



**Named Best Website for Global Markets in the annual review of
Best Websites for Investors**

“
Exceptional coverage of markets, business and political news
worldwide...(covers) global financial issues better than anyone.”

Barron's, October 2004

Contents

	Page
LETTER FROM THE EDITOR	4
ABOUT FT.COM	5
A POWERFUL COMMUNICATION TOOL	6
THE AUDIENCE	7
GUIDE TO FT.COM	9
FT.COM PRODUCT HIGHLIGHTS	12
MAXIMISE YOUR CAMPAIGN	14
PRECISION TARGETING	16
ADVERTISING OPPORTUNITIES	17

Letter from the Editor

FT.com allows readers to tailor their consumption of news and analysis to suit their interests.

FT.com is the online expression of the Financial Times newspaper. We cover the big stories of the day and explain their significance – online and in real time. In addition, FT.com allows readers to tailor their consumption of news and analysis to suit their interests in specific sectors, regions or companies. For example, subscribers who sign up for News by email services can have the content they need delivered straight to their desktops.

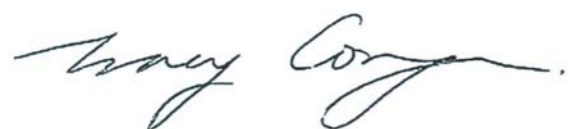
FT.com equips our 3.6 million* users and nearly 80,000 subscribers with a powerful business tool. Features such as the FT archive, award-winning markets coverage, expert analysis and an expanded Lex column with intra-day updates help our readers stay ahead of the game.

We also produce News in depth packages on the issues that matter most to our readers, from international corporate governance and accounting rules to the latest on Iraq – grouping all the news and analysis on the subject from our specialist reporters and commentators, so that readers can catch up on developments rapidly.

We provide special sections such as Business life, which brings together our best news and features on management and business trends, as well as our most entertaining and compelling management columnists, a section on Business education and links to our MBA business school rankings.

Our commitment to developing world-class content for our readers will inevitably benefit our advertisers as well. We are proud of being the world's most popular audited business website and the Financial Times is dedicated to providing our readers with the best possible global business news and analysis – online as well as in print.

Yours sincerely,



Tracy Corrigan
Editor
FT.com

* ABCE Mar 2004



www.ft.com/home/europe



www.ft.com/home/asia



www.ft.com/home/uk

DID YOU KNOW?
FT.com has seen impressive growth in each region since 2000:
 • Europe has increased 14%
 • North America has increased 24%
 • Asia has increased 12%
 Source: Global Capital Markets 2003

About FT.com

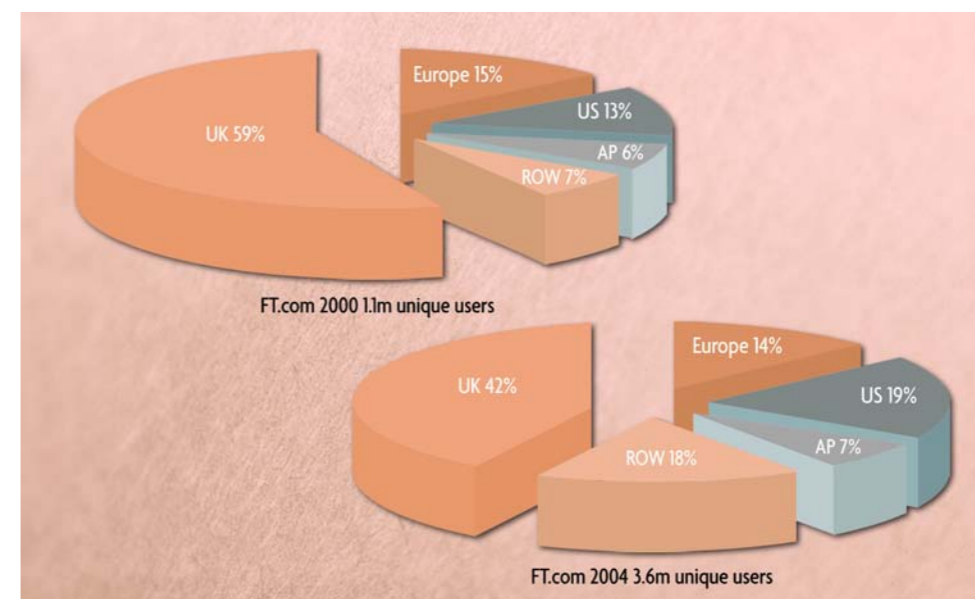
As with the weekday or Weekend FT, there is a compelling reason to advertise on FT.com: it is a quality offering which delivers a global audience of influential decision-makers. 22% of our users are senior managers; 7% are C-suite executives; and 17% are on the board of directors, the management board, or both.*

