

# FT Fund Management Media Kit

2026

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Reach our readers

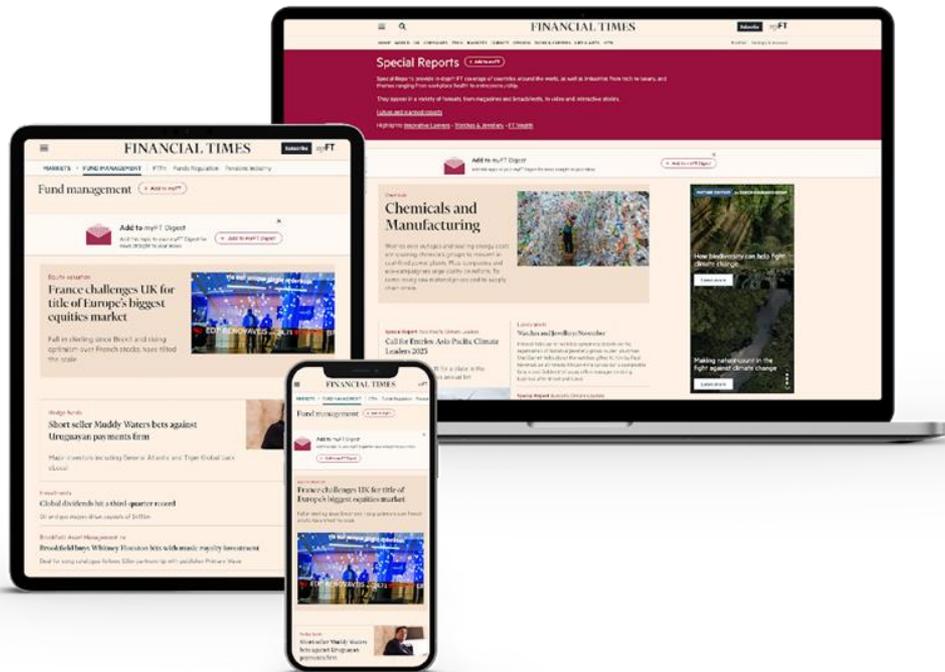
# FT Fund Management

FT Fund Management is the voice of the global fund management industry and the key hub on FT.com for pension scheme managers, trustees and consultants. It provides sharp analysis, debate and thought leadership to those making institutional investment decisions.

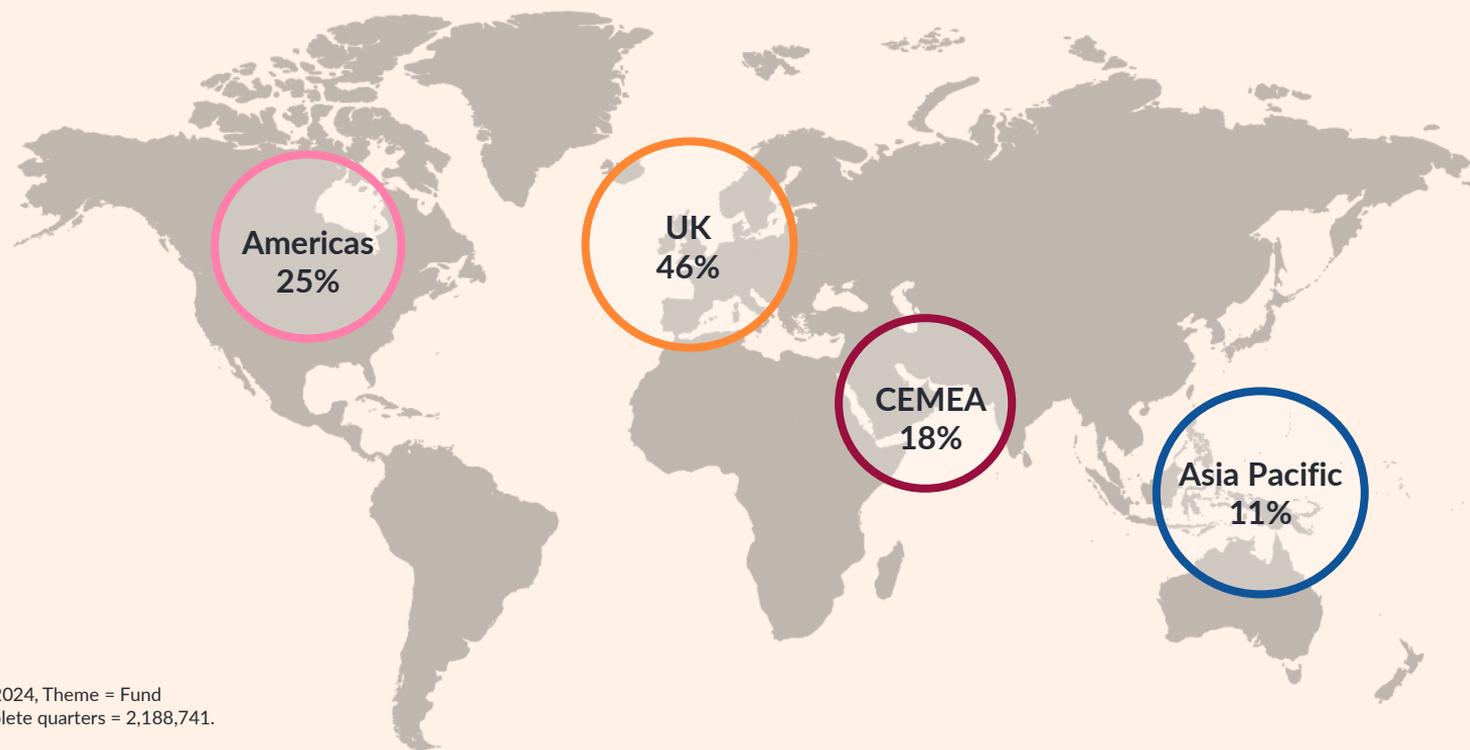
Online, the Fund Management section brings together pension regulation news, pension industry news, and the latest analysis around fund management. It also hosts all of the FT Fund Management special report content, which features themes like fixed income, ETFs and responsible investing.

