

# The FT audience in Europe

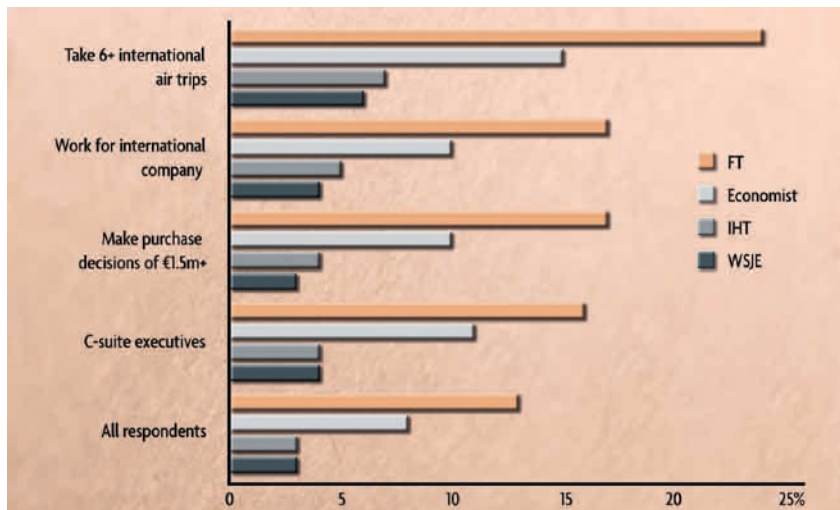
In two of the most authoritative readership surveys, the Financial Times newspaper ranks as the most widely-read international business title among Europe's senior business people.\* The FT is also the most-read international daily title among Europe's influential opinion-leaders\*\* and the best-read publication in the Media Brand Values survey.

The FT is the most effective route to high-value audiences such as C-suite executives, business decision-makers and those who travel internationally on business six or more times a year. In its coverage of these key groups, it outperforms all other international business titles.

\* Europe 2004 and EBR5 2004, \*\* EOLS 2003



## The FT is number one for reaching key audiences



Source: EBR5 2004

## What Europe's leaders think of the FT

- The FT is regarded by Europe's business élite as a more important read than any other international business title.\*
- Europe's most influential opinion-formers regard the FT as the most influential and credible international title and the best at keeping them well-informed. \*\*

\* EBR5 2004, \*\* EOLS 2003

### DID YOU KNOW?

In Europe, the FT has more readers who own luxury/ executive cars than the Economist, WSJE and IHT combined.

Source: Europe 2004

# The FT audience in Europe



## FT readers have the greatest purchasing power...

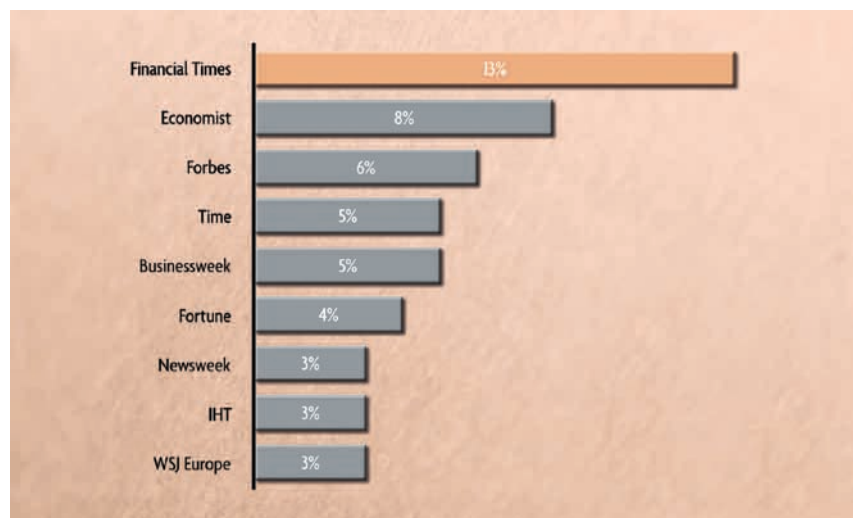
- The FT reaches 71% more executives who control purchase budgets of €1.5 million / £1 million than the Economist.
- Each year, FT readers across Europe control purchase decisions valued at €137 billion / £93.2 billion.

## ...and significant influence

- The FT reaches over a fifth of executives making strategic decisions on their companies' international operations.

Source: EBR 2004

## The FT reaches more senior decision-makers than any other international title across Europe



Source: EBR 2004

## Reach Europe's high-flyers with the FT

- Senior business people in Europe take 3.9 million business class or club class air trips every year – that's enough to fill 8,590 jumbo jets.
- They spend €14 billion / £9.5 billion on cars.
- They are responsible for budgets of €815 billion / £554 billion.