* FT.com Benchmarking Survey 8 2003

Our audience – global and growing

FT.com delivers an international and targeted audience to its advertisers. With customised Asia, US, Europe and UK homepages showing the big news stories in the different regions, the site allows readers to keep up with local events and follow their impact around the globe, providing an indispensable online resource for the world's decision-makers.

An increasingly global reach



Sources: ABCE Mar 2004, FT.com Benchmarking Surveys 2 2000 and 9 2004

Expanding our reach to China's business decision-makers

Our commitment to international expansion found its most recent expression in the launch of Zhongwen.FT.com – a Chinese-language edition of FT.com. The site brings the FT's global business and economic reporting and exclusive in-depth comment and analysis to China's business elite. With over 50,000 registered users* – more than half of them senior executives – and over 490,000 monthly page views,* the site provides our international advertisers with a truly effective way of reaching China's top decision-makers.

* FT Internal Figures Oct 2004 and Dec 2004

FT.com is the world's most popular audited business website with 3.6m unique users.



www.ft.com/home/us

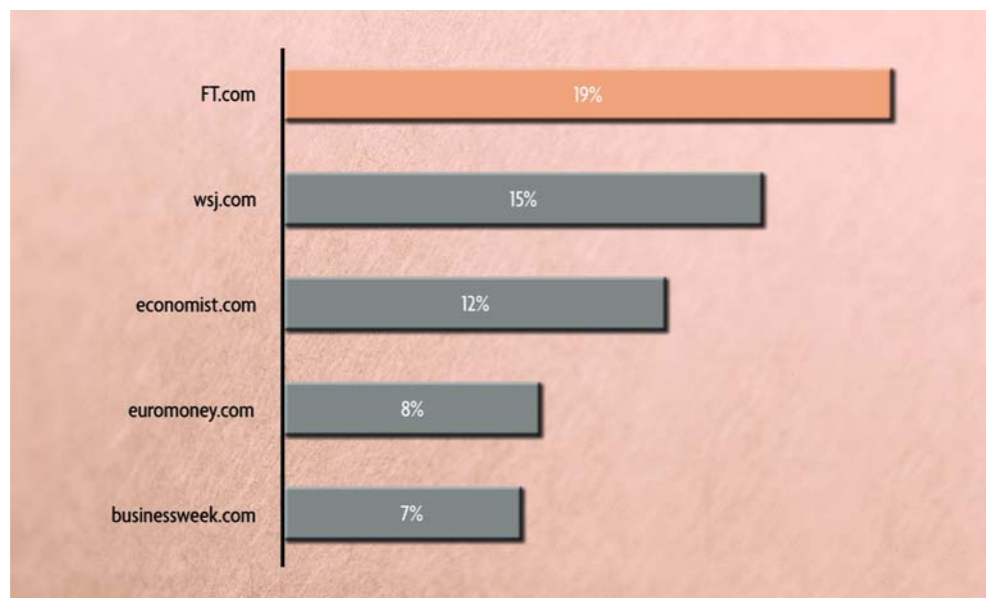


www.zhongwen.ft.com or www.chinese.ft.com

A powerful communication tool

FT.com is the number one newspaper website worldwide amongst influential financial executives *

