



FINANCIAL
TIMES

Digital Rate Cards \$ Financial Times



FT.com \$



FT Readers – Standard Display & News by Email

Format	CPM Rate – \$
January - February	68
March - June	85
July - August	68
September	85
October - December	85

FT Readers – Rich Media Formats

Format	Seasonal CPM Rate – \$				
	January - February	March - June	July - August	September	October - December
Half-Page Expandable	82	98	82	98	98
Outstream Video	98	116	98	116	116
Responsive Adverts	82	98	82	98	98
Video Pre-Roll	116	146	116	146	175
Vertical Mobile	116	140	116	140	140

Live Contextual – Standard Display & News by Email

Format	CPM Rate – \$
January - February	93
March - June	116
July - August	93
September	116
October - December	129

Live Contextual – Rich Media Formats

Format	Seasonal CPM Rate – \$				
	January - February	March - June	July - August	September	October - December
Half-Page Expandable	107	129	107	129	141
Outstream Video	133	161	133	161	177
Responsive Adverts	107	129	107	129	141
Video Pre-Roll	Only available for FT Readers targeting	–	–	–	–
Vertical Mobile	161	194	161	194	214

Behavioural Segments – Standard Display & News by Email

Format	CPM Rate – \$
January - February	93
March - June	116
July - August	93
September	116
October - December	129

Behavioural Segments – Rich Media Formats

Format	Seasonal CPM Rate – \$				
	January - February	March - June	July - August	September	October - December
Half-Page Expandable	107	129	107	129	141
Outstream Video	133	161	133	161	177
Responsive Adverts	107	129	107	129	141
Video Pre-Roll	Only available for FT Readers targeting	–	–	–	–
Vertical Mobile	161	194	161	194	214

Demographic Targeting – Standard Display & News by Email

Format	CPM Rate – \$
January - February	109
March - June	136
July - August	109
September	136
October - December	178

Demographic Targeting – Rich Media Formats

Format	Seasonal CPM Rate – \$				
	January - February	March - June	July - August	September	October - December
Half-Page Expandable	126	152	126	152	200
Outstream Video	157	191	157	191	250
Responsive Adverts	126	152	126	152	200
Video Pre-Roll	Only available for FT Readers targeting	–	–	–	–
Vertical Mobile	188	229	188	229	299

Bespoke Targeting – Standard Display & News by Email

Format	CPM Rate – \$
January - February	130
March - June	163
July - August	130
September	163
October - December	214

Bespoke Targeting – Rich Media Formats

Format	Seasonal CPM Rate – \$				
	January - February	March - June	July - August	September	October - December
Half-Page Expandable	152	183	152	183	240
Outstream Video	188	229	188	229	301
Responsive Adverts	152	183	152	183	240
Video Pre-Roll	Only available for FT Readers targeting	–	–	–	–
Vertical Mobile	225	276	225	276	358

ft.com/htsi \$



Sponsorship Buy

Package	Details	CPM Rate \$
CPM	BLENDED ONLY BUY	USD \$
Jan-Feb		\$90
Mar-Jun		\$112
Jul-Aug		\$90
Sep		\$112
Oct-Dec		\$133

Targeting within HTSI.ft.com

Package	Details	CPM Rate \$
CPM	BLENDED All ad formats for all devices need to be supplied.	USD \$
Jan-Feb		\$103
Mar-Jun		\$130
Jul-Aug		\$103
Sep		\$130
Oct-Dec		\$170

Targeting within HTSI.ft.com

Package	Details	CPM Rate \$
CPM	HIGH IMPACT FORMATS Billboard & Half Page only to be supplied	USD \$
Jan-Feb		\$121
Mar-Jun		\$146
Jul-Aug		\$121
Sep		\$146
Oct-Dec		\$192

Targeting within HTSI.ft.com

Package	Details	CPM Rate \$
CPM	PAGE OWNERSHIP (PAGE WRAP) All ad formats. For all devices need to be supplied.”	USD \$
Jan-Feb		\$242
Mar-Jun		\$290
Jul-Aug		\$242
Sep		\$327
Oct-Dec		\$431

