

# FT Podcast Offering

2024

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## FT Audio Overview

FT Audio continues to go from strength to strength. Our podcasts now reach over 2.4m unique listeners every month.

In recent years we have launched the new **Life and Art from FT Weekend** podcast, helping listeners lead a better life, **Working It**, helping listeners work better, and **Unhedged**, a fast-paced twice weekly markets chat show

We have refreshed **Tech Tonic**, which has now run multiple in-depth seasons that examined the big issues in technology, and **Behind the Money**, our weekly deep-dive into a key business news story

We've also launched a new branded content product from FT Partner Studio called **The Next Five**. All content is available on FT.com, the FT app, a wide range of podcast apps and the leading smart speakers.

[Click here to listen to our audio reel](#)



6.5m

Monthly downloads to all FT podcasts, September 2023

5m

Monthly downloads to the FT News Briefing in September 2023

2.4m

Unique listeners to FT Audio in September 2023

8

Regular shows covering news, UK and world politics, personal finance, arts and culture and the world of work



## FT COMMERCIAL

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### FT News Briefing

A concise daily briefing on the stories that matter, every weekday morning at 5am London time



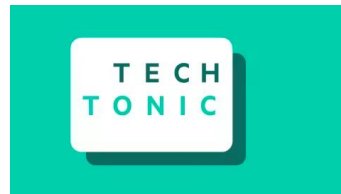
### Life and Art from FT Weekend

Join Lilah Raptopoulos and a range of guests to discuss the latest in the arts, culture, food, drink, travel and how to live a good life - now twice a week



### The Rachman Review

A weekly discussion between the FT's chief foreign affairs commentator and a leading figure in global affairs



### Tech Tonic

A series of regular deep-dives that investigate the promises and perils of the new technological age



### Unhedged

A new twice weekly chat show about the goings-on in the world's financial markets, co-produced with Pushkin Industries



### Behind the Money

A regular deep dive into a major business news story, from the FT's network of global correspondents



### Political Fix

Every Saturday morning Lucy Fisher and the FT's political commentators dissect the week's goings-on in Westminster and beyond



### Money Clinic with Claer Barrett

Engaging and insightful coverage of the week's major personal finance issues, hosted by Claer Barrett



### Working It

Expert analysis and watercooler chat about ahead-of-the-curve workplace trends, the big ideas shaping work today - and the old habits we need to leave behind



### Hot Money

A series of in-depth investigations following the money around the world's most opaque industries, co-produced with Pushkin Industries

# FT News Briefing



FT News Briefing is a rundown of the most important global business stories you need to know for the coming day. Hosted by Marc Filippino and available every weekday morning.

[Marc Filippino](#), FT News Briefing Host and Producer



**Weekly Listeners**  
973,736



**Rated 4.8**  
on Spotify  
(4.7K reviews!)



**Top 3 regions**  
33% UK  
24% CEMEA  
17% US



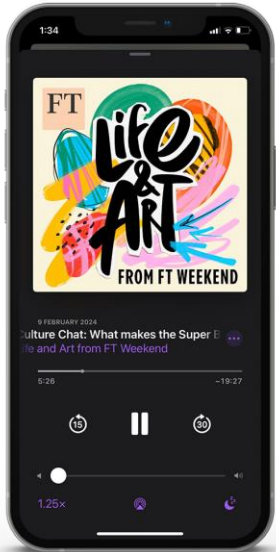
**Audience**  
72% Male  
24% Female  
4% Non-binary

<b>Audience Profile</b>	Business professionals, executives, and anyone with a keen interest in global business. Likely appeals to individuals working in finance, consulting, and various industries requiring up-to-date business insights.
<b>Frequency</b>	Every Weekday Morning at 5am
<b>Sponsorship</b>	<ul style="list-style-type: none"><li>• Sponsorship runs for a minimum of one week.</li><li>• Sponsorship guarantees 100% share of voice of the pre-roll position only, 30s ad, can be geo-targeted.</li></ul>

Source: Weekly Listeners Insights from Acast July 2023

N.B. = Audience insights is from Acast app, which equates for less than 2% of listeners

# Life & Art from FT Weekend



Life and Art from FT Weekend is the twice-weekly flagship culture podcast from the Financial Times. On Monday, we talk about life, and how to live a good one, in a one-on-one conversation that explores everything from food and travel to philosophy and creativity. On Friday, it's a chat show, where we talk about 'art'. Hosted by Lilah Raptopoulos, together with the FT's award-winning writers and editors, and special guests..

