

FTfm (FT Fund Management)

Reach the investment professionals

FTfm is a weekly tabloid supplement devoted entirely to the global fund management industry, published with the FT every Monday throughout Europe and Asia. Having already established itself as Europe's leading fund management publication, FTfm's recent launch across Asia has further strengthened its coverage of professional investors with news, features, reviews, opinion and interviews with key industry players, as well as prices and FT Fund Ratings for managed funds.

Europe's number one expands into Asia

- Those who raise funds or invest internationally are twice as likely to read the FT as the average senior business person in Asia.*
- The FT reaches 68% of all institutional investors across Europe.**
- The managed funds section in FTfm attracts a higher readership than any other day of the week.***
- 1 in 10 of FTfm readers now buys the FT specifically for FTfm.***

Target audience

- Fund managers
- Pension fund trustees
- Specialist investors
- Investment consultants
- Institutional investors
- Business leaders
- Companies that support the fund industry

More than 75% of FT readers personally invest in shares.

Source: Europe 2005

FTfm is the largest circulation fund management publication in Europe.



A loyal audience of professional investors

An essential source for professionals across the industry, FTfm raises your industry profile and gets your message across to a loyal, receptive and consistent audience.

- 33% of FTfm readers hold senior management positions.***
- By the end of FTfm's first year, more than half of those surveyed felt that it had already become "essential" reading.***
- 60% read at least 4 out of 5 issues.***
- FTfm readers have private investments with an average value of £830,000.***

Sources: *ABRS 2004, **PIC 2003-2004, ***FTfm Reader Research Feb 2004.