

**FTfm**

Media Kit 2024

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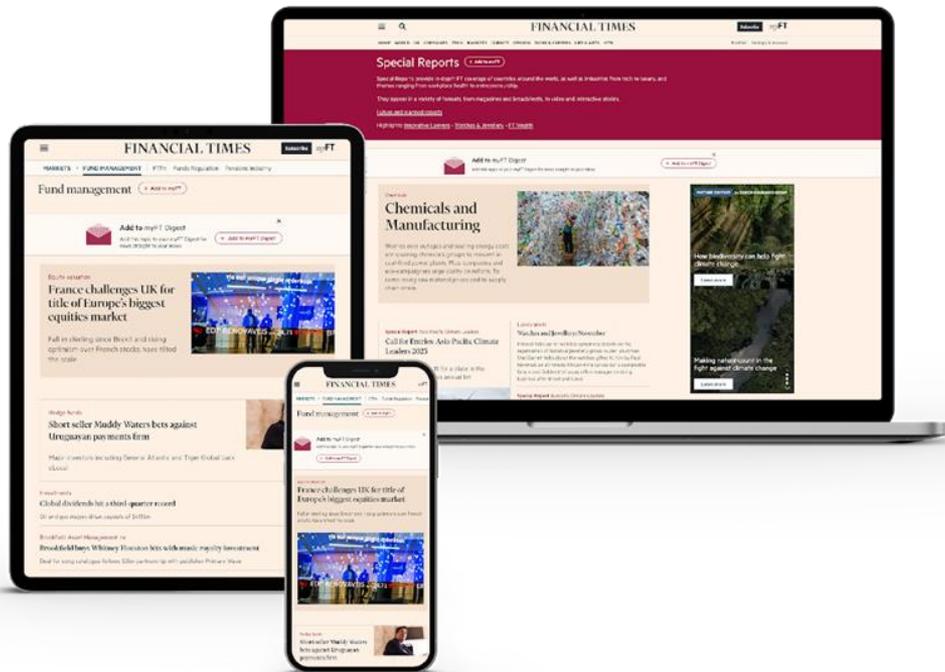


# FTfm

FTfm 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 FTfm special report content, which features themes like fixed income, ETFs and responsible investing.

The Special Reports are published monthly in print and online. The Fund Management section and the FTfm special reports allow you to take advantage of the FT's global reach, combined with targeted industry coverage.



# FTfm audience overview

**77%**

Of FTfm readers believe it covers content they can't find anywhere else.\*



## Demographic

**83%** Male

**17%** Female

**46%** Financial services

**42%** C-Level and Senior Management



## Geographic Breakdown

**45%** UK

**24%** Americas

**20%** CEMEA

**11%** Asia

Source: Looker, Audience for a Topic, % who performed a pageview against "Fund management" topic, Q32022  
\*Global Reader Survey 2020