*[Lilah Raptopoulos](#) is the host of FT Weekend's flagship [Life & Arts podcast](#).*



**Weekly Listeners**  
56,020



**Rated 4.7**  
on Spotify



**Top 3 regions**  
30% CEMEA  
28% UK  
17% US



**Audience**  
N/A

<b>Frequency</b>	Every Monday and Friday
<b>Sponsorship</b>	<ul style="list-style-type: none"> <li>• Sponsorship runs for a minimum of one month.</li> <li>• Sponsorship guarantees 100% share of voice of the pre-roll position only, 30s ad, can be geo-targeted UK, US, ROW.</li> </ul>

Source: Weekly Listeners Insights from Acast July 2023  
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# Money Clinic with Claer Barrett



The FT's money-making expert Claer Barrett responds to real-life money questions from a range of millennial guests gearing up to battle the cost of living crisis. Every episode is packed with nuggets, tips and takeaways shared by top FT writers and financial experts. There are no shortcuts to wealth, but Money Clinic promises to tell you things you didn't know about your finances and investing in ways that anyone can understand.

*Claer Barrett is the FT Consumer Editor and presents the [FT's Money Clinic with Claer Barrett podcast](#)*



**Weekly Listeners**  
45,389



**Rated 4.7**  
on Spotify



**Top 3 regions**  
74% UK  
8% US  
5% CEMEA



**Audience**  
71% Male  
26% Female  
3% Non-binary

<b>Audience Profile</b>	Individuals across various professions and industries who are navigating financial challenges. Appeals to a broad audience, including professionals in finance, business owners, and those focused on personal finance.
<b>Frequency</b>	Every Tuesday
<b>Sponsorship</b>	<ul style="list-style-type: none"> <li>• Sponsorship runs for a minimum of one week.</li> <li>• Sponsorship guarantees 100% share of voice of the pre-roll position only, 30s ad, can be geo-targeted.</li> </ul>

Source: Weekly Listeners Insights from Acast July 2023

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# FT Unhedged



Ethan Wu, Katie Martin and other markets nerds at the Financial Times explain the big ideas behind what's happening in finance right now.

*[Ethan Wu](#), Financial Reporter. He hosts the twice-weekly [Unhedged podcast](#) on markets and finance. He also co-writes the [Unhedged daily newsletter](#).*



**Weekly Listeners**  
59.600



**Rated 4.9**  
on Spotify



**Top 3 regions**  
31% UK  
22% US



**Audience**  
N/A

## Frequency

Every Tuesday and Thursday

## Sponsorship

- Sponsorship runs for a minimum of one week.
- Sponsorship guarantees 100% share of voice of the pre-roll position only, 30s ad, can be geo-targeted.

# Behind the Money



Behind the Money takes you inside the business and financial stories of the moment with reporting from Financial Times journalists around the world. From the murky world of cryptocurrency to private equity's takeover of the music industry, host Michela Tindera follows reporters as they dig into stories about business, money and power.

*Michela Tindera is the host of [Behind the Monday](#) podcast.*



**Weekly Listeners**  
65,665



**Rated 4.8**  
on Spotify



**Top 3 regions**  
29% CEMEA  
27% UK  
20% US



**Audience**  
N/A

<b>Frequency</b>	Every Wednesday
<b>Sponsorship</b>	<ul style="list-style-type: none"> <li>• Sponsorship runs for a minimum of one week.</li> <li>• Sponsorship guarantees 100% share of voice of the pre-roll position only, 30s ad, can be geo-targeted.</li> </ul>

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# Working It



Working It is the FT's workplace podcast and newsletter, keeping you up to date on the post-pandemic trends shaking up workplaces worldwide.