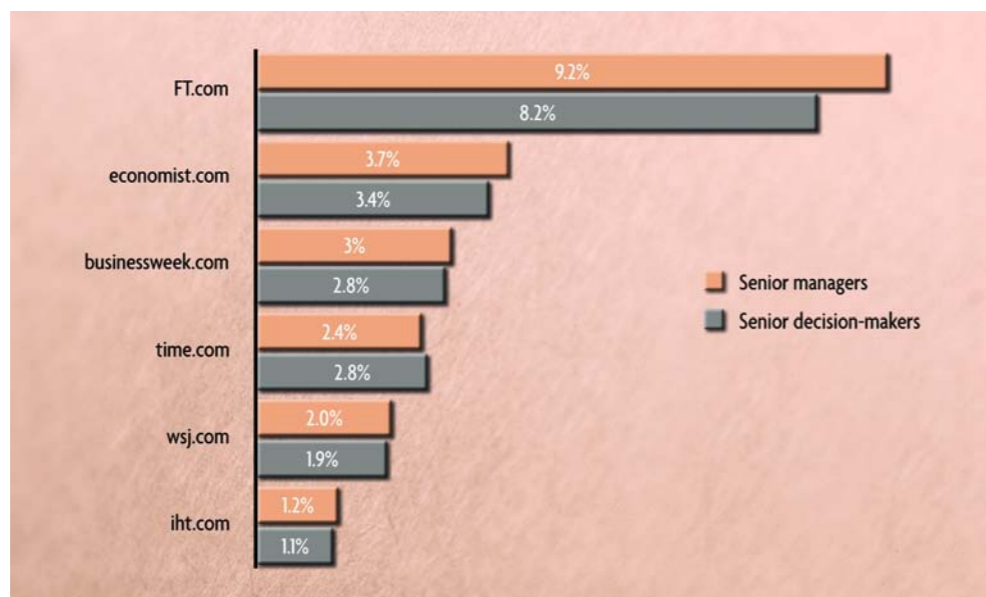
FT.com is the number one newspaper website and the most popular amongst senior executives and decision-makers across the world.



* Figures based on access in a four week period. Source: Global Capital Markets 2003

FT.com is the number one website for reaching Europe's senior decision-makers

Compared with other leading websites, FT.com reaches more European business decision-makers.

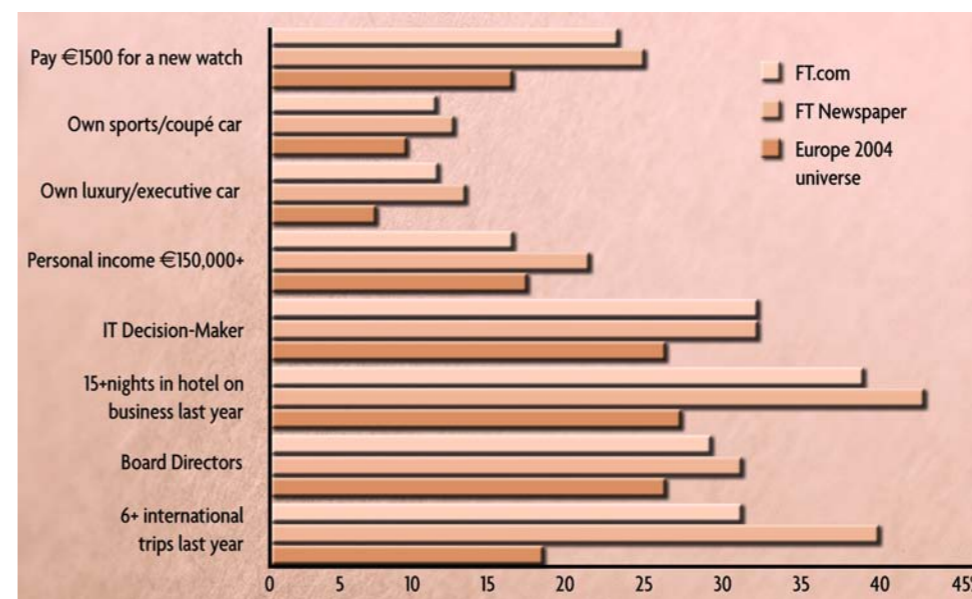


Source: Europe 2004

The audience

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

Online profile matches calibre of newspaper readers



Source: Europe 2004

You can use Behavioural Targeting to reach specific audiences even more accurately. Call your representative for details.