Targeting within HTSI.com Single Ad Unit

Package	Details	CPM Rate \$
CPM	OUTSTREAM VIDEO	USD \$
Jan-Feb		\$150
Mar-Jun		\$183
Jul-Aug		\$150
Sep		\$183
Oct-Dec		\$240

Targeting within HTSI.com Single Ad Unit

Package	Details	CPM Rate \$
CPM	VERTICAL VIDEO	USD \$
Jan-Feb		\$180
Mar-Jun		\$220
Jul-Aug		\$180
Sep		\$220
Oct-Dec		\$287

Run of HTSI section

Package	Details	CPM Rate \$
CPM	BLENDED All ad formats for all devices need to be supplied.	USD \$
Jan-Feb		\$80
Mar-Jun		\$100
Jul-Aug		\$80
Sep		\$84
Oct-Dec		\$112

Run of HTSI section

Package	Details	CPM Rate \$
CPM	HIGH IMPACT FORMATS Billboard & Half Page only to be supplied.	USD \$
Jan-Feb		\$93
Mar-Jun		\$116
Jul-Aug		\$93
Sep		\$116
Oct-Dec		\$127

Run of HTSI section

Package	Details	CPM Rate \$
CPM	PAGE OWNERSHIP (PAGE WRAP) All ad formats for all devices need to be supplied.	USD \$
Jan-Feb		\$209
Mar-Jun		\$262
Jul-Aug		\$209
Sep		\$262
Oct-Dec		\$287

Run of HTSI Section (single AD unit)

Package	Details	CPM Rate \$
CPM	OUTSTREAM VIDEO	USD \$
Jan-Feb		\$115
Mar-Jun		\$136
Jul-Aug		\$115
Sep		\$105
Oct-Dec		\$152

Run of HTSI Section (single AD unit)

Package	Details	CPM Rate \$
CPM	VERTICAL VIDEO	USD \$
Jan-Feb		\$138
Mar-Jun		\$166
Jul-Aug		\$138
Sep		\$166
Oct-Dec		\$183

Rich Media - ROS (Page Ownership)

Package	Details	CPM Rate \$
CPM	OUTSTREAM VIDEO	USD \$
Jan-Feb		\$208
Mar-Jun		\$253
Jul-Aug		\$208
Sep		\$253
Oct-Dec		\$279

Rich Media - ROS (Page Ownership)

Package	Details	CPM Rate \$
CPM	VERTICAL VIDEO	USD \$
Jan-Feb		\$231
Mar-Jun		\$282
Jul-Aug		\$231
Sep		\$282
Oct-Dec		\$310

Rich Media - Targeting within HTSI section (page ownership)

Package	Details	CPM Rate \$
CPM	OUTSTREAM VIDEO	USD \$
Jan-Feb		\$271
Mar-Jun		\$329
Jul-Aug		\$271
Sep		\$329
Oct-Dec		\$432

Rich Media - Targeting within HTSI section (page ownership)

Package	Details	CPM Rate \$
CPM	VERTICAL VIDEO	USD \$
Jan-Feb		\$301
Mar-Jun		\$366
Jul-Aug		\$301
Sep		\$366
Oct-Dec		\$479

Advertising opportunities - 3 ways to buy		
SPONSORSHIP OF HOMEPAGE OF HTSI SECTION	Premium buy - 100% Ownership across all devices.	Worldwide buy, 1 month tenancy. Priced at the FT Section sponsorship rate. Available as a blended buy ONLY. Need to take all *ad formats across all devices to have 100% ownership.
TARGETING WITHIN THE HTSI SECTION (CPM BUY)	(i) Contextual buy - Targeting a client’s advertising to specific content within the HTSI section. (ii) Audience buy - Targeting a demographic or behavioural audience within the HTSI section.	(i) Admantx segments for contextual buy include: W&J, Style, Travel, Car, Bikes & Boats, Beauty & Fitness, Food & Drink, House & Garden, Technology, Arts & Philanthropy. (ii) E.G. High Net Worth Individuals or CEO’s. Both bought on a blended, high Impact or page ownership basis. Both can be bought on a regional basis.
HTSI RUN OF SECTION TARGETING (CPM BUY)	Targeting client’s advertising to appear run of the HTSI section.	Can be bought on a blended, high impact or page ownership basis.

