

FT Wealth 2024

The ultimate guide for ultra high networth individuals

“ Readers have a minimum net wealth of £1m in investable assets.

FT Wealth is the ultimate guide for HNWIs, is distributed 5 times a year within the worldwide circulation of the FT.

FT Wealth addresses the issues of unique importance to the extremely wealthy:

- Alternative Investments
- Succession planning
- Philanthropy/legacy
- Security
- Offshoring
- Wealth industry trends

FT Wealth is written for:

- Entrepreneurs
- Family business leaders
- People with dynastic wealth
- Advisers; private bankers, asset managers, lawyers and accountants
- Senior executives



FT Wealth Readers



61

Average age

45%

are C-suites

71%

are involved in purchase
decision making

30%

work in finance

46%

live in UK, 22% live in the USA,
17% in continental Europe

£1.9m

million mean approximate
value of investment portfolio

£3.3m

average net worth

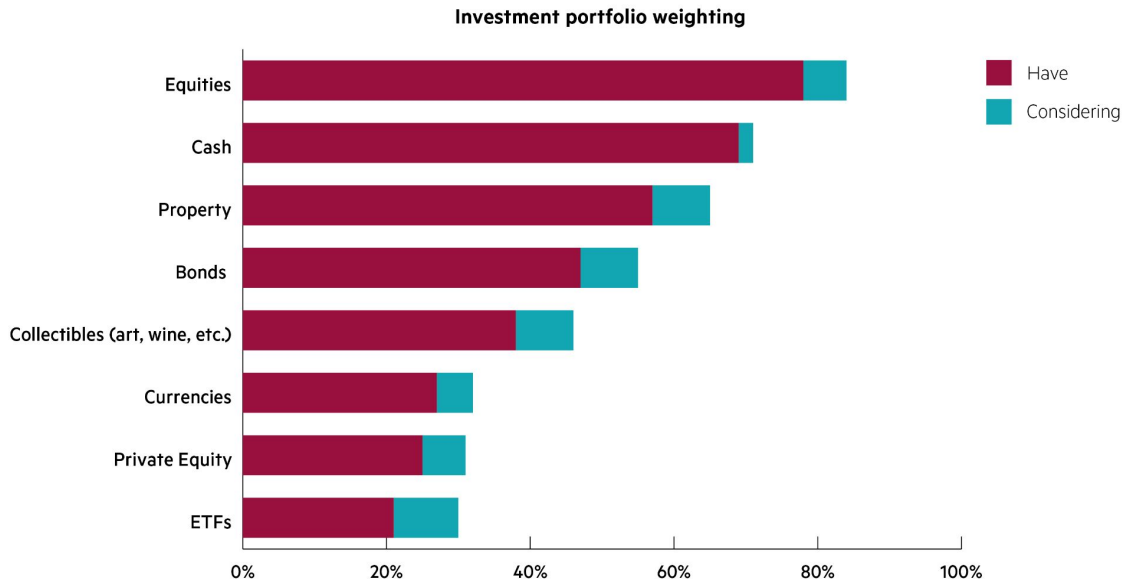
£330K

Average household income

Investment Focus

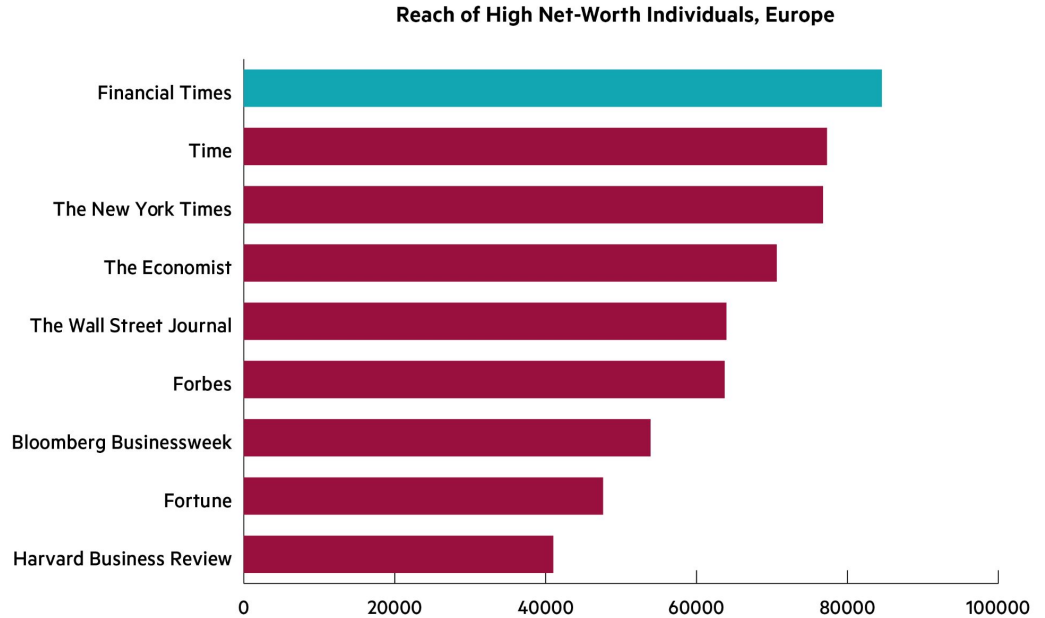
67% of FT Wealth readers believe the magazine's content improves their knowledge of personal finance and investment.