Use the FT brand to target decision-makers, purchasers and influencers

- The FT reaches 92% more senior executives in Europe making business purchases online than any other international title.
- In Asia, more than half of senior business people who read the FT use the internet to buy products and services.
- Nearly 1 in 2 FT.com users in the US is a business purchase decision-maker/influencer.
- 15% of FT.com users in the US are financial services decision-makers/influencers, a composition index of 301.

Sources: EBRs 2004, ABRs 2004, @Pan Fall 2004

Profile of an FT.com user globally

- 76% male, 24% female.
- 76% aged 25-54.
- 22% are senior managers.
- 7% are C-suite executives.

Sources: FT.com Global Benchmarking Surveys 8 2003 and 9 2004

DID YOU KNOW?
 Adding FT.com to an FT schedule for C-level executives will give an uplift of 65% from the print medium and a 67% uplift for board directors.
 Source: Europe 2004

The audience

Guide to FT.com

Profile of an FT.com user in Europe

- 30% have an income of over £107,222 / \$193,000.
- 47% have private investments of over £69,900 / \$125,820.
- 31% make 6+ international business air trips a year.
- 32% own a second home.
- 29% are on the management board.
- 36% are responsible for budgets of over €100,000 / £68,027 / \$122,449.
- 28% are telecoms decision-makers.
- 29% are financial and legal services decision-makers.

Sources: Europe 2004, FT.com Global Benchmarking Survey 8 2003

Profile of an FT.com user in the US

- Average household income of £86,145 / \$155,061.
- 92% have purchased online in the past six months.
- Over two and a half times more likely to travel on domestic business and over three times more likely to travel on international business than the average internet user.
- 52% purchased computer hardware for business in the past 12 months.
- 24% are designated "Heavy Spenders" for online airline ticket purchases.

Sources: FT.com Global Benchmarking Survey 8 2003 and 9 2004, @Plan Fall 2004

Profile of an FT.com user in Asia

- Average household income of £84,353 / \$124,000.
- 19% are either on the board of directors or management board.
- 40% use the internet for travel bookings.
- 28% have spent over £1,129 / \$1,660 online in the past 12 months and on average they spent £663 / \$975.
- Over half are influenced by advertising or information found on websites.

Source: FT.com Global Benchmarking Survey 8 2003

FT/FT.com combined reaches more European board directors than buying additional print titles.

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

With 3.6* million unique users, FT.com is an unrivalled route to the hard-to-capture audience of professionals at work.

One of the reasons for its popularity is the depth of content which is spread across 16 separate areas, making it easy for our readers to find what they want. We offer our readers region-specific or subject-specific homepages, which naturally attract high volumes of traffic (such as Technology, Business life and Your money). In addition, our sections on World news, Business and Markets are sub-divided for easier navigation. Whatever the regional focus, from the UK to the US or from Europe to Asia Pacific, our content is detailed, in-depth and customisable. And our range of time-saving business tools is unmatched by any other online resource.

Most of our users can be divided into two broad groups: those who use FT.com for research and company investigation, and those who use it to track their personal news agenda. For a quick overview of how these groups use FT.com, visit www.ft.com/tour.