The Special Reports can be published digitally throughout the year to coincide with key marketing touchpoints for the fund management industry.

The Fund Management section, combined with Special Reports allows you to take advantage of the FT's global reach into this industry through targeted coverage.



# Geographic breakdown



Sources: [Looker](#), 01/07/2024 - 31/12/2024, Theme = Fund management, # of visitors in last 2 complete quarters = 2,188,741.

# Fund Management audience overview

## 88%

of FT Fund Management or other fund management content readers believe the FT offers them something they cannot get from other news sources

## 81%

of FT Fund Management or other fund management content readers say the FT is their most trusted news source

### Demographic

**81%** Male

**17%** Female

**63%** BDMs

**34%** C-suites

### Geographic Breakdown

**35%** Americas

**27%** UK

**21%** CEMEA

**15%** APAC



## FT Special Reports insights

**58%** of FT readers access FT special reports **regularly in print**

**82%** of FT special reports readers say the special reports **help them explore topics from a trusted source**

**70%** of FT special reports readers say they **bring topics/areas to their attention** they didn't know they needed to know

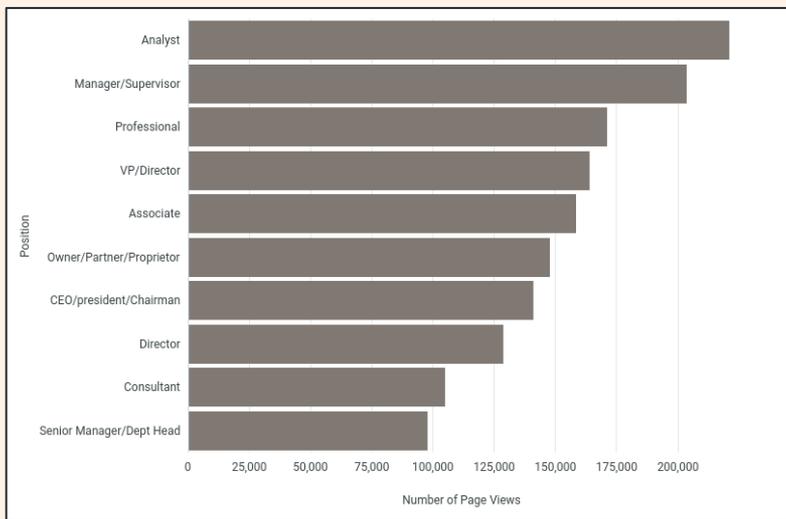
**50%** of FT special reports readers say they have taken any **action after seeing an advert in an FT special report**