We have expert analysis and key takeaways to help leaders and managers make sense of the big news stories shaping the world of work - and stay ahead of the curve on new trends.

*Isabel Berwick is the host and editor of [Working It podcast](#) and [newsletter](#).*



**Weekly Listeners**  
20,657



**Rated 4.8**  
on Spotify



**Top 3 regions**  
31% UK  
27% CEMEA  
13% US



**Audience**  
N/A

**Frequency**

Every Monday

**Sponsorship**

- Sponsorship runs for a minimum of one week.
- Sponsorship guarantees 100% share of voice of the pre-roll and post-roll position, 30s ad, can be geo-targeted UK, US, ROW.

# Rachman Review



Gideon Rachman, the Financial Times chief foreign affairs columnist, takes you with him on his travels, as he meets the decision-makers and thinkers who are shaping world affairs. The Rachman Review gives you the chance to listen in on his reflective and often probing conversations with politicians, intellectuals and analysts around the globe.

*Gideon Rachman is the FT chief foreign affairs commentator and the editor and host of [The Rachman Review podcast](#).*



**Weekly Listeners**  
56,758



**Rated 4.8**  
on Spotify



**Top 3 regions**  
37% CEMEA  
25% UK  
13% US

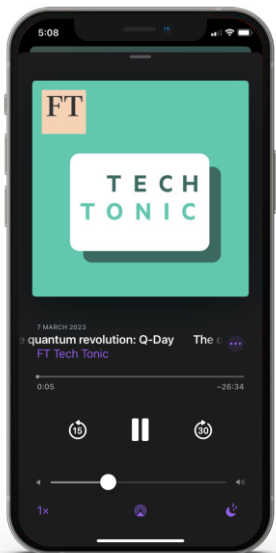


**Audience**  
74% Male  
19% Female  
6% Non-binary

<b>Frequency</b>	Every Monday
<b>Sponsorship</b>	<ul style="list-style-type: none"> <li>Sponsorship runs for a minimum of one week.</li> <li>Sponsorship guarantees 100% share of voice of the pre-roll and post-roll position, 30s ad, can be geo-targeted UK, US, ROW.</li> </ul>

Source: Weekly Listeners Insights from Acast July 2023  
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# Tech Tonic



We are in the midst of a digital revolution, where the line between our physical world and cyberspace is blurring. Tech Tonic is the show that investigates the promises and perils of this new technological age..



**Weekly Listeners**  
23,691



**Rated 4.9**  
on Spotify



**Top 3 regions**  
45% CEMEA  
15% UK  
7% US



**Audience**  
72% Male  
25% Female  
3% Non-binary

Frequency	Limited Series
Sponsorship	<ul style="list-style-type: none"><li>Series sponsorship only: Sponsorship of a full season for a three-month period (up to 6 episodes).</li><li>Sponsorship guarantees 100% share of voice of the pre-roll and post-roll position, 30s ad, can be geo-targeted UK, US, ROW.</li></ul>

Source: Weekly Listeners Insights from Acast July 2023  
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# Political Fix



The Financial Times takes you into the corridors of power to unwrap, analyse and debate British politics with a regular lineup of FT correspondents and informed commentators.



**Weekly Listeners**  
49,136



**Rated 4.7**  
on Spotify



**Top 3 regions**  
62% UK



**Audience**  
81% Male  
17% Female  
2% Non-binary

## Frequency

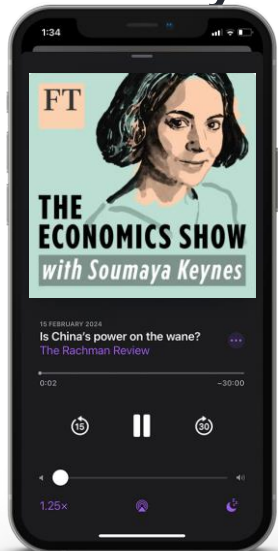
Every Friday

## Sponsorship

- Sponsorship runs for a minimum of one week.
- Sponsorship guarantees 100% share of voice of the pre-roll position only, 30s ad, can be geo-targeted.