* ABCe Mar 2004



www.ft.com/home/asia



www.ft.com/home/europe



www.zhongwen.ft.com or www.chinese.ft.com



www.ft.com/home/uk



www.ft.com/home/us



The FT.com Site Tour

Guide to FT.com

FT.com for senior decision-makers

The site is the first choice for senior executives, many of whom control purchasing and corporate investment budgets. They use it to read up on their industry, markets, competitors and potential partners; to stay up to speed with the latest developments worldwide; to stay abreast of the latest management thinking; and to get authoritative business comment and expert analysis of corporate activity. They can research any company or topic using the 5-year FT archive, the market data tools, FT Briefings and FT Reports. They can also keep track of their specific areas of interest throughout the day, with daily email news summaries, personalised email alerts, PDA downloads and breaking news sent to their mobile phones.



FT.com email summary



www.ft.com/buseducation



www.ft.com/funds



www.ft.com/marketsdata

FT.com for the investment community

Both private and professional investors use FT.com to review company performance, real-time equity prices, forecasts and commodity data, and for its outstanding interactive charting and portfolio management tools. In addition, our new online funds service has become the definitive offering for serious investors and a high-profile, trusted environment for your message. It combines with the FT newspaper to offer an unrivalled interactive platform from which you can communicate with this hard-to-capture audience, retain your customers and win new business.

- Our personalised News alerts service caters to a strong contingent of financial services professionals – in fact, 36% more people in the industry use FT.com rather than our closest competitor.*
- 45% of readers use FT.com to keep track of particular companies, sectors or industries.**
- The Markets and funds data section is the site's highest traffic area, with 1.4 million page views per week.***

* EBRs 2004, ** FT.com Global Benchmarking Survey 8 2003, *** FT Internal Figures

FT.com – for business and pleasure

We also cater to our readers during their spare time. Owners of luxury cars, purchasers of expensive jewellery and regular business and leisure travellers are more likely to visit FT.com than any other business news website,* and our leisure section reflects the interests and needs of this affluent readership.

This section provides incisive reviews of books, films, art, music and theatre; fine writing on food, drink, fashion and beauty; and intelligent features and fascinating interviews on topics ranging from collecting and luxury to the arts. There's also a comprehensive Travel section containing Eyewitness City Guides to the world's greatest cities; inspiring articles on a wide range of destinations; and links to carefully selected sites for flights, holidays, hotels and late deals. And the Sport pages offer a live ticker of results throughout the day, expert coverage syndicated from Sporting Life and the FT's unique take on sporting news and issues.

With FT.com, users get a complete and diverse package that helps them in both their professional and personal lives.

* Europe 2004

FT.com users would be willing to spend an average of £528 on a watch, £391 on a suit/outfit and £680 on jewellery.



www.ft.com/fashion



www.ft.com/travel

www.ft.com/arts/food

FT.com product highlights



www.ft.com/yourmoney

Behavioural targeting

Behaviour reflects people's desires and interests: Behavioural Targeting helps you pinpoint your target audience by identifying these interests, based on the FT.com sections they visit. For example, FT.com users who access the Technology section eight or more times in three months are grouped into an "Information Technology" segment. Advertisers can then target this segment of users whenever they log on to FT.com and wherever they are on the site. Not only do you reach exactly the right audience: you also get more from your budget by reaching a higher audience composition.



www.ft.com/businesslife

Sponsorship opportunities

You can target your audience by sponsoring FT.com's special sections devoted to particular topics, such as Business life (covering management and business trends), Technology (covering tech and telecoms) and Your money (news, features and advice on personal finance topics). Other highly effective sponsorship opportunities include roadblocks, microsites/advertorials, homepages and tools such as Search, Currency converter and News ticker.



FT.com Currency converter

News tracking services

FT.com users can get daily news updates on their chosen industries and instant News alerts on their choice of topics whenever a story is published. Available for sponsorship, they are an ideal medium for a strong branding campaign, offering you precision targeting to specific industries and markets and the chance to reach your audience when they are receptive.



FT.com email summaries

FT on request

We can offer customised sections on FT.com which round up the most important coverage of a specific business topic from right across the site. Giving our users a one-stop briefing on a particular subject, these sections cover the week's top stories, recent deals, current trends and key players, and offer closely targeted sponsorship and advertising opportunities.