FT Wealth readers mainly split their portfolio between equities, cash and property, with ETF's, property and collectibles highest on their consideration list.



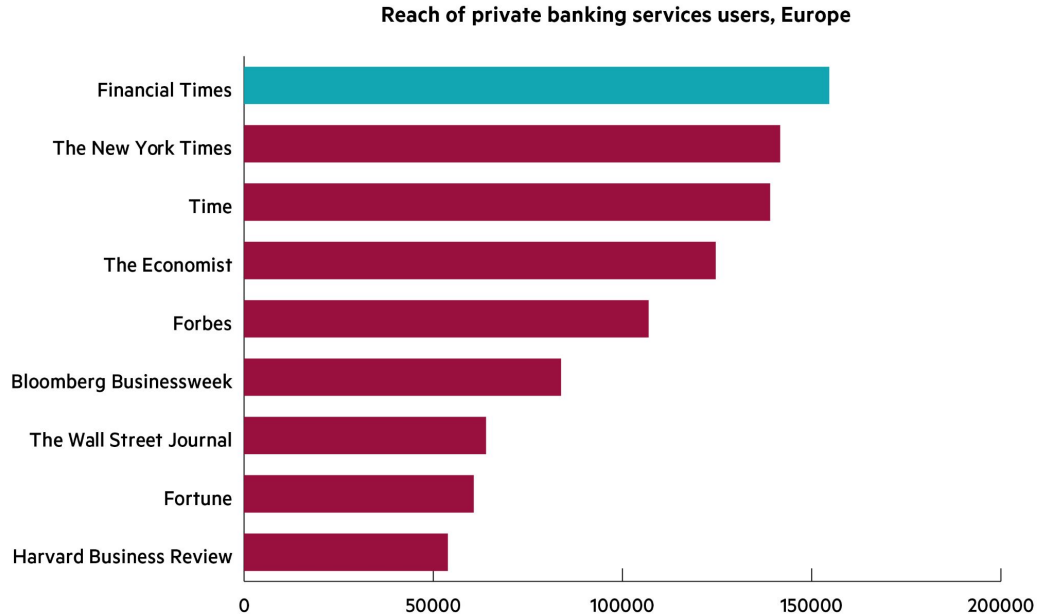
FT Wealth Reach

Reach of individuals with a net worth of \$1m+ in print, is the highest in Europe compared to all other business publications.



FT Wealth Reach

FT reaches 145,949 of all audience in the UK & Europe who use Private Banking services. This is 19,541 more than the nearest competitor.

