



FT Adviser Media Kit

2026

Reach our readers

FT Adviser

FT Adviser.com is dedicated to the financial intermediary market covering investments, mortgages, pensions, insurance, regulation and other key issues.

Audience Overview

FT Adviser has over 49,000 unique users, 28,400 of whom are active news alert recipients and 21,000 of whom receive marketing and events emails. This audience consists of financial advisers, wealth managers, discretionary fund managers, paraplanners, mortgage advisers and more - the decision makers behind the majority of the UK's personal wealth.



28,145 Opted into marketing and event emails

21,975 Active news alert recipients

33,038 Registered users

£283,603

Average customer portfolio (investable assets)

86%

Advisers actively making investment decisions

£19,183,751

Average total AUM per adviser

9,849

CPD unique users per year

The numbers

3m 51s

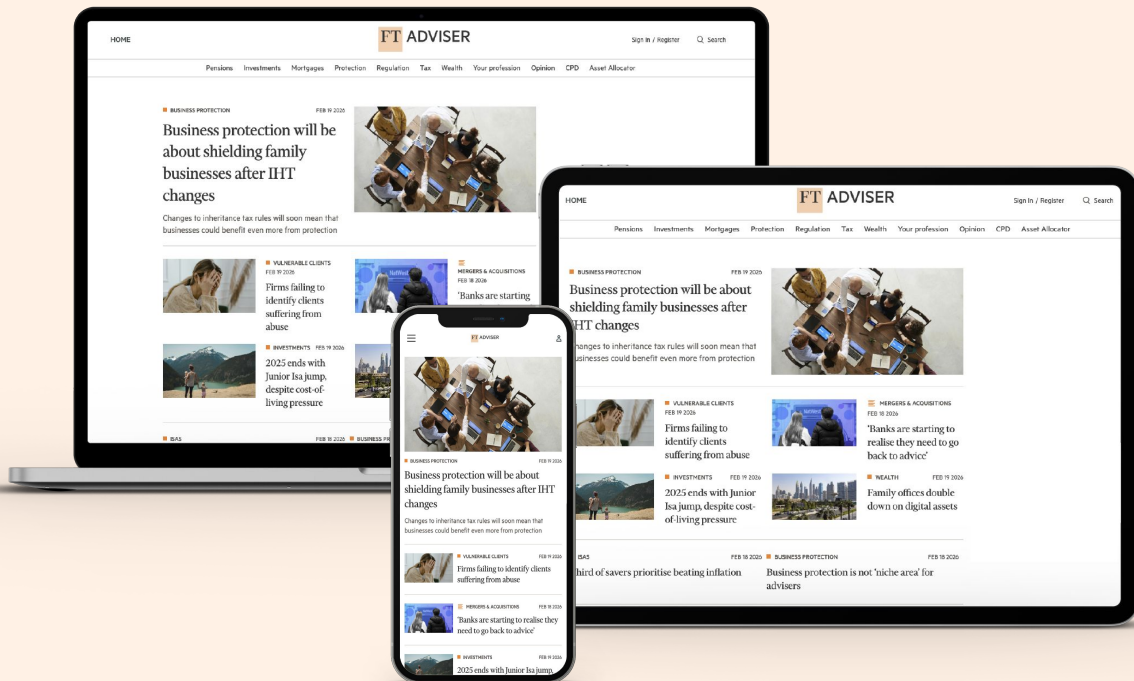
Average session duration

1,340,000

monthly page views

26%

of traffic driven by email alerts