# Reader profile

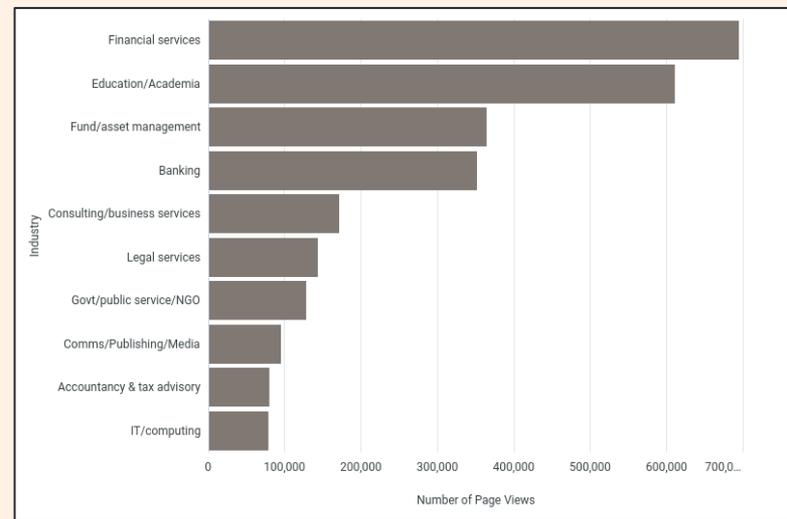
## Position

Exactly 1 in 4 (or 25%) of FT Fund Management readers are C-Suites, pointing to the seniority of the brand's audience. Most traffic comes from readers holding analyst roles, followed by readers in managerial positions and general professionals.

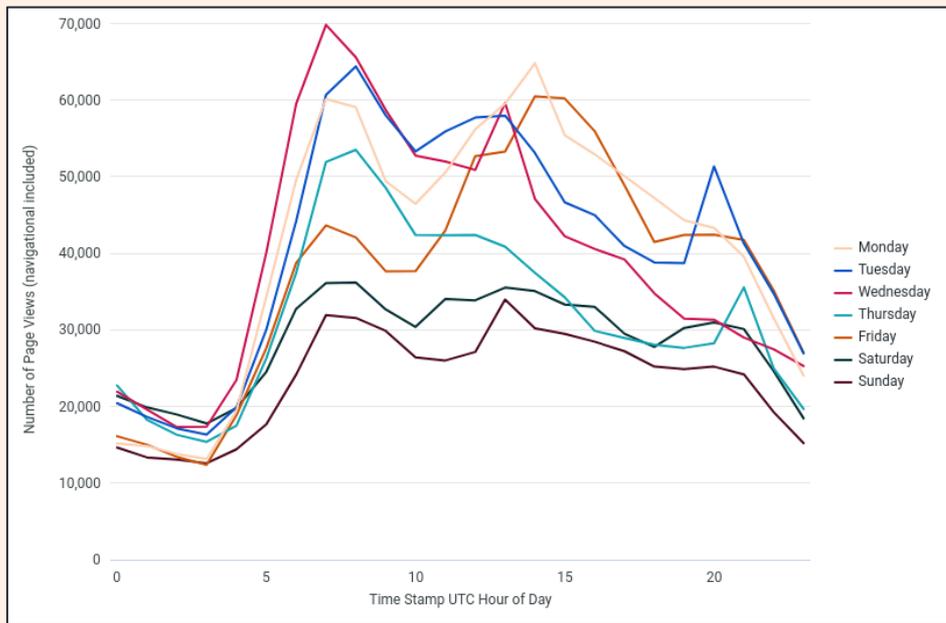


## Industry

A little under half (or 44%) of FT Fund Management readers work in the Financial/Banking Sector, followed by Consulting and Legal Industries, suggesting the brand's content appeals to readers beyond financial professionals.



