



FT Audio Commercial Opportunities

2026

Reach our listeners



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 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



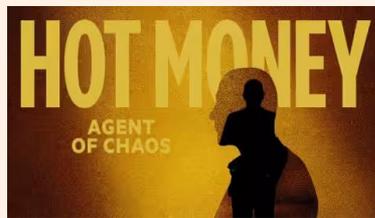
Unhedged

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.

FT News Briefing



FT News Briefing is a rundown of the most important global business stories you need to know for the coming day. Hosted by Marc Filippino, Sonja Hutson and Victoria Craig. Available every weekday morning before 6am London time.

Marc Filippino, FT News Briefing Host and Producer



Monthly Downloads
3,835,442



Rated 4.8 on Spotify
(6K reviews!)



Top 3 regions
30.5% US
29.1% UK
20.1% EU (Excl UK)



Monthly Unique Listeners
1,972,840

Audience Profile

Business professionals, executives, and anyone with a keen interest in global business. Likely appeals to individuals working in finance, consulting, and various industries requiring up-to-date business insights.

Frequency

Every Weekday Morning at 5am

Sponsorship

- Sponsorship runs for a minimum of one week.
- Sponsorship guarantees 100% share of voice of the pre-roll position only, 30s ad, can be geo-targeted.

Source: Monthly Downloads Insights from Acast (Sept, Oct, Nov averages 2025)
N.B. = Audience insights is from Acast app, which equates for less than 2% of listeners

Rachman Review



Gideon Rachman, the Financial Times chief foreign affairs columnist, takes you with him on his travels, as he meets the decision-makers and thinkers who are shaping world affairs.

The Rachman Review gives you the chance to listen in on his reflective and often probing conversations with politicians, intellectuals and analysts around the globe.

Gideon Rachman is the FT chief foreign affairs commentator and the editor and host of The Rachman Review podcast.



Monthly Downloads
214,118



Rated 4.7
on Spotify



Top 3 regions
29.9% EU (Excl UK)
25.4% UK
14.5% US



Monthly Unique Listeners
139,383

Frequency

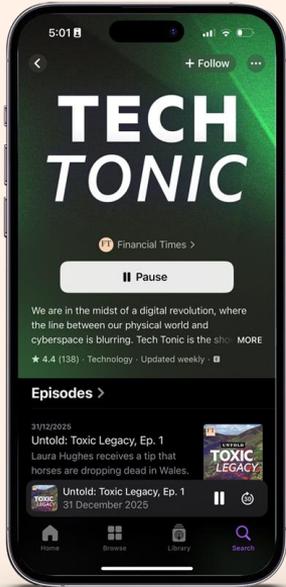
Every Monday

Sponsorship

- Sponsorship runs for a minimum of one week.
- Sponsorship guarantees 100% share of voice of the pre-roll, 30s ad, can be geo-targeted UK, US, ROW.

Source: Monthly Downloads Insights from Acast (Sept, Oct, Nov averages 2025)
N.B. = Audience insights is from Acast app, which equates for less than 2% of listeners

Tech Tonic



We are in the midst of a digital revolution, where the line between our physical world and cyberspace is blurring. Tech Tonic is the show that investigates the promises and perils of this new technological age...each season focuses on a big issue in technology and how it's impacting business and society.



Monthly Downloads
94,860



Rated 4.8
on Spotify



Top 3 regions
29.4% UK
22.9% EU (Excl UK)
16.7% US



Monthly Unique Listeners
58,495

Frequency

Limited Series

Sponsorship

- Series sponsorship only: Sponsorship of a full season for a three-month period (up to 6 episodes).
- Sponsorship guarantees 100% share of voice of the pre-roll and post-roll position, 30s ad, can be geo-targeted UK, US, ROW.

FT Unhedged



Katie Martin, Robert Armstrong and other markets nerds at the Financial Times explain the big ideas behind what's happening in finance right now.

The Unhedged Podcast offers smart market insight with an easy, conversational style – FT experts breaking down what's moving finance, with plenty of personality, humour and straight-talk along the way.



Monthly Downloads
455,217



Rated 4.9
on Spotify



Top 3 regions
35% UK
20% US
18.8% EU (Excl UK)



Monthly Unique Listeners
257,706

Frequency

Every Tuesday and Thursday

Sponsorship

- Sponsorship runs for a minimum of one week.
- Sponsorship guarantees 100% share of voice of the pre-roll and mid-roll position only, 30s ad, can be geo-targeted.

Political Fix

The Financial Times takes you into the corridors of power to unwrap, analyse and debate British politics with a regular lineup of FT correspondents and informed commentators.



Monthly Downloads
193,211



Rated 4.7
on Spotify



Top 3 regions
66.8% UK
11.8% EU (Excl UK)
7.2% US



Monthly Unique Listeners
117,741

Frequency

Every Friday

Sponsorship

- Sponsorship runs for a minimum of one week.
- Sponsorship guarantees 100% share of voice of the pre-roll position only, 30s ad, can be geo-targeted.

