

The background of the poster features a large, arched opening in a light-colored, curved architectural structure, possibly a tunnel or a modern building. Through the arch, a dark, silhouetted mountain range is visible against a lighter sky. The foreground is a dark, textured surface, possibly a road or a floor.

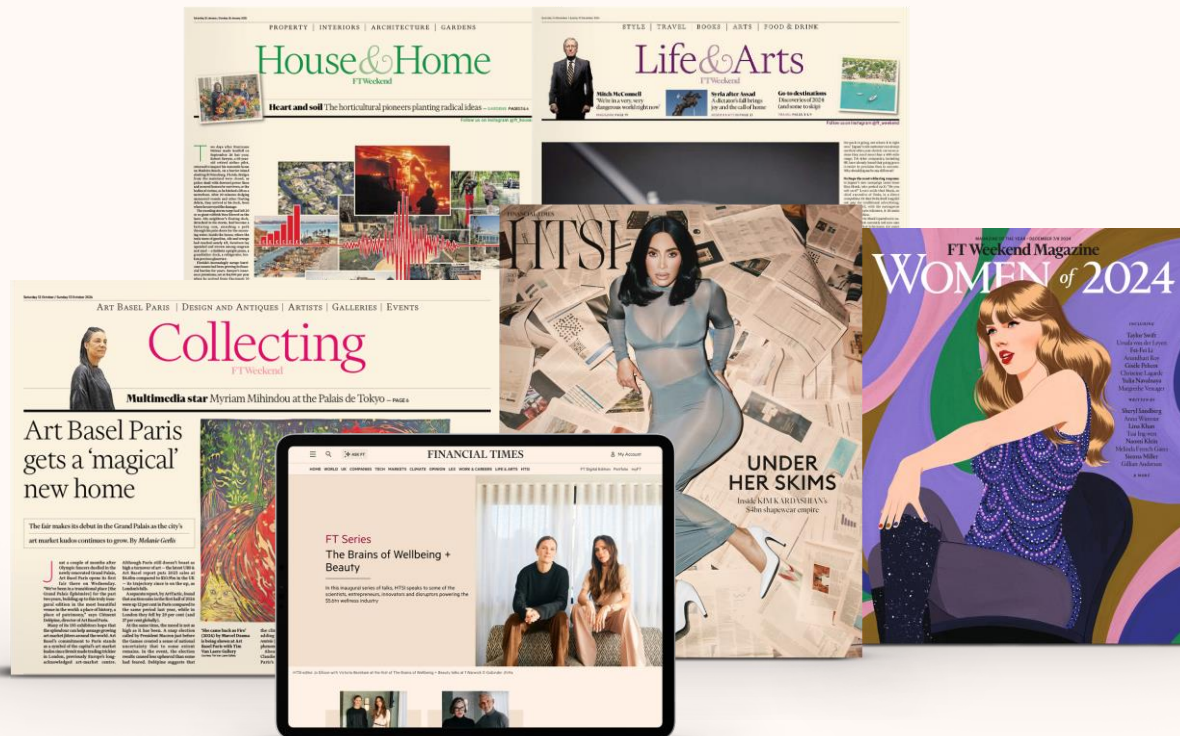
FT Weekend

2025

Our Portfolio

Print & Digital

1. FT Weekend
2. HTSI
3. Life & Arts
4. The Collecting Report
5. Art of Fashion
6. House & Home
7. FT Weekend Magazine
8. FT Money
9. Holiday Gift Guide
10. FT Weekend Social