*Ad Formats: 970x250 (billboard) 300x600 (half page) 300x250 (MPU) 728x90 (leaderboard)

Advertising opportunities - How to buy		
PAGE OWNERSHIP / PAGE WRAP	<p>Page wrap is 100% SOV on the page. Also known as page ownership.</p> <p>All ad formats need to be supplied for all devices.</p>	<p>For example: Contextually target W&J content within HTSI.</p> <p>(i) Buy all the W&J content available and the client's advertising will appear on all W&J pages within the HTSI section.</p> <p>(ii) Buy 50% of the available content you will only see the client's advertising 50% of the time.</p> <p>BUT in both cases you will only see your client's advertising on the page i.e. 100% SOV of page.</p>
HIGH IMPACT	<p>Billboard & half page ad formats only.</p>	<p>If run high impact formats only you can still have 100% SOV of the page but the client will appear desktop only.</p> <p>Will have no presence on tablet or mobile.</p>
BLENDED	<p>All ad formats need to be supplied for all devices.</p>	

*Ad Formats: 970x250 (billboard) 300x600 (half page) 300x250 (MPU) 728x90 (leaderboard)

ft.com/business-education \$

Business Education Section - Billboard, HPU & MPU

Details	Worldwide - \$	Europe including UK - \$	UK - \$	CEMEA - \$	US - \$	Asia - \$
1 month	7,843	-	-	-	-	-
3 months	18,823	-	-	-	-	-
6 months	26,891	-	-	-	-	-
12 months	41,830	-	-	-	-	-

Rankings Section - Enhanced Profiles

Details	Worldwide - \$	Europe including UK - \$	UK - \$	CEMEA - \$	US - \$	Asia - \$
All Widgets (12 months)	124,46.50	-	-	-	-	-
Per Widget (12 months)	3,410	-	-	-	-	-

Email sponsorship 100%

Details	Worldwide - \$	Europe including UK - \$	UK - \$	CEMEA - \$	US - \$	Asia - \$
Quarter Page	17,464.20	-	-	-	-	-

Special Report Email sponsorship 100%

Details	Worldwide - \$	Europe including UK - \$	UK - \$	CEMEA - \$	US - \$	Asia - \$
Per email	9,354.25	-	-	-	-	-

Rankings Section - Billboard, HPU & MPU

Details	Worldwide - \$	Europe including UK - \$	UK - \$	CEMEA - \$	US - \$	Asia - \$
1 month	11,294	-	-	-	-	-
3 months	27,106	-	-	-	-	-
6 months	38,722	-	-	-	-	-
12 months	60,234	-	-	-	-	-

Podcasts £ \$



RATE CARDS

Podcasts

Format	Details	CPM Rate - £	CPM Rate - \$
Sponsorship	Must be bought as pre & post-roll wrap	45 (90 per wrap)	47
Supported by Ads		35	47
Premium Airtime		25	33

News Briefing

Format	Rate	Details
Sponsorship	Minimum three month sponsorship \$60,000 net (\$20,00 net per month)	<ul style="list-style-type: none">• US only• 1x pre-roll with sponsor accreditation• 1x post-roll• 100% Share of Voice <p>Marketing:</p> <ul style="list-style-type: none">• Paid & organic social promotion on Twitter and LinkedIn - promoted via FT social handles• Promotional email to FT Readers• Co-branded digital traffic drivers quarter page co-branded print advertising marketing tiered on spend• Native homepage promotion on FT.com across desktop and app



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