Source: Monthly Downloads Insights from Acast (Sept, Oct, Nov averages 2025)
N.B. = Audience insights is from Acast app, which equates for less than 2% of listeners

The Economics Show with Soumaya Keynes



The Economics Show with Soumaya Keynes is a weekly podcast from the FT packed full of smart, digestible analysis and incisive conversation. Soumaya digs deep into the hottest topics in economics along with a cast of FT colleagues and special guests. Come for the big ideas, stay for the nerdy!

The Economics Show also regularly hosts special seasons looking at macro trends in the world economy, with invited guests, such as the recent series of “Wolf / Krugman Exchange” interviews published in audio and on YouTube.



Monthly Downloads
283,276



Rated 4.7
on Spotify



Top 3 regions
24.5% UK
23.4% EU (Excl UK)
21.1% US



Monthly Unique Listeners
185,827

Frequency

Every Monday

Sponsorship

- Sponsorship runs for a minimum of one month.
- Sponsorship guarantees 100% share of voice of the pre-roll position, 30s ad, can be geo-targeted UK, US, ROW.

The Next Five



The Next Five is a dynamic discussion series with industry leaders, exploring how key sectors may evolve over the next five years. It offers a unique platform for engaging audiences over an extended period, with deep-dive conversations featuring thought leaders alongside other experts.



Topics Covered so far...
Digital Currencies, Ocean Preservation, AI Advancements, Future of Food and Beverage



Awards
Best Partner Podcast at the Publisher Podcast Awards in 2025



Engagement
Estimated 15-20K user interactions per episode, including downloads, listens, page views, and video views



Listening Time
Each listener tunes into 70% of every episode

Frequency

Released Weekly

Sponsorship

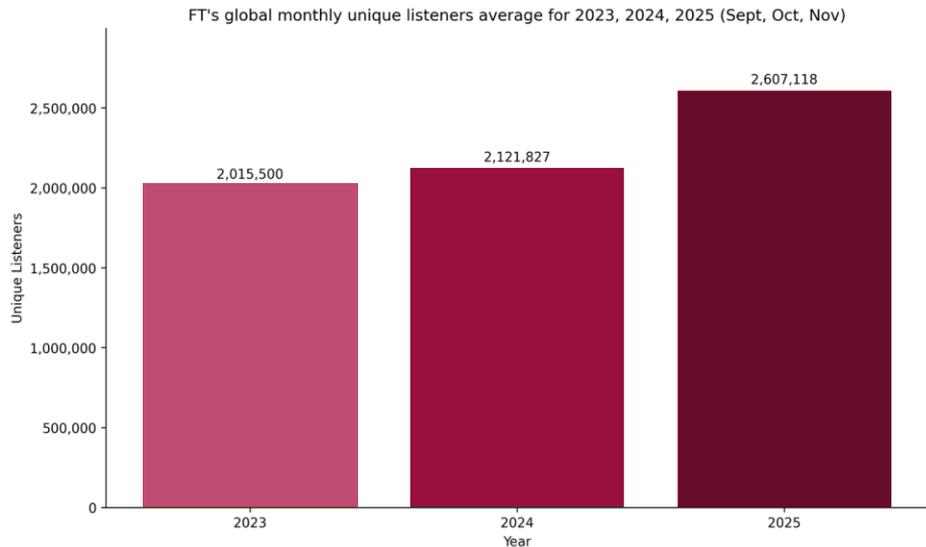
- One 20-minute episode of The Next Five
- Hosted on its own dedicated page within The Next Five hub on FT.com
- Published into The Next Five show feed and distributed across major platforms, including Apple Podcasts, Spotify, and more

Audience

A person is seen from behind, wearing large black headphones. They are looking out over a vast body of water towards a range of mountains under a soft, hazy sky, suggesting a sunset or sunrise. The overall mood is contemplative and serene.

The FT's global audience of audio listeners is growing

FT's global audience of audio unique listeners



FT Audio Network

Monthly average unique device reach by country

Country	UL 2025
UK	846,031
US	774,528
Germany + Switzerland + Austria	184,563
France	58,755
Belgium + Netherlands + Luxembourg	85,874
Spain + Italy + Portugal	115,235
Hong Kong + Singapore	67,505



Our European audience is growing

2023/2024/2025 - Monthly unique device reach by country

Country	UL September 2023	UL September 2024	UL September 2025	2024/2025 Annual growth
France	46,366	57,268	68,251	+19%
Germany	80,310	98,561	121,581	+23%
Spain	37,626	46,055	59,423	+29%
Switzerland	43,587	55,957	66,899	+19%
Ireland	55,452	67,146	91,108	+36%



Our audience in Asia is growing too

2023/2024/2025 - Monthly unique device reach by country

Country	UL September 2023	UL September 2024	UL September 2025	2024/2025 Annual growth
Australia	46,543	49,650	62,969	+27%
Singapore	34,156	37,103	39,538	+7%
India	30,997	39,815	40,713	+3%
HK	27,901	31,149	33,678	+9%
Japan	28,973	32,141	38,765	+21%



THANK YOU

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