Source: Weekly Listeners Insights from Acast July 2023  
N.B. = Audience insights is from Acast app, which equates for less than 2% of listeners

# The Economics Show with Soumaya Keynes



The Economics Show with Soumaya Keynes is a new weekly podcast from the FT packed full of smart, digestible analysis and incisive conversation. Soumaya Keynes digs deep into the hottest topics in economics along with a cast of FT colleagues and special guests. Come for the big ideas, stay for the nerdery. Soumaya Keynes is an economics columnist for the Financial Times.

Soumaya Keynes became economics columnist for the Financial Times after eight years at The Economist where she covered economics, trade and globalisation. Soumaya won an award for comment from the Society for American Business Editors and Writers. She also co-hosted The Economist's Money Talks podcast and co-founded the Trade Talks podcast.



**Weekly Downloads**  
16,316



**Rated 4.8**  
on Spotify



**Top 3 regions**  
25% UK  
19% US  
4% Germany



**Audience**  
N/A

<b>Frequency</b>	Every Monday
<b>Sponsorship</b>	<ul style="list-style-type: none"> <li>Sponsorship runs for a minimum of one month.</li> <li>Sponsorship guarantees 100% share of voice of the pre-roll and post-roll position, 30s ad, can be geo-targeted UK, US, ROW.</li> </ul>

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# Audience



# FT Audio Audience Overview

The FT audience rely on podcasts as a trusted source of business news regularly throughout the week



**71%**

Have been listening to FT podcasts for at least the last 12 months

**69%**

Say they recall hearing advertising on FT podcasts

**77%**

Tend to listen on a smartphone/tablet with headphones

**2.5M** people listen to FT podcasts on average per month globally

**5** average number of FT podcasts listened to in a typical week by our readers

**76%**

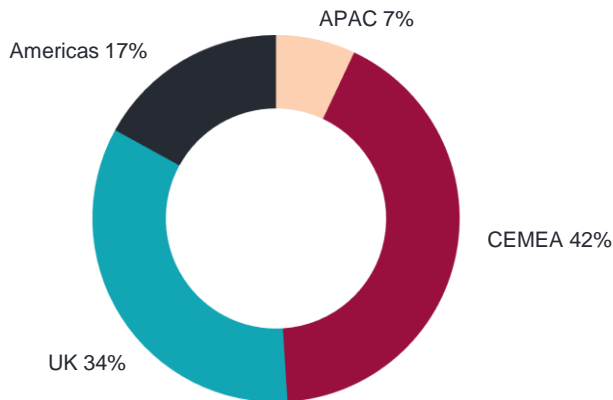
Cite Business news as the topic they most often listen to

