show launching on the platform in April with **Unhedged** following in May

FT Partner Studio-produced **The Next Five** podcast continues to grow, with a total of 12 diverse episodes being produced over the last 12 months. All content is available on FT.com, the FT app, a wide range of podcast apps and the leading smart speakers.



FT News Briefing

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



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.



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



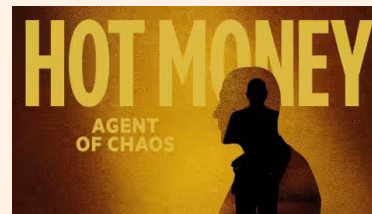
Unhedged

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



Political Fix

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



Hot Money

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



The Next Five

Tom Parker from the FT Partner Studio hosts a series of discussions with industry experts about how our world might change in the next five years in their industry or field of expertise.

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

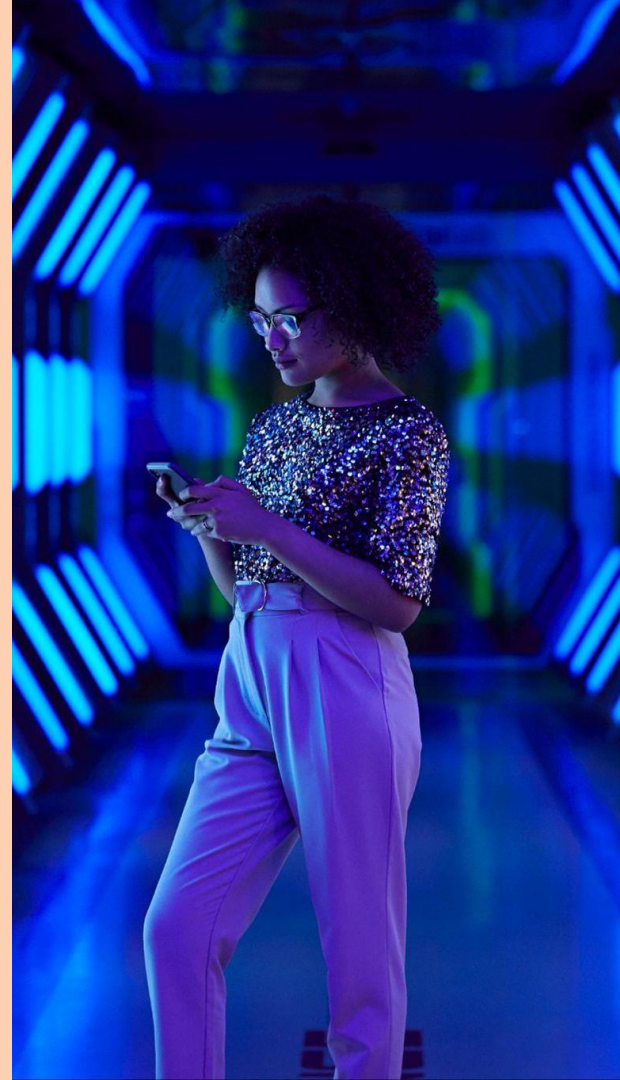
The ABM solution is built using company name and first-party data, and is wholly GDPR compliant. It ensures brand messaging is reaching the right audience to maximises the efficiency of spend, and can bring an additional layer of targeting on top of contextual and demographic options.

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.

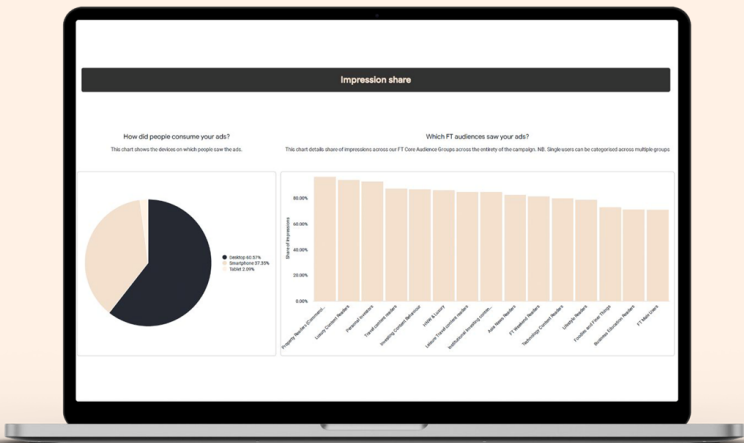
Easy reactivation

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

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.

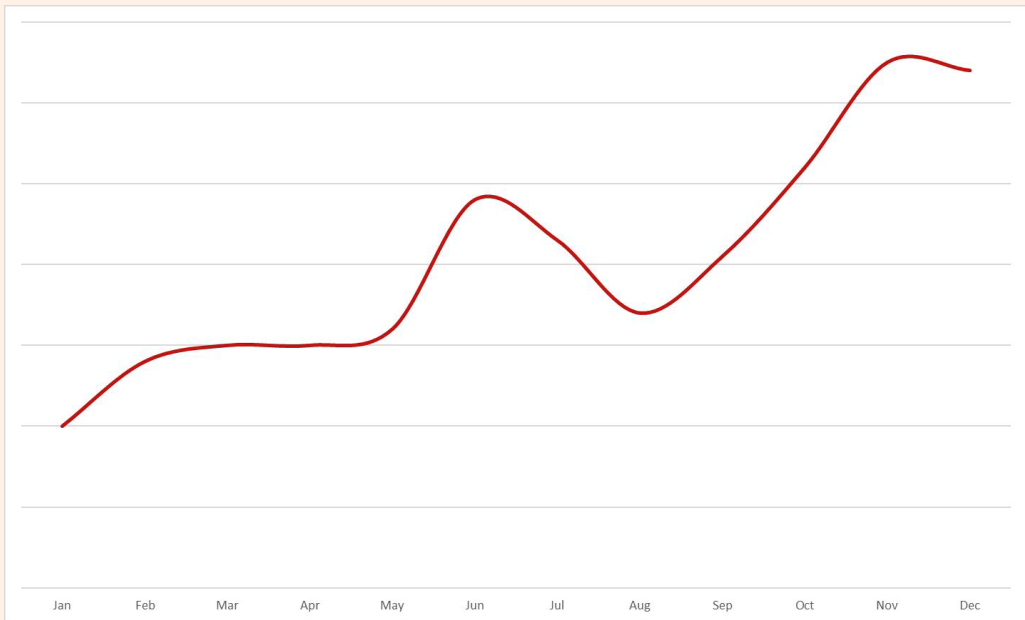


Rates & How to Buy

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

Julia Woolley

julia.woolley@consultants.ft.com
07950 918864