Source: EBR 2004

## FT.com

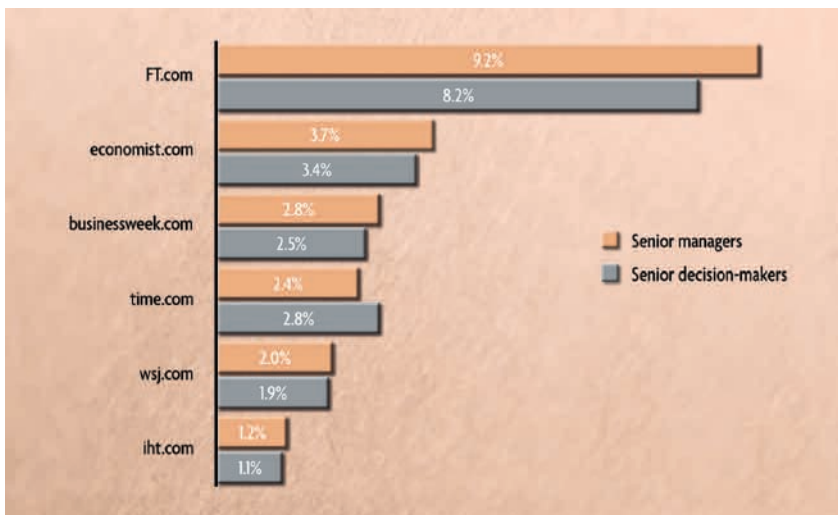
It's not just the FT newspaper that leads the field in Europe. In both the Europe 2004 and EBRs 2004 surveys, FT.com ranks as the most popular international print website. And in key audiences such as business decision-makers and C-suite executives, FT.com is once again at the top of the league. Advertising on FT.com – the world's most popular business website – is a compelling proposition, going beyond the FT newspaper readership to reach a wider audience (only 54% of FT.com users are regular readers of the newspaper).\*

\* EBRs 2004



[www.ft.com/home/europe](http://www.ft.com/home/europe)

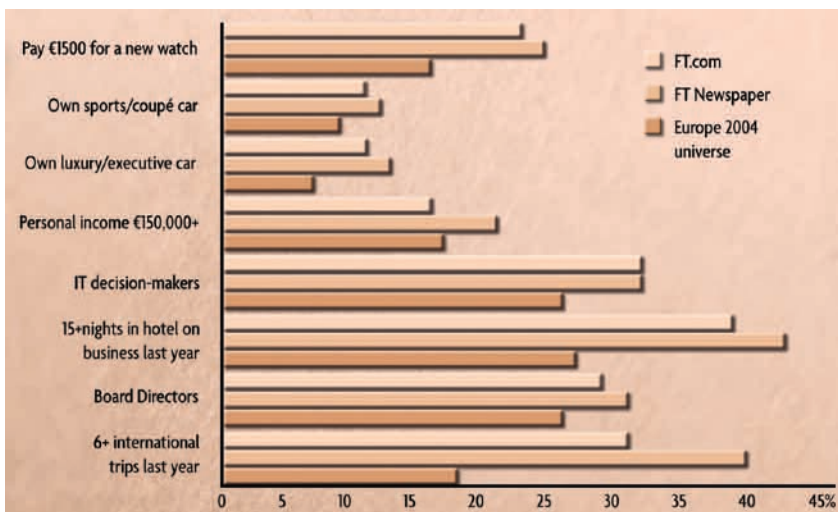
## FT.com is the number 1 for reaching decision-makers



Source: Europe 2004



## The FT's online audience profile is of the same high quality as the FT newspaper audience



Source: Europe 2004



# The FT audience in Europe



Combining the FT with FT.com dramatically increases coverage, giving an uplift of 31%.

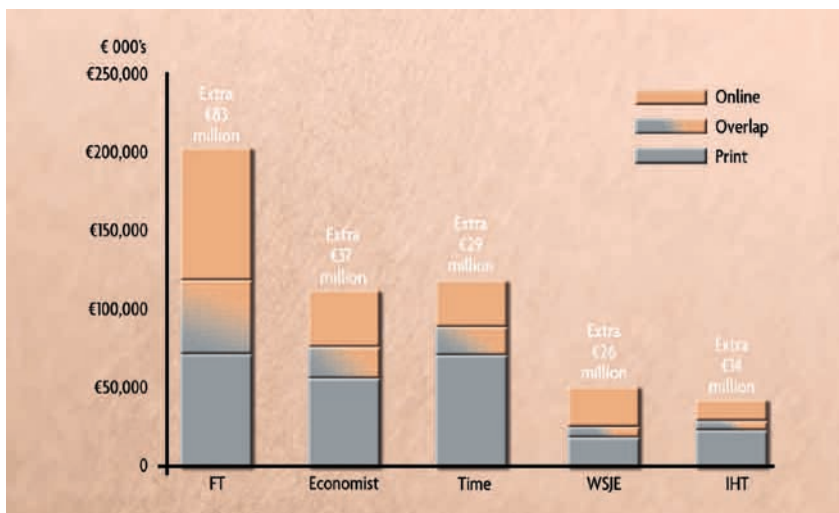


## The FT brand has a clear lead over its rivals

- One ad in the FT and one ad on FT.com will reach 1.2 million senior business people across Europe.
- The FT print/online combination reaches 311% more C-level executives than the WSJE/wsj.com combination...
- ...and 103% more than the Economist/economist.com, 90% more than Time/time.com and 186% more than Businessweek/businessweek.com.

Source: Europe 2004

## Combining print and online allows you to maximise your exposure to budget-holding decision-makers +



+ Base: Using a 4 week period for online segment and average issue readership for print. Total universe (10,046,000). Source: Europe 2004

## The international advantage for advertisers

The Media Brand Values survey showed that senior business people across Europe regard international print media as more impartial and unbiased, more trustworthy, more reliable, more influential and more of a 'must read' than national press. This, coupled with the fact that those surveyed thought that advertising in international press is more relevant to them, clearly shows that international press is the way forward for advertisers.

The FT is the most widely-read international title on this survey (and others, including EBRs and Europe 2004), making it the best overall proposition as a route to senior business people in Europe.

Where currencies are mentioned, please note that the following conversion rates were applied: £1=\$1.80, and £1=€1.47.