Display advertising

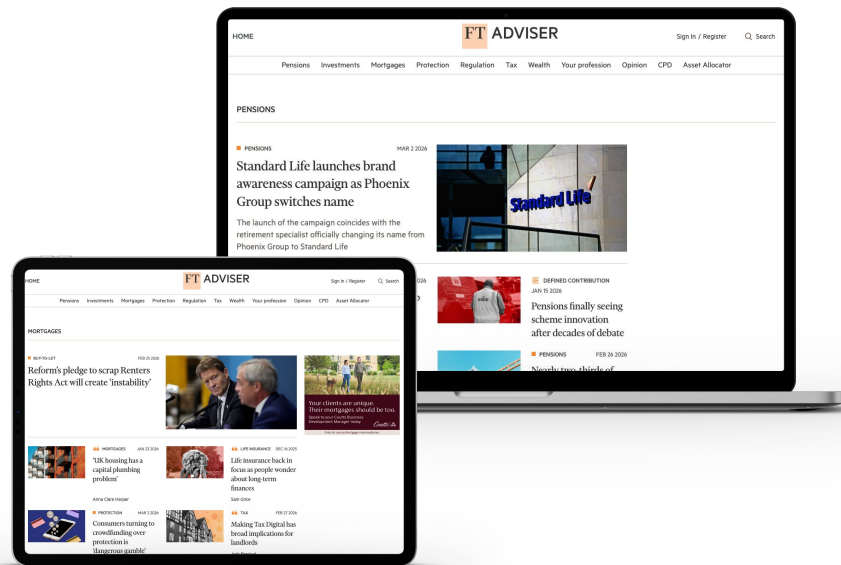
FT Adviser offers the perfect environment to put your message in front of the UK's financial advice and wealth management communities.

Opportunities include ownership of the FT Adviser homepage or the front page of specific sections such as Investments or Pensions. Available advertising slots include MPU, Billboard, and skins.

Regular CPM campaigns across the site can also maintain the presence of your brands and help raise awareness of new or important products.

Options include:

- Homepage takeover
- Section page takeover
- MPU, Half Page, Billboard
- Skins



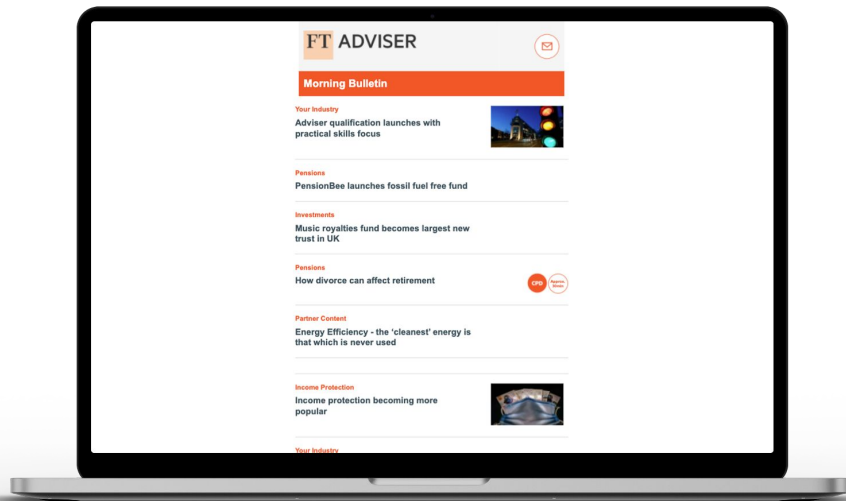
Email alerts

31% of user sessions are driven by our three daily email bulletins. These are a great way to ensure your message is prominent on the emails that advisers rely on each and every day.

You can utilise the MPU units in our email bulletins to place standard display advertising.

Alternatively they can be used to support your FT Adviser content marketing activity.