FT COMMERCIAL

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# FTfm Digital

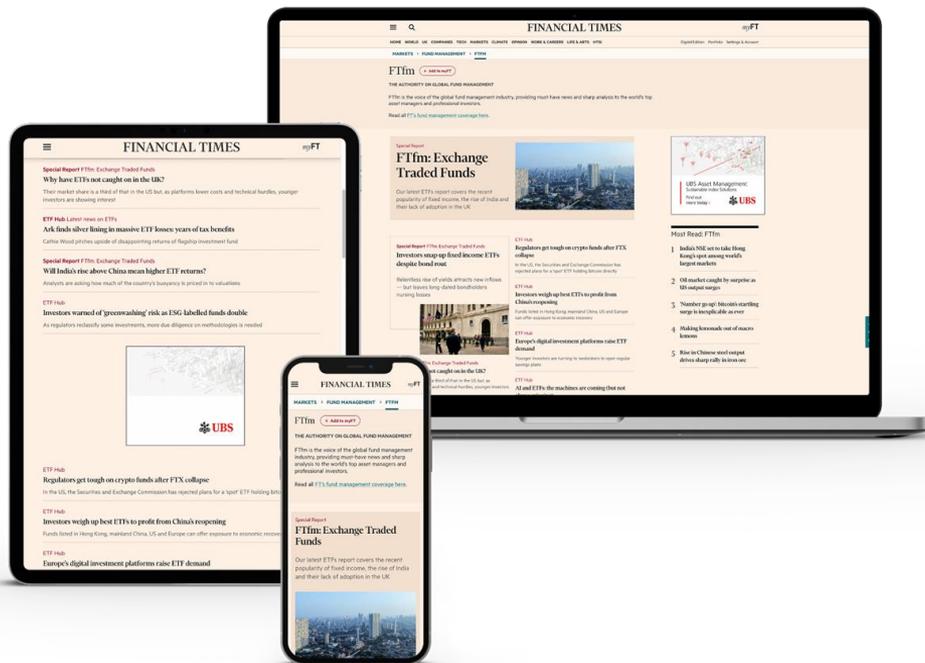


# Digital opportunities

We offer a share of voice (SOV) across the Fund Management section (outside of Special Reports) on FT.com. Clients can gain ownership of this section in 10% bursts to ensure alignment with trusted and reliable fund management content.

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

Digital Rates*	Q1 - Q3	Q4
Global (20% SOV)	£7,300	£9,000
Global (100% SOV)	£36,000	£45,000
EMEA (20% SOV)	£4,600	£5,600
EMEA (100% SOV)	£22,500	£28,000



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

# Reaching an engaged audience

Consumers of FTfm are:

**14.83x**

more likely to be reading about  
Climate change than FT readers

**12.97x**

more likely to be reading about  
Investments than FT readers

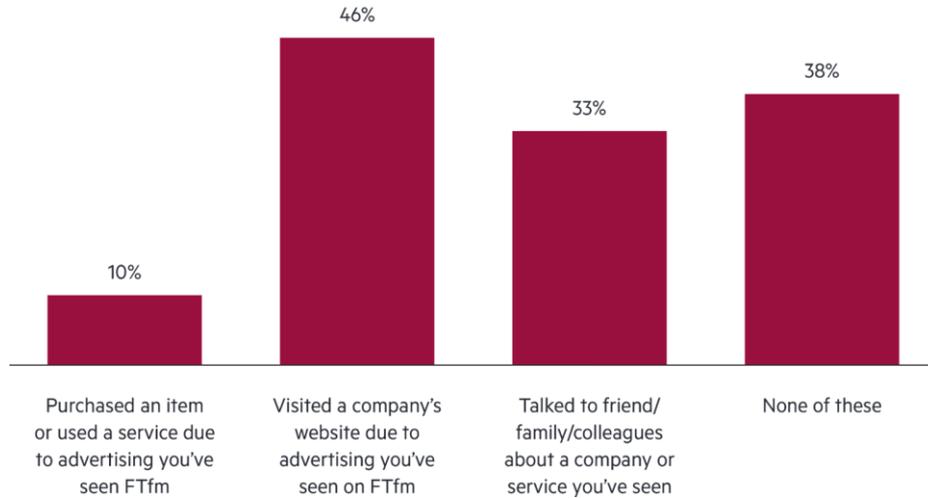
**12.34x**

more likely to be reading about  
Capital markets than FT readers

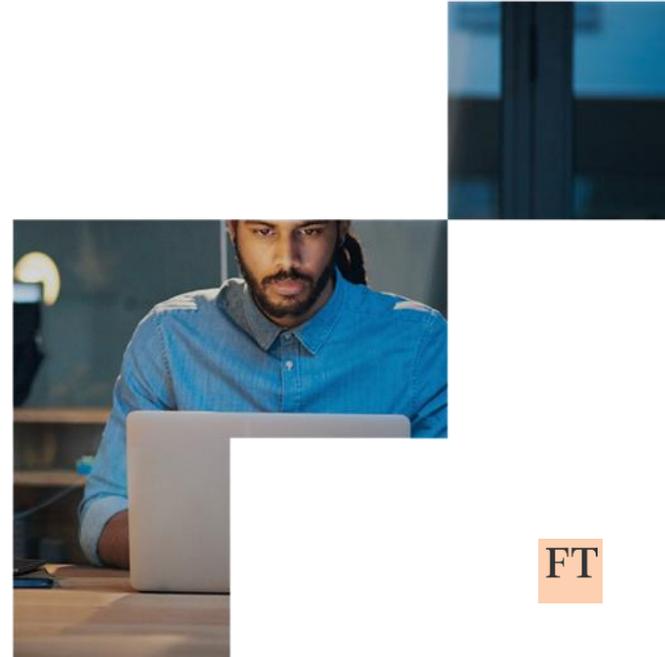


# The importance of our readership

■ Online readers



FTfm reader research 2018



# FTfm Special reports

A close-up photograph of a person's hands holding a light-colored smartphone. The person is wearing a light-colored, possibly white, shirt with small dark spots. The background is blurred, showing what appears to be another person in a light-colored shirt. A vertical white bar is positioned on the right side of the image, partially overlapping the person's arm and the phone.

