

FT Wealth 2026

The ultimate guide for ultra
high networth individuals

Reach our readers

Summary

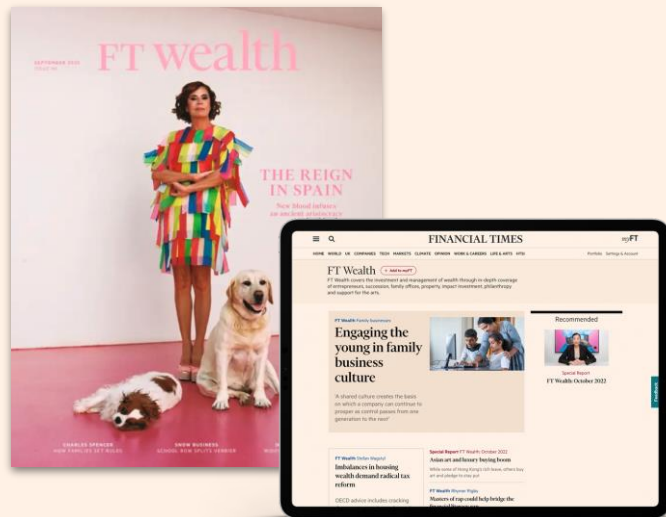
FT Wealth is the ultimate guide for HNWLs, distributed 5 times a year within the worldwide circulation of the FT. An additional digital edition runs in March of each year.

FT Wealth addresses the issues of unique importance to the extremely wealthy:

- Alternative Investments
- Succession planning
- Philanthropy/legacy
- Security
- Offshoring
- Wealth industry trends

FT Wealth is written for:

- Entrepreneurs
- Family business leaders
- People with dynastic wealth
- Advisers; private bankers, asset managers, lawyers and accountants
- Senior executives



“

We want to talk to the wealthy in the language they use about the things that matter to them -- in business, philanthropy and family -- most. A new evolution of FT Wealth is the perfect place to do that.

JOSH SPERO, FT Wealth Editor

FT Wealth Readers

61

Average age

45%

are C-suites

71%

are involved in purchase
decision making

30%

work in finance

46%

live in UK, 22% live in the USA,
17% in continental Europe

£1.9m

million mean approximate
value of investment portfolio

£3.3m

average net worth

£330K

Average household income

Source: FT Wealth readers pulse survey January 2022



FT HNWII Readers

57

Average age

53%

Are C-suites

64%

Are business decision-makers

34%

Work in finance

£422k

Average household income

£4.8mn

Average net worth excluding
main residence

£5.8m

Average net worth including
main residence

75%

Say the FT is their most
trusted news source

Source: FT Global Reader Survey 2024



FT Philanthropy Readers

52

Average age

36%

Are C-suites

65%

Are business decision-makers

27%

Work in finance

£246k

Average household income

£2mn

Average net worth excluding
main residence

£2.6mn

Average net worth including main
residence

82%

Say the FT is their most
trusted news source

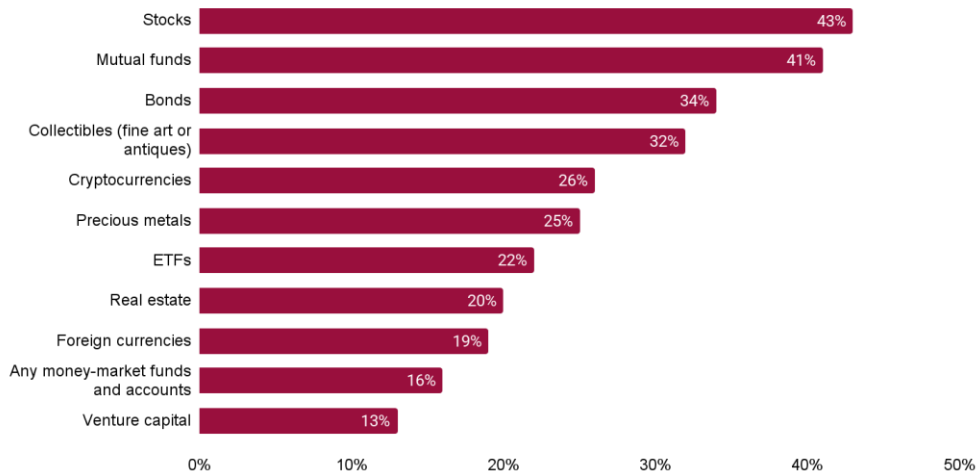
Source: FT Global Reader Survey 2024



Investment Focus

HNWI FT readers mainly split their portfolio between mutual funds, stocks and bonds, with currencies also taking a prominent place in the list.