Reach - 21,975 opted in, active recipients



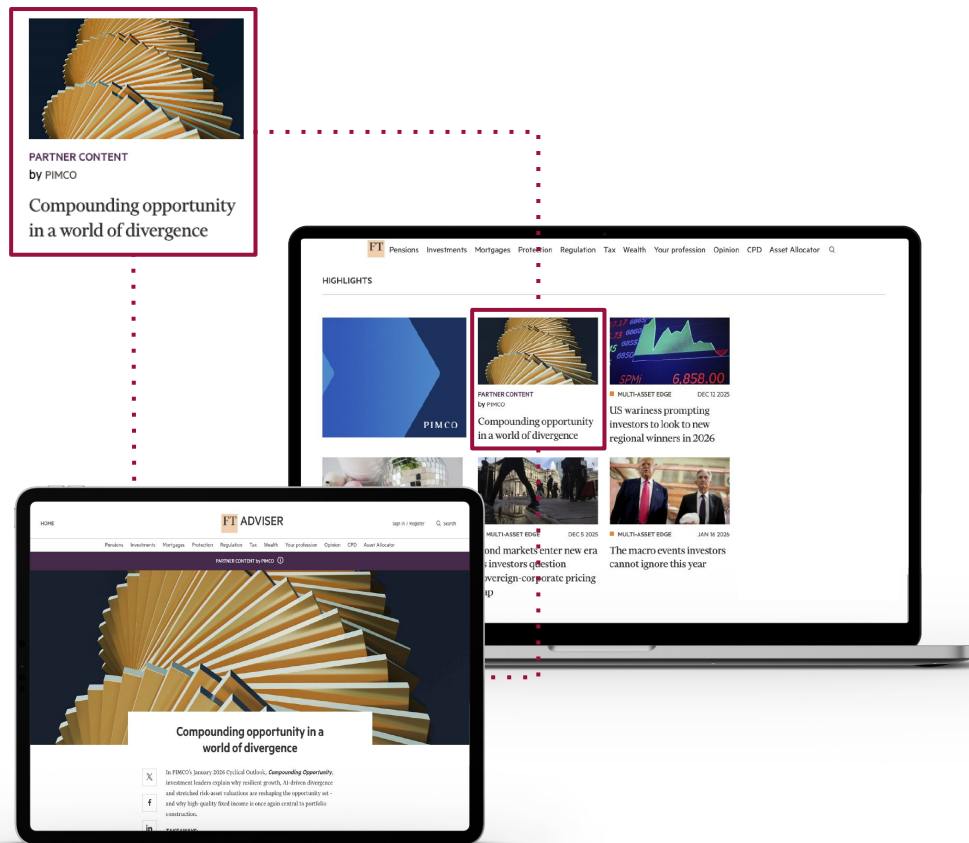
Partner content

Partner Content posts will place your content within FT Adviser, to give it strong exposure to our audience of IFAs and Wealth Managers.

Marked as 'Partner Content by (your brand)', your content will be surfaced in our Highlights section.

It will then be fully searchable alongside FT Adviser editorial, and promoted in our daily email bulletins.

We can also offer our content production service to enhance your content with cutting edge video.



New promoted content units

There are several ways to surface your content so that it is seamlessly integrated into FT Adviser.

Using native promoted content units, we can promote your content against contextually relevant FT Adviser articles in a position that is not associated with display advertising.

These units lead directly back to your own landing page where you can engage the reader directly.

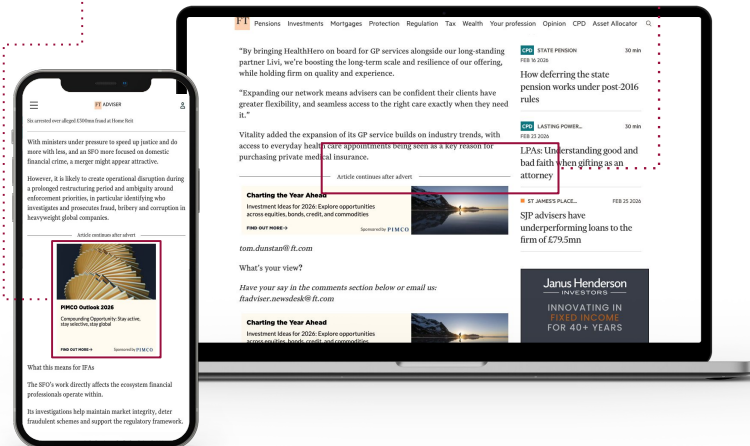


Charting the Year Ahead

Investment Ideas for 2026: Explore opportunities across equities, bonds, credit, and commodities

FIND OUT MORE →

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Special reports

Position your organisation as a thought leader on a topic of your choosing, with an FT Adviser Special Report.

Based on your requirements, the FT Adviser team will create an in-depth, multi-part special report. The synopsis is agreed and signed off, and then the report is written and published independently - to ensure the content can be approved for CPD credit.

You can integrate advertorial content into the special report (it will be clearly indicated as 'Partner Content').