FT Weekend Editorial team



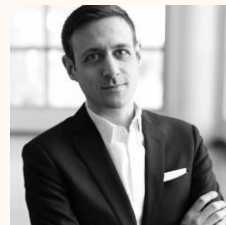
Janine Gibson
FT Weekend Editor



Jo Ellison
Deputy Editor FT Weekend
and HTSI Editor



Beatrice Hodgkin
House & Home Editor



Matt Vella
FT Weekend
Magazine Editor



Rebecca Rose
FT Globetrotter Editor



Tom Robbins
FT Travel Editor



Lauren Indvik
Fashion Editor



Horatia Harrod
Arts Editor



Harriet Fitch Little
Food and Drink Editor

Offering access to a unique global audience

FT Weekend Audience*

80:18

Males:Females

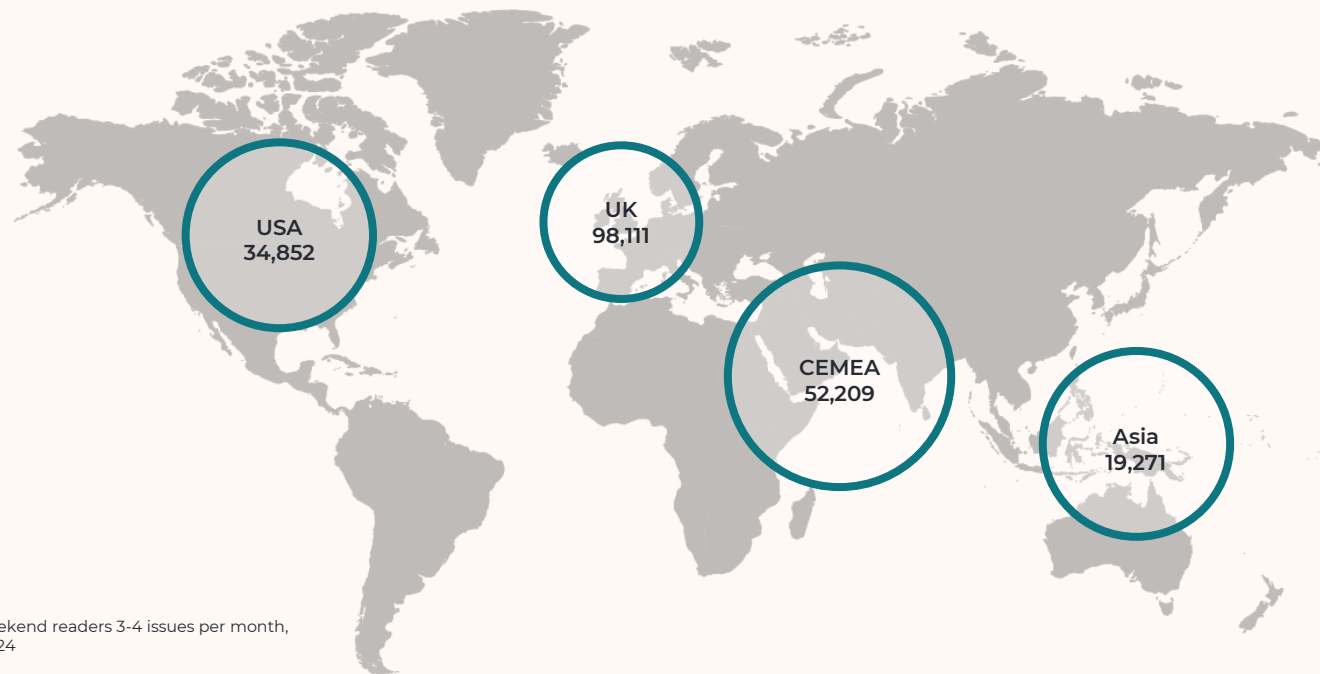
£239k

Average household
income

£2.4mn

Average Net Worth
incl. Main residence

Weekend Circulation**



Source: *FT Global Reader Survey 2024/5: Regular FT Weekend readers 3-4 issues per month,

**FT Q4 Internal Circulation Figures: July – December 2024

Product overview

The background of the slide features a large, abstract, wavy structure composed of many thin, vertical, rib-like elements. This structure is illuminated from below, creating a strong reflection on the dark, glossy surface it sits upon. The overall color palette is a gradient of dark blues and greys, giving it a modern, architectural feel.