**96%**

Listen to the FT News briefing

# FT Audio Audience Demographics

## Regional split



**71/27**

Male/Female (%)\*

**35**

Average podcast listener age

**£859k**

Average net worth

**5,854**

Average company size

**78%**

Working

**44%**

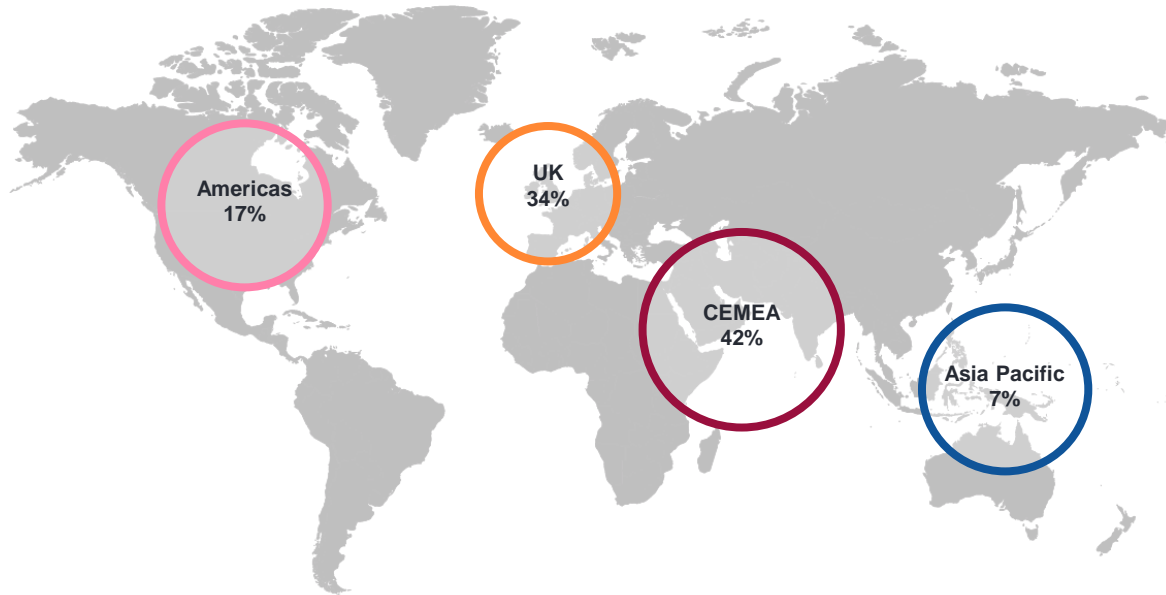
FT subscribers

Source: FT Audio / Podcast research 2022 – 1807 FT podcast responses globally

\* - remaining % prefer not to say



# FT Audio Audience Regional Distribution



Source: FT Audio / Podcast research 2022 – 1807 FT podcast responses globally

# FT Audio Audience Demographics - UK



**69/28**  
Male/Female (%)\*



**75%**  
Working



**51%**  
FT subscribers

**34**

Average podcast  
listener age

**6,202**

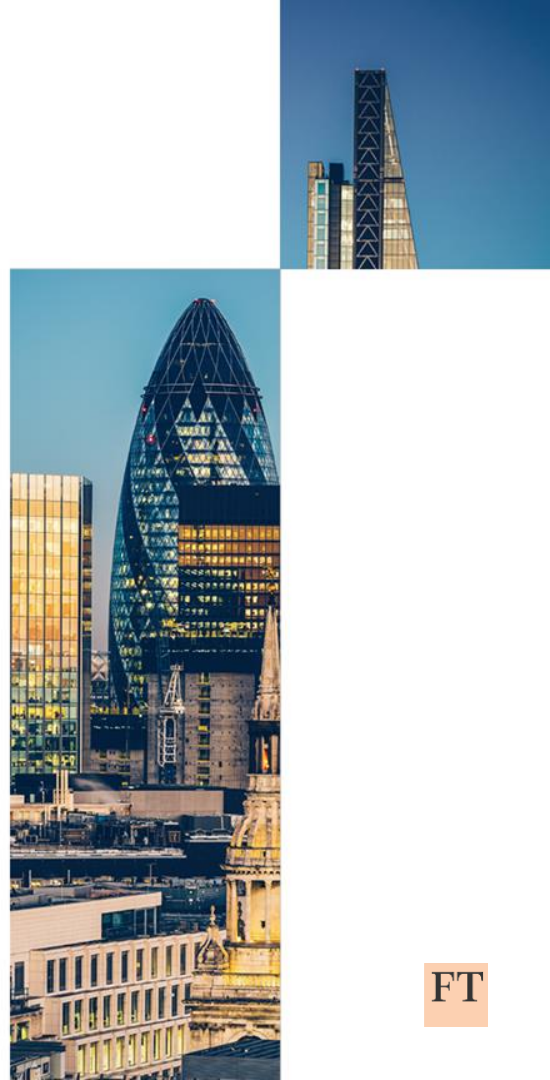
Average company size

**£888k**

Average net worth

Source: FT Audio / Podcast research 2022 – 616 FT podcast responses globally

\* - remaining % prefer not to say



# FT Audio Audience Demographics - Continental Europe



**76/23**  
Male/Female (%)\*



**77%**  
Working



**45%**  
FT subscribers

**34**

Average podcast  
listener age

**6,112**

Average company size

**£849k**

Average net worth