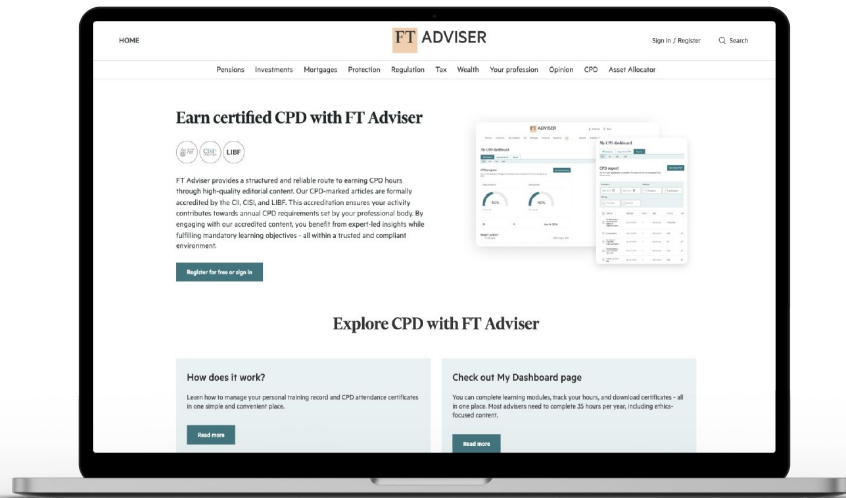
CPD Courses

FT Adviser's innovative CPD courses can help put your brand front of mind with advisers for upwards of 3 hours.

Our editorial team will work with you to define the topics to be covered, and create a course containing a series of articles where advisers can claim hours of CPD.

The CPD course will be promoted via the highlights box on the FT Adviser homepage, and up to 3 email sends to our users.

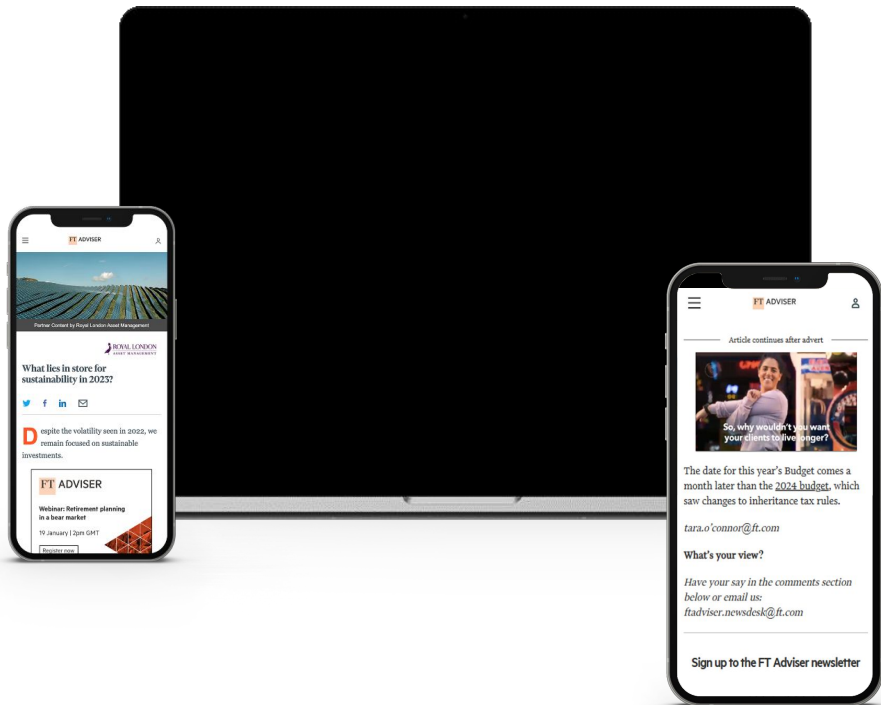
And of course, your advertising is displayed on the CPD course home page for a month.



Video display solutions

OutStream and the page dominant full screen vertical mobile video are two impactful video advertising formats available on FT Adviser.

These high impact formats allow advertisers to deliver video advertising within the FT Adviser environment, in an engaging but non-intrusive form.



THANK YOU

For more information, please contact
your usual FT Sales Representative