# FTfm Special Reports

Position your organisation as a thought leader with an FTfm 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 print advertising with any of these topics. All Print editions will also be published on ft.com.

**49% of readers say Special Reports are the most useful sections of FTfm\***

- 25 March: Fixed Income 1
- 29 April: ETFs 1
- 24 June: Responsible Investing 1
- 30 September: Fixed Income 2
- 28 October: ETF 2
- 25 November: Responsible Investing 2



\*Global Reader Survey 2020

# FTfm 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



## FTfm Special Reports - Print rate card

Ad sizes: FTfm	WW £	Europe £	Europe Inc. Asia £	US £	Asia £
<b>Front Page Strip</b> 70mm x 262mm	19,599	14,446	15,867	6,501	2,841
<b>Back Page (Junior)</b> 250mm x 173mm	31,480	22,247	24,493	6,133	4,491
<b>Page 3 (Quarter)</b> 167mm x 129mm	11,288	8,367	9,126	3,792	1,516
<b>Page 5 (Full)</b> 340mm x 262mm	39,152	29,048	31,764	13,724	5,430
<b>Full Page</b> 340mm x 262mm	34,031	25,465	27,839	12,038	4,746
<b>Junior Page</b> 250mm x 173mm	17,988	13,265	14,481	6,020	2,430
<b>Half Page Vertical</b> 167mm x 262mm	18,035	12,884	14,158	6,135	2,547
<b>Quarter Page</b> 167mm x 129mm	9,121	6,934	7,543	3,010	1,216

# FTfm Emails

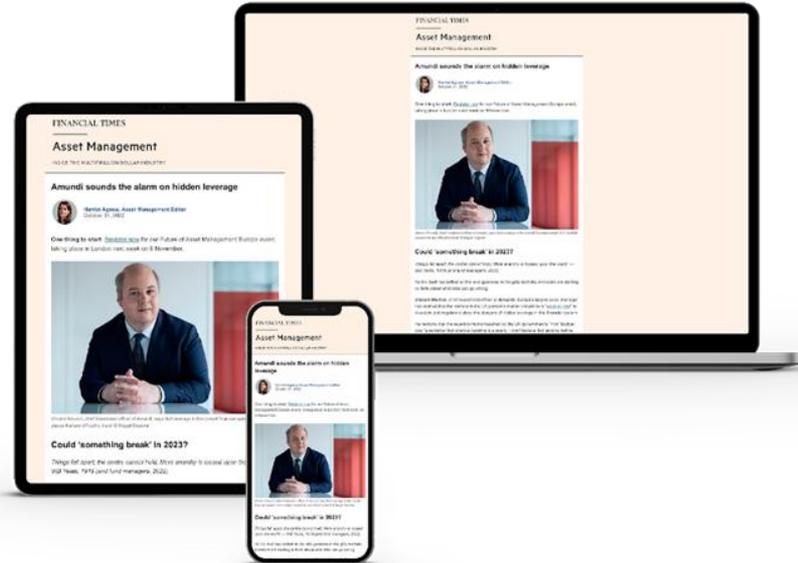
A man with short dark hair and glasses, wearing a light pink sweater over a collared shirt, is sitting at a desk in a modern office. He is looking at a large computer monitor and has his hands on a keyboard. A desk lamp is positioned to his right, casting light on the desk. In the background, there is a window, a potted plant, and a bicycle leaning against the wall. The overall atmosphere is professional and focused.

# FTfm Emails

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 **36,300** subscribers on a weekly basis
- Has an open rate of **38%**
- Offers MPU and/or 500x210 unit for client logo



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

# Thank you

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