Jobs & classifieds

FT.com's Jobs & classifieds section offers senior positions across a broad range of sectors. In addition to a wide variety of high-visibility ad formats, it offers you a target market of over 3.6 million business professionals. And the interactive service gives you a high degree of control over your advertising, so you can respond quickly and easily to your changing recruitment needs.

In addition, the Businesses for Sale section lists a wide variety of companies for sale. Since FT.com reaches people with significant purchasing power, it's the perfect place for sellers to advertise a business and for companies serving the business-buying sector to reach their target market.

FT Reports

Exploring single topics in depth, FT Reports provide our readers with expert insight into the industries, markets, regions and trends that matter to their business. FT.com provides an online archive of over 100 reports, with topics ranging from Business Travel to Business Education and from Corporate Finance to Commercial Property. The reports provide closely targeted sponsorship advertising opportunities within a specific editorial environment. Research shows that they are regarded as authoritative and objective, so your organisation benefits from the association with a trusted brand. And the online archive gives the reports a longevity which means that your company name is seen time and time again.



www.ft.com/jobs



www.ft.com/businessesforsale



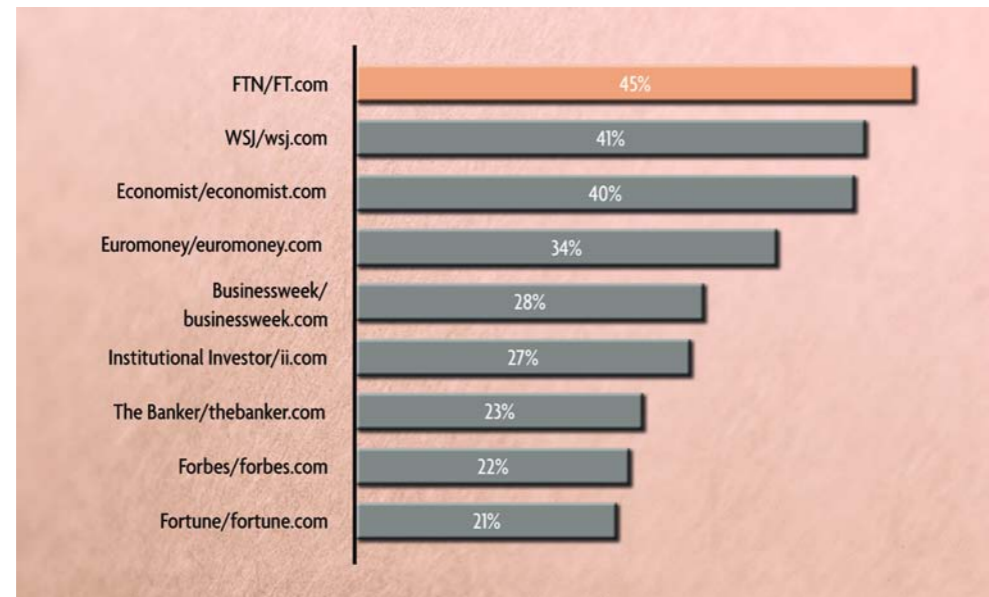
FT Reports online

Maximise your campaign

Extending your online campaign to the FT newspaper is a compelling proposition. With a global readership of 1.4 million, the FT is read by people who require international news coverage that is as broad as it is deep. The FT.com Reach Builder package helps you get the best from the FT by advertising both in print and online – for example, by running a print ad on the day you sponsor a homepage – in order to maximise your reach across a range of professions and industries.