Source: FT Audio / Podcast research 2022 – 697 FT podcast responses globally

\* - remaining % prefer not to say



# FT Audio Audience Demographics - US



**68/28**  
Male/Female (%)\*



**84%**  
Working



**31%**  
FT subscribers

**39**

Average podcast  
listener age

**5,480**

Average company size

**£977k**

Average net worth

Source: FT Audio / Podcast research 2022 – 219 FT podcast responses globally

\* - remaining % prefer not to say



# FT Audio Audience Demographics - Asia



**59/40**  
Male/Female (%)\*



**76%**  
Working



**40%**  
FT subscribers

**35**

Average podcast  
listener age

**5,472**

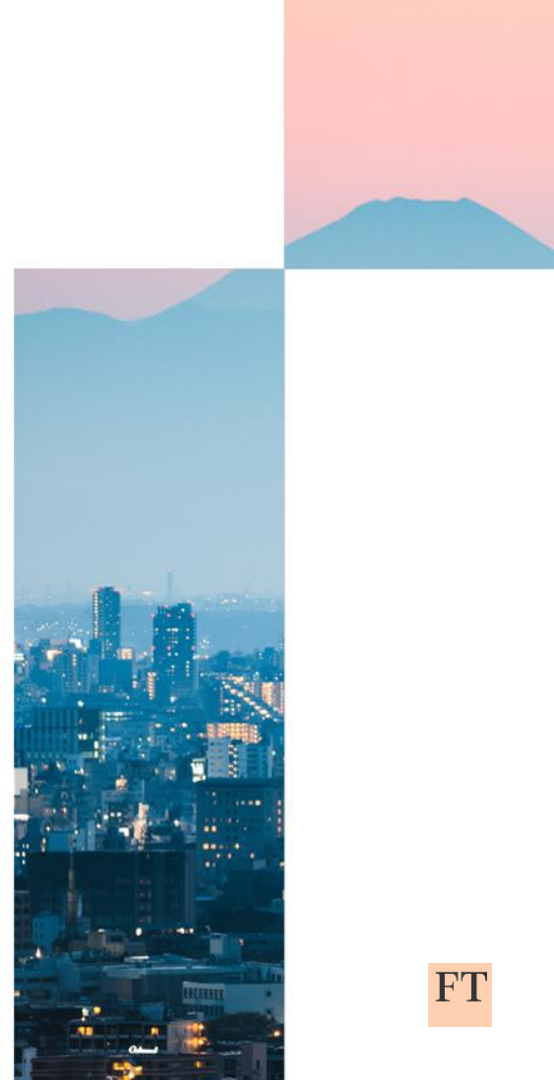
Average company size

**£1.1m**

Average net worth

Source: FT Audio / Podcast research 2022 – 219 FT podcast responses globally

\* - remaining % prefer not to say



# The FT News Briefing remains our flagship show

FT News Briefing, our weekday update, is downloaded 5M times per month by a global audience of 2M listeners

September 2023 was the biggest month ever for the show

## Downloads

8 Oct 2018 – 5 Nov 2023 · All episodes

[Daily](#) [Weekly](#) [Monthly](#) [Export](#)