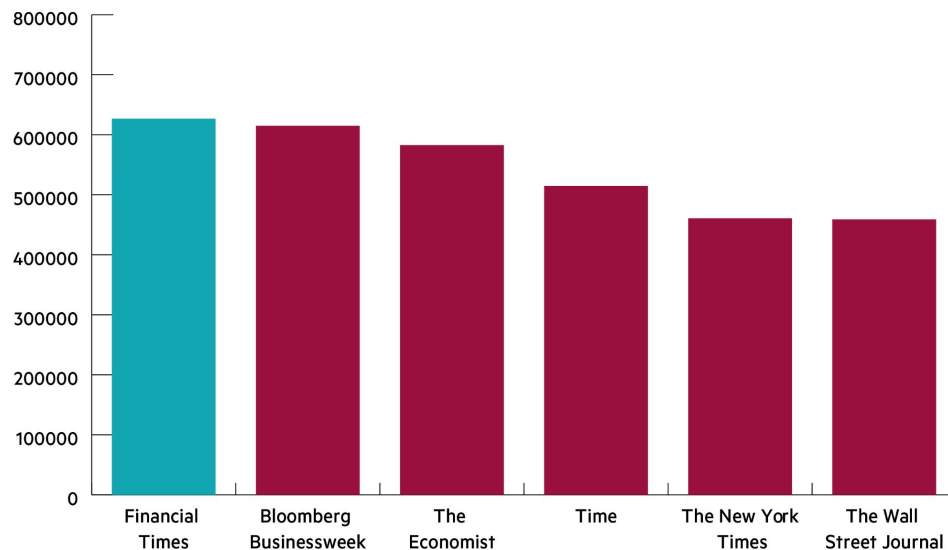


Why FT Wealth

The average income of FT readers in print is the highest compared to other business publications in the US.

In Asia, Financial Times reaches more than a quarter of total Business Elite audience in print (Avg. Net Worth \$1.3m)*.

Mean average personal income, print readers, US (\$)



Advertising Opportunities

Print rate card £

	World	Europe	US	Asia
Inside DPS 1	£70,829	£57,600	£19,016	£15,930
Inside DPS 2	£68,900	£56,498	£18,741	£14,497
DPS (Run Of Magazine)	£33,072	£27,560	£12,678	£7,717
Outside Back Cover	£42,167	£35,828	£13,229	£10,969
1st Right Hand Page	£36,104	£30,316	£11,906	£9,977
2nd Right Hand Page	£33,899	£27,836	£11,575	£9,095
Front Half Full Page	£25,906	£19,843	£7,992	£5,732
Run of Magazine	£23,150	£16,536	£7,166	£4,134



Print rate card €

	World	Europe	US	Asia
Inside DPS 1	€96,788	€78,711	€25,985	€21,768
Inside DPS 2	€94,152	€77,204	€25,608	€19,810
DPS (Run Of Magazine)	€45,193	€37,660	€17,324	€10,545
Outside Back Cover	€57,621	€48,959	€18,077	€14,989
1st Right Hand Page	€49,336	€41,426	€16,270	€13,633
2nd Right Hand Page	€46,323	€38,037	€15,817	€12,428
Front Half Full Page	€35,402	€27,116	€10,922	€7,833
Run of Magazine	€31,635	€22,596	€9,792	€5,649



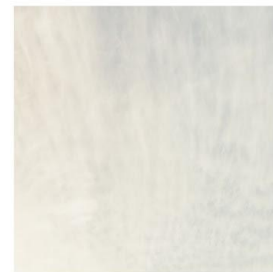
Print rate card \$

	World	Europe	US	Asia
Inside DPS 1	\$109,786	\$89,281	\$29,476	\$24,691
Inside DPS 2	\$106,796	\$87,572	\$29,048	\$22,469
DPS (Run Of Magazine)	\$51,262	\$42,718	\$19,651	\$11,961
Outside Back Cover	\$65,359	\$55,534	\$20,505	\$17,002
1st Right Hand Page	\$55,960	\$46,990	\$18,454	\$15,464
2nd Right Hand Page	\$52,543	\$43,145	\$17,942	\$14,097
Front Half Full Page	\$40,155	\$30,757	\$12,388	\$8,886
Run of Magazine	\$35,883	\$25,631	\$11,107	\$6,407



Print dates

Publication date	Issue	Booking Deadline (9 weeks prior)	Copy Deadline (3 weeks prior)
31st May 2024	Issue 1 - Entrepreneurs	28th March 2024	8th May 2024
12th July 2024	Issue 2	10th May 2024	19th June 2024
6th September 2024	Issue 3	5th July 2024	14th August 2024
25th October 2024	Issue 4 - Family Office edition	23rd August 2024	2nd October 2024
6th December 2024	Issue 5	4th October 2024	13th November 2024



Client supplied insertion

Clients are able to run 16–32 page bound inserts within the FT Wealth Magazine.

Content needs to be provided by the client and must be marked as an 'advertising feature' throughout.

Following editorial approval all printing is managed by the FT.

For an additional cost we can provide extra copies for the clients own distribution.

£75,000 - per insert + Centre DPS must also be taken £62,500 (WW rate)

We can enhance any campaign by placing up to 10,000 additional copies of the magazine in a bespoke cover wrap and place as required. Additional cost attached with more information available upon request.



Thank you

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