The most powerful print and online combination worldwide *

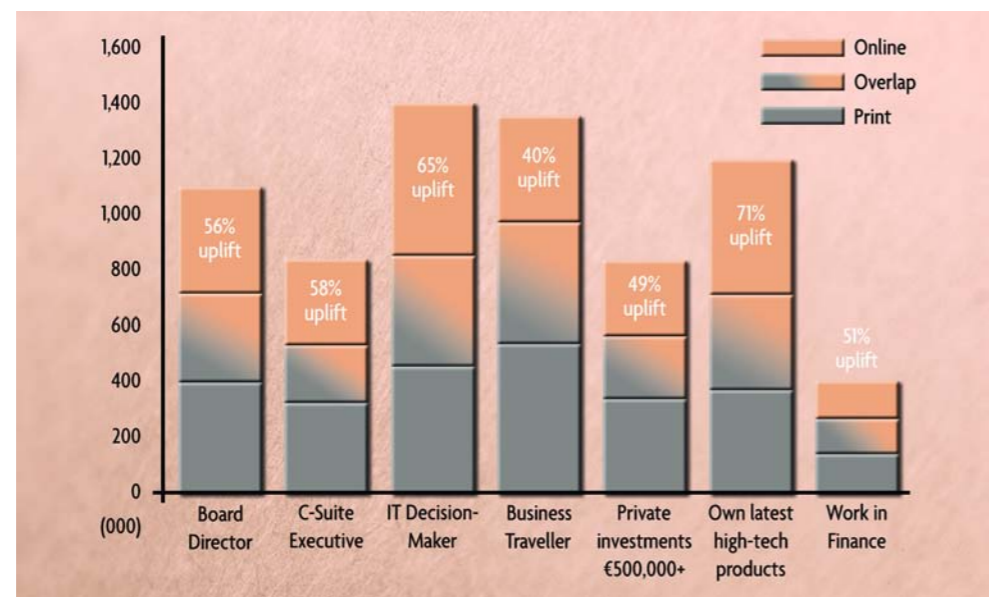
The FT and FT.com combined reaches 9% more than the WSJ/wsj.com and 13% more than the Economist/economist.com.



* Figures are combining average issue readership and access in a four week period. Source: Global Capital Markets 2003

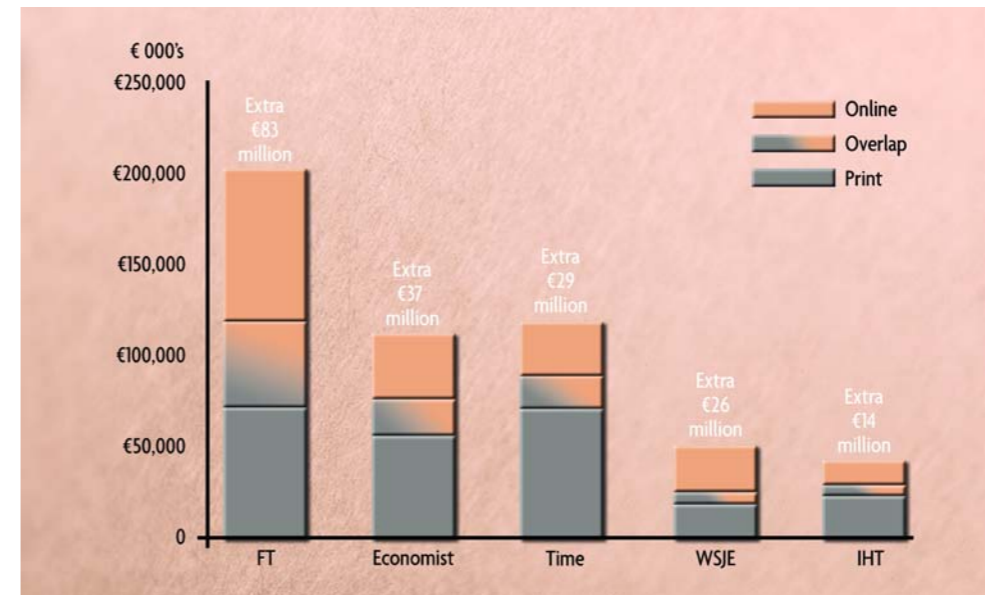
Combining print and online dramatically increases coverage +

FT/FT.com combined reaches more European board directors than buying additional print titles.