# The FT's global audience of audio listeners is growing rapidly

FT Audio Audience  
2022 - 2023



Unique Listeners

- March 2022 1,385,000
- March 2023 2,015,500

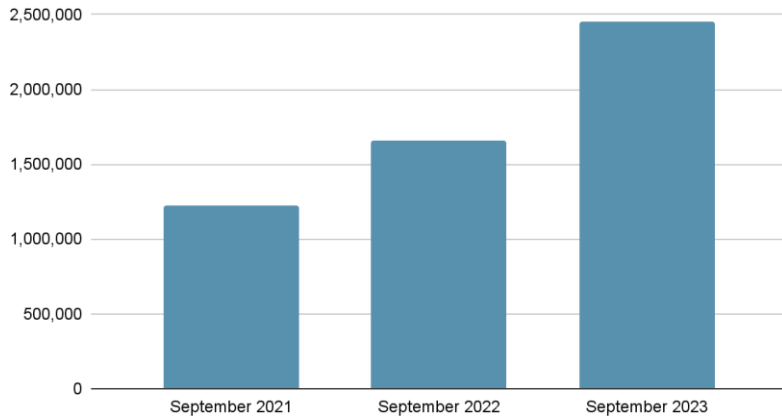
 **43%**  
Growth in Listeners



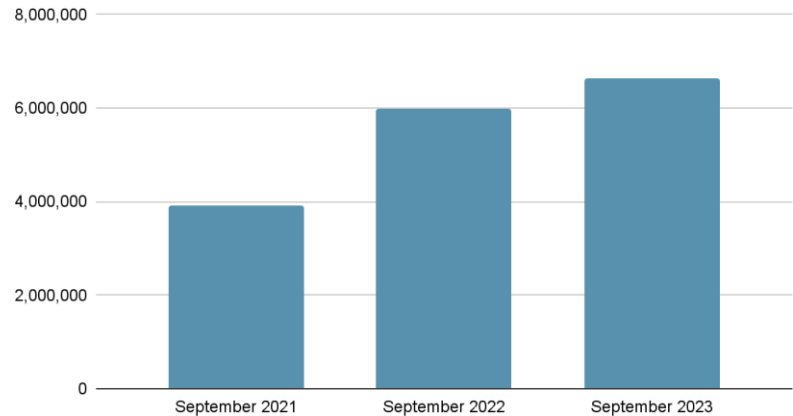
# The audio audience is still growing

Audience size, measured by individual devices downloading at least one episode per month, continues to grow at 48% y-o-y

Global Unique Listeners



Global Monthly Downloads





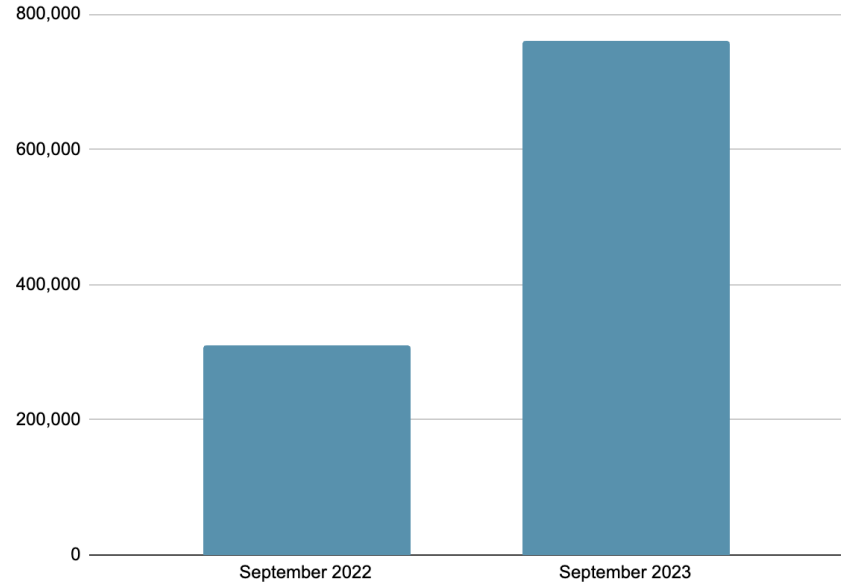
# The US is growing rapidly

Our target market, the United States, is seeing excellent growth.

In the last 12 months we have more than doubled our audience.

This has been supported by new US-focused launches like **Unhedged** and **Hot Money**.

US Monthly Unique Listeners



# FT Audio Network

September 2023 - Monthly unique device reach by country

Country	Listeners
UK	863,000
US	790,000
Germany, Switzerland, Austria	154,000
France	51,000
Belgium, Netherlands, Luxembourg	76,000
Spain, Italy	80,000
Hong Kong, Singapore	62,000



**40%**

year on year global  
growth September 2023

## Our European audience is growing too

	September 2022	September 2023	Annual growth
France	40,798	46,366	+14%
Germany	71,602	80,310	+12%
Spain	32,000	37,626	+18%
Switzerland	37,101	43,587	+18%



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# Thank you

For more information please contact:

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