# A day in the life



**78%**

of page views occurred weekdays

**12%**

of weekly page views are between 7am and 9am

**68:32**

Ratio of Mobile Phone & Tablet vs. Desktop page views

# FT Fund Management Digital

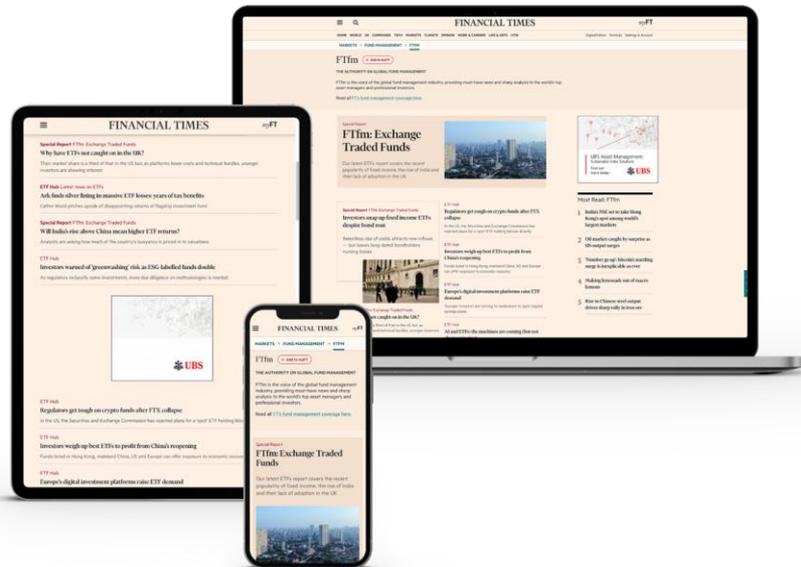
A person's hands are shown holding a smartphone, with the screen illuminated. The background is a dark, out-of-focus scene with numerous colorful bokeh lights in shades of blue, red, and orange, suggesting a night cityscape or a digital environment. The overall lighting is dim, with the primary light source being the phone's screen and the bokeh lights.

# Digital opportunities

We offer a share of voice (SOV) across the **Fund Management** section (outside of Special Reports) on FT.com.

Reach this audience through a Worldwide or Europe monthly SOV, or on a CPM basis in the US and in Asia.\*

A higher SOV or bespoke options can be discussed on request.



Digital Rates*	1 Month	3 Month	6 Month
Global (20% SOV)	£7,300	£21,000	£38,500
EMEA inc. UK (10% SOV)	£3,200	£9,000	£16,500

\*Please contact [courtney.conway@ft.com](mailto:courtney.conway@ft.com) for more specific region or month breakdowns



# Special Reports

# FT Fund Management Special Reports

Position your organisation as a thought leader with an FT Fund Management Special Report.

Special Reports provide a unique opportunity for our commercial partners to reach the Financial Times' influential audience: the right people in the right environment with the right message. We offer a number of Special Reports topics throughout the year and you can choose to associate your brand through digital sponsorship and print advertising (where applicable).

Report themes include: ETFs, Private Markets, Fixed Income, Pensions, Responsible Investing, Alternatives and more.

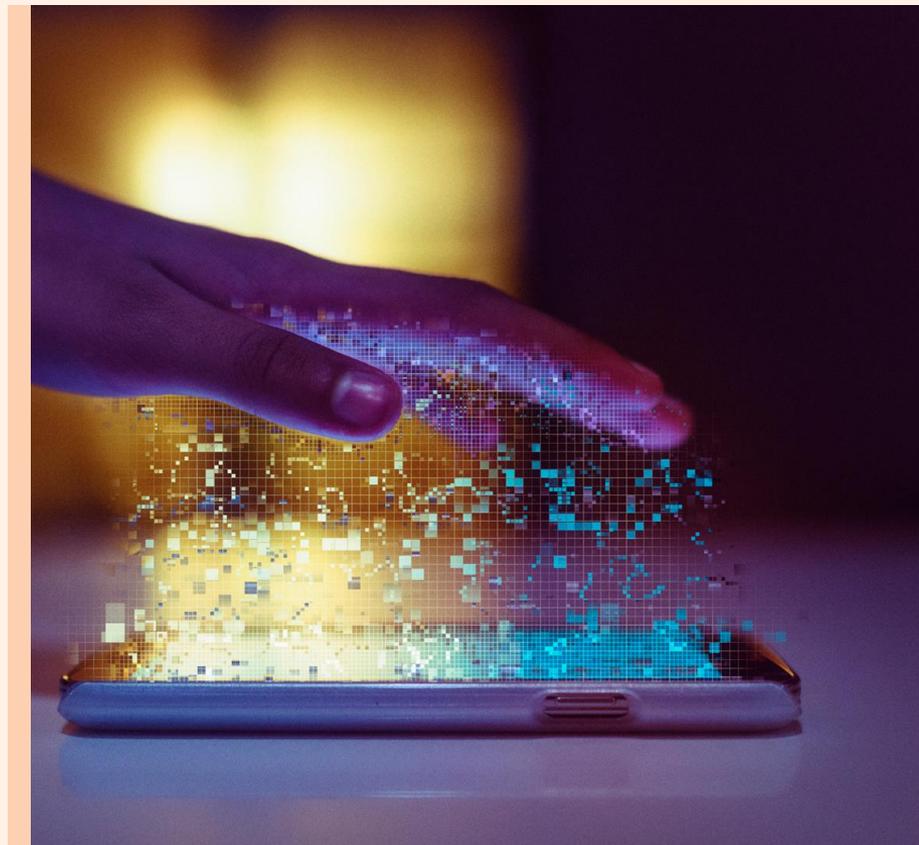
Please reach out to [Courtney Conway](#) for more details.