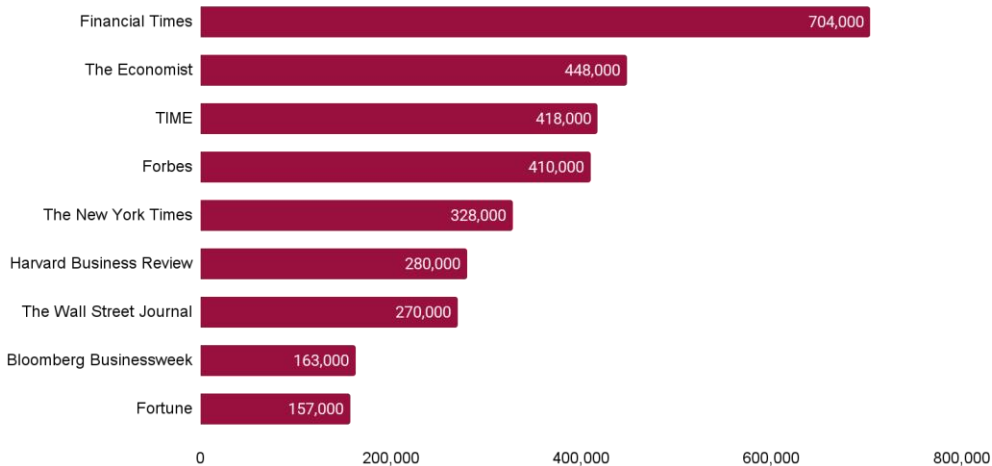
Investments held by HNWI FT readers



FT Wealth Reach

Reach of individuals with a net worth of \$1m+ is the highest in UK compared to all other business publications.

Reach of HNWI's in the UK

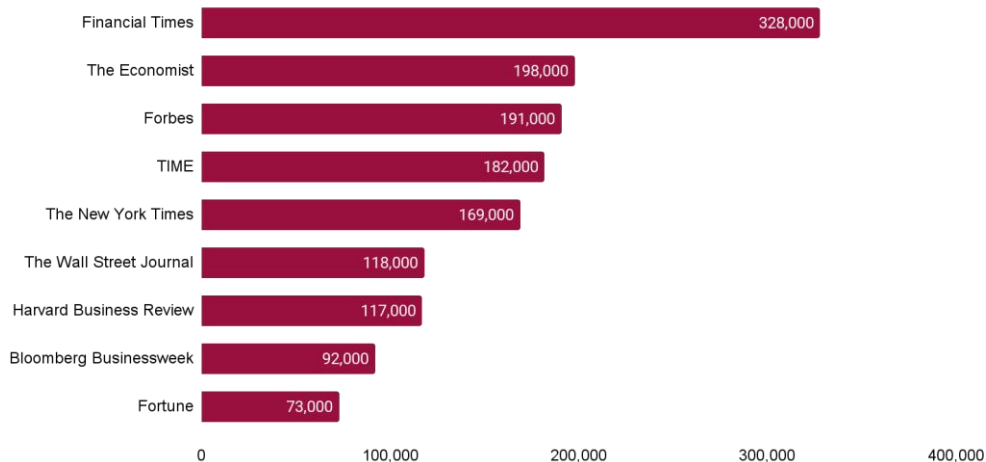


Investment Focus

FT reaches 174,000 of all audience in the UK who use Private Banking services. This is 78,000 more than the nearest competitor.

