

The FT audience in the UK

The Financial Times is the most intelligent, trusted and informative newspaper for reaching the UK's high achievers – the most senior business people including C-level executives, influential opinion-leaders and high net-worth individuals.* Using both the FT newspaper and FT.com allows advertisers to reach 434,000 senior consumers and decision-makers across the UK.**

Sources: * BBS 2003, EBRs 2004 and EOLS 2003, ** Europe 2004

In survey after survey, the Financial Times emerges as the best route to the UK's senior decision-makers – both in print and online.



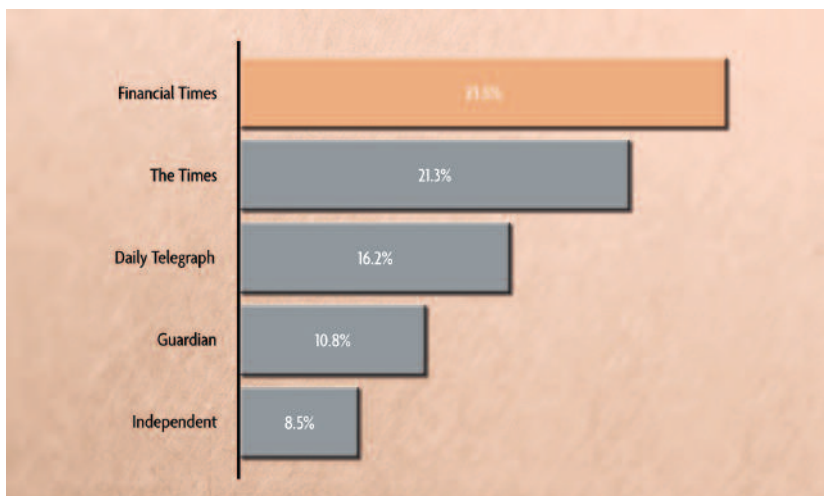
The FT newspaper

- The FT is read by more UK senior business people than any other daily newspaper – over one-third of this audience.*
- The FT is the most popular daily newspaper among C-suite executives in the largest companies (500+ employees), with 33% more readers than its nearest competitor.**
- The FT is also the most popular daily title among C-suite executives at companies with turnover in excess of £100 million, with 63% more readers than its nearest competitor.**
- FT readers on average earn 45% more than the average UK business person.**

Sources: * EBRs 2004, ** BBS 2003



The FT is the number one title amongst C-suite executives



Source: BBS 2003



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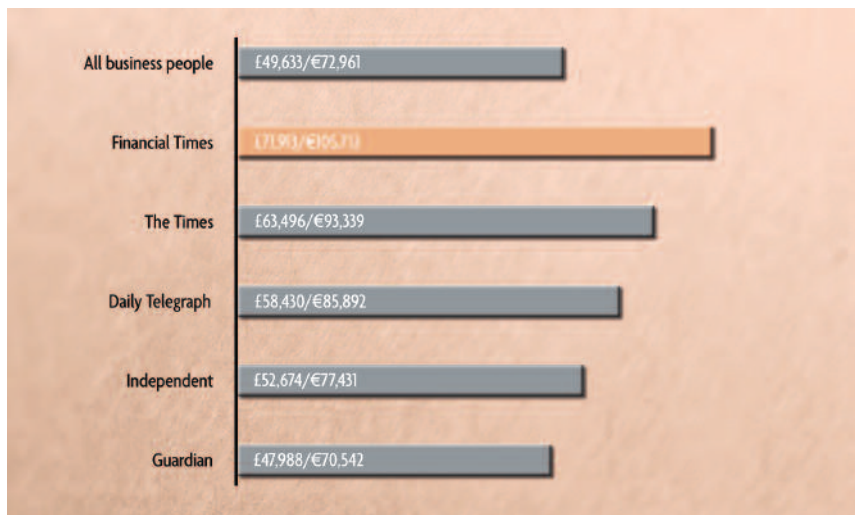
FT readers are affluent

- 27% of FT readers in the UK have a personal income of over £102,041 / €150,000 a year.*
- 30% of senior executives who own stocks and shares worth £100,000+ read the FT, more than any other quality daily or international business title.**
- 53% of Weekend FT readers have a gold credit card for personal use.***

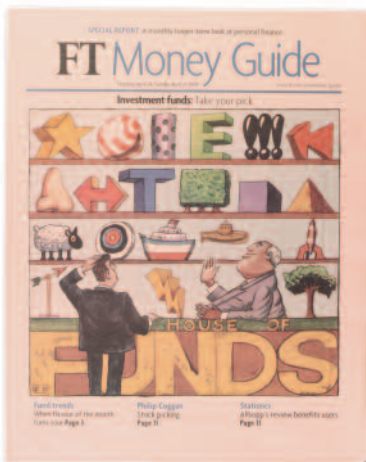
Sources: * Europe 2004, ** BBS 2003, *** Premier TGI 2004