## Special Reports Deliverables

- Q1-3: £36,000 / \$55,800 / 49,194 EURO gross
- Q4: £41,000 / \$63,550 / 56,027 EURO gross
- 460,000 total impression guarantee
- 100K of these are FT Reader co-brands and another 100K are contextually relevant co-brands
- The FT may use Contextual display advertising on FT.com, aligned with the Special Report content, to ensure the total impression guarantee is achieved.
- Please provide Ops with the relevant Contextual segments, to accompany the sponsorship prior to the campaign going live
- Each sponsorship is 8 weeks in total

*Print rates and bespoke opportunities available upon request.*





## Potential Topics

- Private capital
- Fixed income
- ETFs
- Active management
- Managing assets for insurers
- Managing pension assets
- Alternative assets
- Responsible investing
- AI and asset management

**Suggested dates of publication could include the following, but we are flexible and open to suggestions based on the above topics.**

**All topics are subject to editorial approval.**

- **March / October-** ETFs
- **April / September -** Fixed Income
- **May -** Pensions
- **June / November-** Responsible Investing



# Newsletter

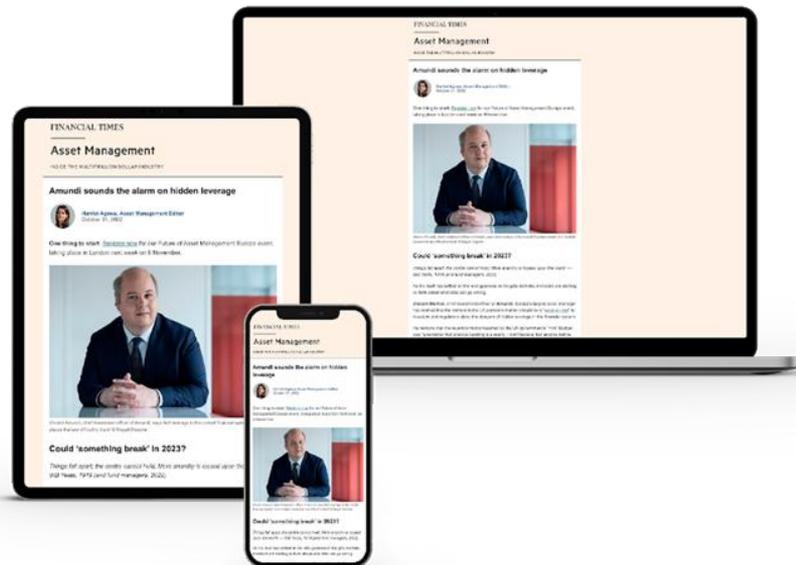
# FT Asset Management Newsletter

The FT Asset Management newsletter brings you original news and analysis on the movers and shakers behind a multi-trillion dollar global industry. It shares the inside story on some of the world's biggest asset managers, including BlackRock, Bridgewater Associates and Baillie Gifford, and the power players who dominate the investment landscape. Whether it's a top fund manager's view on China, the twists and turns of an activist shareholder battle, or the investment strategy of a major pension fund, the newsletter takes you inside the world of fund management. The newsletter is written by Harriet Agnew, the asset management editor.

## Asset Management emails

- Reach over **42,041** subscribers on a weekly basis
- Has an open rate of **36%**
- Offers MPU and/or 500x210 unit for client logo

Price on application subject to updated newsletter open rates.  
Please contact [courtney.conway@ft.com](mailto:courtney.conway@ft.com) for specific rates for the newsletter.



# THANK YOU

Julia Woolley  
[julia.woolley@consultants.ft.com](mailto:julia.woolley@consultants.ft.com)