Source: Europe 2004

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



+ Base: Using a 4 week period for online segment, average issue readership for print and total universe (10,404,000) international news print and websites. Source: Europe 2004

Including FT.com in your schedule exposes you to incremental purchasing power in excess of €83 million.



You can maximise your reach by sponsoring a homepage on FT.com on the day your print ad runs in the FT newspaper. Please call your representative for details.

To find out more about the FT.com Reach Builder package, please visit the Extended Opportunities section at www.ft.com/toolkit or call your representative for details.

Precision targeting

Advertising opportunities

The screenshot shows the FT.com homepage with various sections:

- Home**: FT.com logo, navigation menu (Home, World, Business, Markets, etc.), and a search bar.
- Lex**: A section for legal and financial news, featuring articles like 'Lex live: Drug stocks' and 'Lex live: EMI'.
- Search & quotes**: A search bar and a 'Go' button.
- Site services**: A sidebar with links for 'Personal office', 'Download news ticker', 'FT mobile', etc.
- More Lex columns**: A table listing various Lex columns by date, such as 'Friday, November 19 2004' and 'Tuesday, November 16 2004'.

Geographic
Country, Region, City

Editorial Content
Industry Sector Content
e.g. IT, Auto, Finance

Site Section
Homepage, Markets,
Business etc.

User Demographic
Position, Industry,
Responsibility etc.

Frequency
Cap the number of
times your ad is served

Time of Day
Working hours,
weekends etc.

Surround Session
Sequential ad impressions
served during a user session

Behavioural Targeting
Ad targeting based on
user interests

Email
Targeting Newsletters,
News by email

The screenshot shows the FT.com homepage with various advertising spots highlighted:

- Leaderboard *** (728x90): Located at the top of the page.
- Top banner** (468x60): Located below the top banner.
- Pop Up** (300x300): A large rectangular ad spot.
- Box ad** (240x400, 300x250, 160x600): A vertical ad spot.
- News Ticker** (120x20): A horizontal ad spot at the bottom.
- Button / Sidebar** (120x60 max.): A small rectangular ad spot.
- Cube Ad +** (134x140 max.): A square ad spot.
- Featured Advertisers +** (120x60 max.): A horizontal ad spot.
- Advertiser Links +** (There is space for 3 lines of text.): A horizontal ad spot.
- Premiere** (468x60): A horizontal ad spot.
- Search sponsorship** (120x40): A small rectangular ad spot.
- Sponsorship link** (120x20): A small rectangular ad spot.
- Skyscraper** (120x600): A tall vertical ad spot.

* Only available when targeting the US audience on FT.com.
+ These positions are available on a sponsorship basis: please see your usual sales representative for details. The number of positions available is subject to change.

Where Europe 2004 is quoted, the figures are based on respondents visiting FT.com in a 4 week period.

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

All information accurate at time of printing.

**FT.com editor, Tracy Corrigan, named Editor of the Year
at the Association of Online Publishers Awards**

“ The daddy of financial websites... FT.com makes excellent use of the medium to add value and (Tracy) Corrigan has been the driving force behind initiative after initiative that has just worked, ”

Association of Online Publishers, November 2004

The Financial Times

EMEA

Number One Southwark Bridge, London, SE1 9HL, United Kingdom
Main tel: +44 (0)20 7873 3000 Sales tel: +44 (0)20 7873 3443 Fax: +44 (0)20 7873 4006
www.ft.com/home/uk
www.ft.com/home/europe

US

1330 Avenue of the Americas, New York NY 10019, USA
Main tel: +1 212 641 6500 Sales tel: +1 212 641 6550 Fax: +1 212 641 6544
www.ft.com/home/us

Asia

Suite 2903-2909, Two International Finance Centre, No. 8 Finance Street, Central, Hong Kong
Main tel: +852 2905 5500 Sales tel: +852 2905 5553 Fax: +852 2537 1211
www.ft.com/home/asia