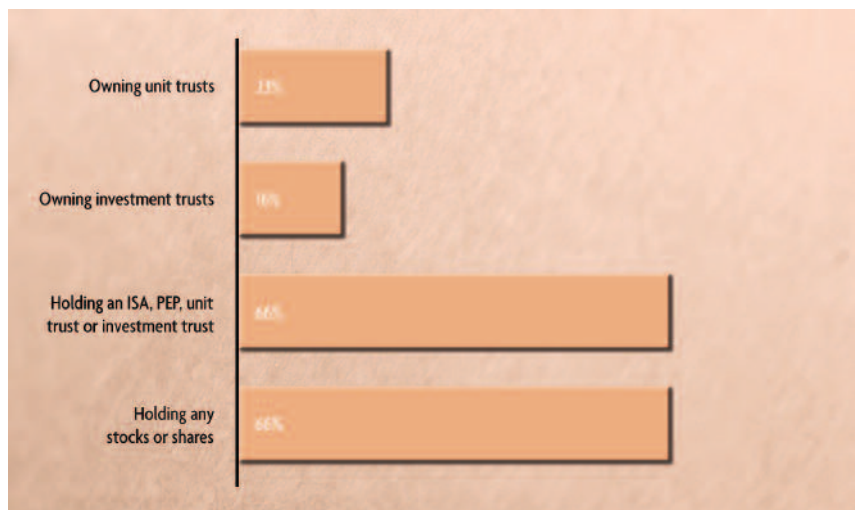
FT readers have a higher average personal income than any other quality daily



Source: BBS 2003



FT readers are active investors and affluent consumers



Source: Premier TGI 2004

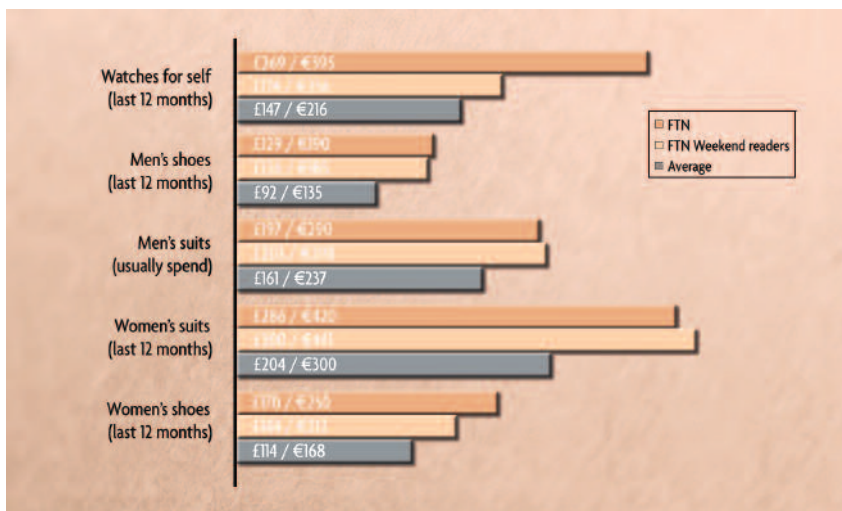


FT readers are high-spending

- In total FT Weekend readers in the UK spent more than £115,000,000 / \$207,000,000 on arts and antiques in the last 12 months.*
- Almost three-quarters of FT readers “enjoy splashing out on a meal in a restaurant”.*
- 42% agree there are certain luxuries they can’t do without.*
- On average they would pay €988 / £672 to replace a watch.**

Sources: * Premier TGI 2004, ** Europe 2004

Luxury spend by FT readers



Source: Premier TGI 2004

FT readers are high-earning consumers who are prepared to spend more for quality goods. From the weekend FT's extensive coverage of luxury goods and fashion to our award-winning How To Spend It magazine, we've developed an advertising environment that reflects these purchasing preferences.



The FT audience in the UK

When you target FT.com readers, you will be reaching one of the most influential audiences online.

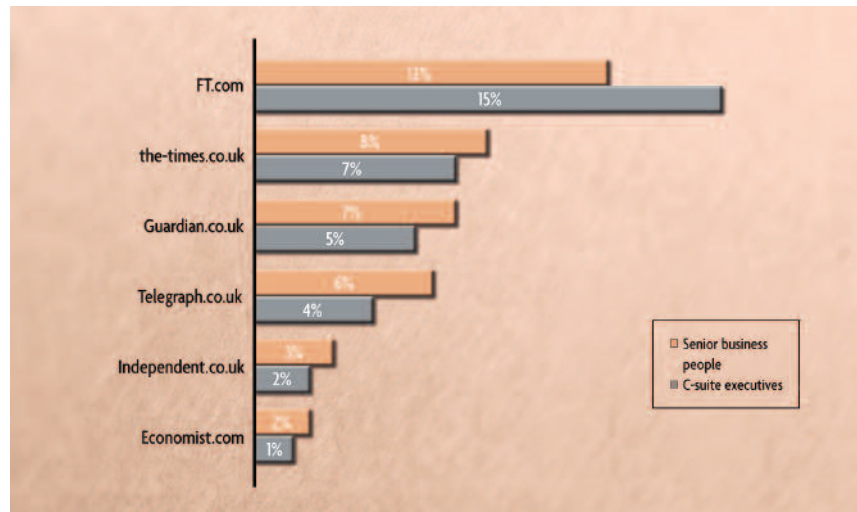
FT.com

FT.com's audience is of the same high-quality profile as the newspaper audience. With a customised regionalised homepage reporting the big stories in the UK that day, the site provides an indispensable online resource for the UK's decision-makers.

- FT.com is the most popular print website among British business people.*
- 28% of CEOs visit FT.com.*
- 19% of FT.com users in the UK are responsible for budgets of over £340,136 / €500,000.**
- The average FT.com user has private investments worth in excess of €450,000 / £306,122.**

Sources: * BBS 2003, ** Europe 2004

FT.com leads in coverage of senior business people and C-suite executives



Source: BBS 2003



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

"The daddy of financial websites... FT.com makes excellent use of the medium to add value..."
Association of Online Publishers,
November 2004