Source: Ipsos Global Influentials 2025

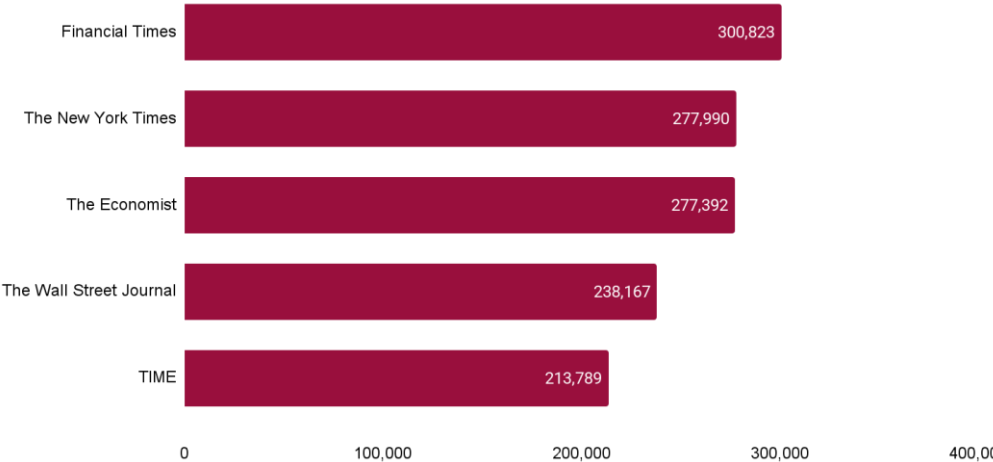
Reach of private bank users in the UK



Why FT

The average income of FT readers in print is the highest compared to other business publications in the US, averaging on over \$313k.

Average personal income of US print readers



Source: Ipsos Global Influentials 2025

Advertising Opportunities

BRACKEN HOUSE

Print Publication dates and deadlines

Publication date	Issue	Booking Deadline (9 weeks prior)	Copy Deadline (3 weeks prior)
29th May 2026	Issue 1	27th March 2026	8th May 2026
10th July 2026	Issue 2	8th May 2026	19th June 2026
4th September 2026	Issue 3	3rd July 2026	14th August 2026
23rd October 2026	Issue 4	21st August 2026	2nd October 2026
4th December 2026	Issue 5	2nd October 2026	13th November 2026



Print Rates

	World	Europe	US	Asia
Inside DPS 1	£70,829	£57,600	£19,016	£15,930
Inside DPS 2	£68,900	£56,498	£18,741	£14,497
DPS (Run Of Magazine)	£33,072	£27,560	£12,678	£7,717
Outside Back Cover	£42,167	£35,828	£13,229	£10,969
1st Right Hand Page	£36,104	£30,316	£11,906	£9,977
2nd Right Hand Page	£33,899	£27,836	£11,575	£9,095
Front Half Full Page	£25,906	£19,843	£7,992	£5,732
Run of Magazine	£23,150	£16,536	£7,166	£4,134



Print Rates

	World	Europe	US	Asia
Inside DPS 1	€96,788	€78,711	€25,985	€21,768
Inside DPS 2	€94,152	€77,204	€25,608	€19,810
DPS (Run Of Magazine)	€45,193	€37,660	€17,324	€10,545
Outside Back Cover	€57,621	€48,959	€18,077	€14,989
1st Right Hand Page	€49,336	€41,426	€16,270	€13,633
2nd Right Hand Page	€46,323	€38,037	€15,817	€12,428
Front Half Full Page	€35,402	€27,116	€10,922	€7,833
Run of Magazine	€31,635	€22,596	€9,792	€5,649



Print Rates

	World	Europe	US	Asia
Inside DPS 1	\$109,786	\$89,281	\$29,476	\$24,691
Inside DPS 2	\$106,796	\$87,572	\$29,048	\$22,469
DPS (Run Of Magazine)	\$51,262	\$42,718	\$19,651	\$11,961
Outside Back Cover	\$65,359	\$55,534	\$20,505	\$17,002
1st Right Hand Page	\$55,960	\$46,990	\$18,454	\$15,464
2nd Right Hand Page	\$52,543	\$43,145	\$17,942	\$14,097
Front Half Full Page	\$40,155	\$30,757	\$12,388	\$8,886
Run of Magazine	\$35,883	\$25,631	\$11,107	\$6,407



Bespoke Print Executions

FT Wealth offers highly bespoke print solutions designed to engage a sophisticated, high-net-worth audience.

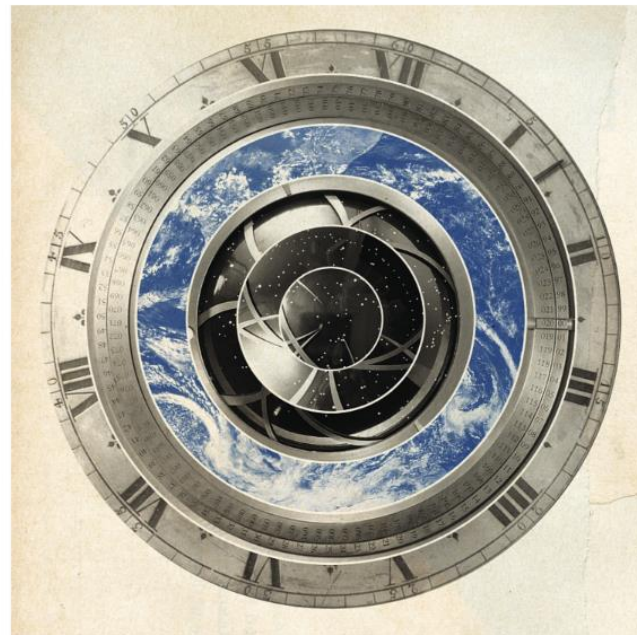
We can work closely with partners to create **themed specials and one-off executions** aligned to topics that resonate with today's global wealth community. These can be built around editorial moments, cultural themes or brand narratives. In December 2025, we delivered a *Time* themed special which included high impact advertising pages surrounding the content - IFC DPS, Centre spread & OBC creating a fully integrated, high impact print presence.

Enhanced print options available include:

- Embossing and debossing
- Metallic inks and finishes
- Increased paper weight
- Translucent overlays and other premium paper effects

These formats are designed to elevate brand storytelling, maximise attention, and deliver standout impact in a trusted editorial environment.

Please speak to us to discuss creative possibilities, costings and availability.



A TIME SPECIAL

The past, present and future of an idea

Digital Sponsorship

100% SOV across all FT Wealth content

Position your brand as a thought leader alongside all FT Wealth content during 2026. Receive total share of voice of all ad units on each of the Special Report's landing pages as well as all pieces of content.

FT Wealth content is in front of the FT paywall and comes with a robust marketing campaign as part of the package to ensure maximum reach. This includes positioning on FT.com homepage, traffic drivers driving audiences to the content and content integration into the content stack, which is where audiences can view and search all Special Report content.

Sole sponsorship for 2026 is available or can be bought separately.

6 x Digital 2026 editions - March, May, July, September, October and December

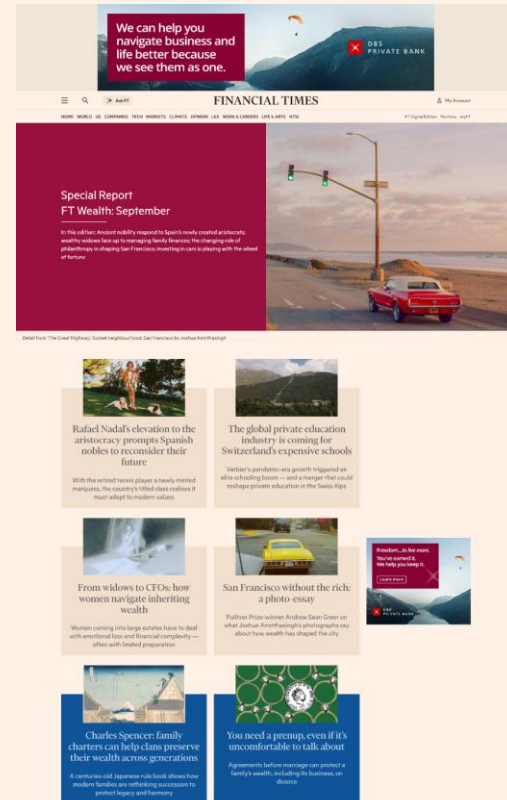
Individual report packages:

Q1-3: £62,000 gross per edition

Q4 : £75,000 gross per edition

Each Edition's Marketing Package

- 100% SOV across the content produced, landing page as well as the [FT Wealth Section page](#)
- 875,000 impression guarantee per edition
- 100k of these are FT Readers co-brands and another 100k are contextually relevant co-brands
- FT may use contextual advertising on FT.com aligned with Special Report content to ensure the total guarantee is achieved



Desktop edition landing page sponsorship example

THANK YOU

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