FT Weekend

FT Weekend delivers the FT's trusted global news alongside award-winning lifestyle journalism, enriching readers' leisure time with insights on current affairs, life, arts, and culture. Devoted Saturday readers, who spend nearly an hour with its pages, enjoy a uniquely engaging blend of news and lifestyle content, complemented by market-leading magazines.



78%

of FT Weekend readers agree that the FT is their most trusted news source

55 mins

on average per weekend reading FT Weekend

95%

FT Weekend readers agree that reading the FT helps them learn about or discover something interesting

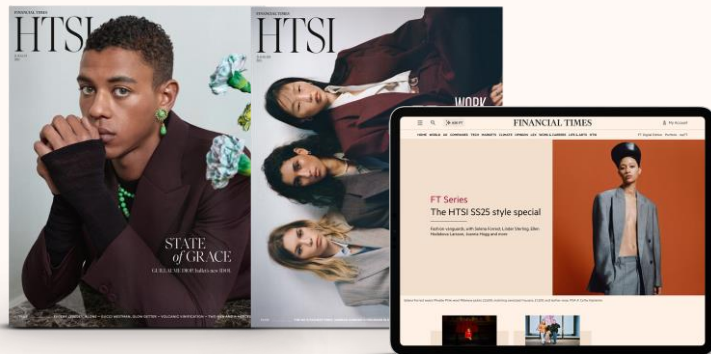
92%

of FT Weekend readers read the FT for the Global perspective

HTSI

HTSI is published 39 times a year inside the FT Weekend newspaper, reflecting the changing world of luxury and challenging readers to think more mindfully about, not only how to spend their money, but how to spend their most precious commodity - time.

Also accessible via FT.com, with a mix of our engaging magazine content and exclusive online features, HTSI digital content sits in front of the paywall and is free to enjoy by all and attracts FT readers dedicated to enjoying the best items, services and experiences that the Luxury world has to offer.



Source: HTSI Global Reader Survey 2022

72%

of HTSI readers purchase a luxury fashion/accessory item annually

68%

HTSI readers have told others about products they have seen advertised in HTSI

75%

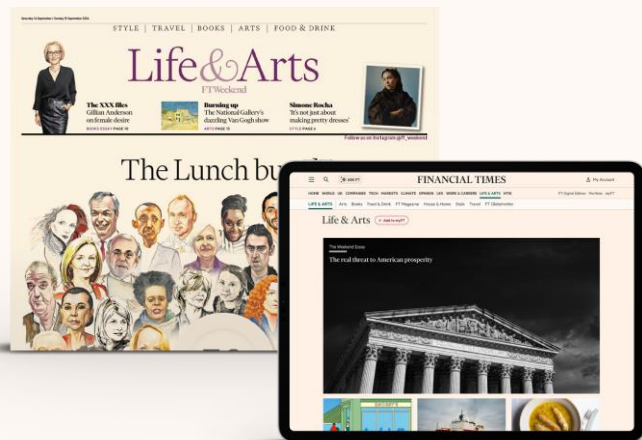
of HTSI readers like to discover new brands advertised in HTSI and agree that they are a part of the HTSI reader experience

40 mins

The average reading time for HTSI readers, with 18% reading in excess of an hour

Life & Arts

Life & Arts delivers expert insights on art, books, and good living from FT critics and commentators, attracting discerning readers who invest in culture and leisure. Published worldwide every Saturday in FT Weekend and accessible on FT.com, it ranks among the most popular sections.



Range of topics include:

- **Style** – Insightful coverage of key fashion designers, collections, and labels.
- **Books** – A diverse mix of business, fiction, and non-fiction, including the FT Book Series.
- **Arts** – Reviews, market insights, and top cultural recommendations.
- **Travel (incl. Globetrotter)** – The FT's premier insider's guide for travelers providing unparalleled insights, with our Globetrotter segment published monthly.

55%

of FT readers regularly read Life & Arts across print / digital*

89%

of Life & Arts readers agree that the FT offers them something they cannot get from other news sources*

60%

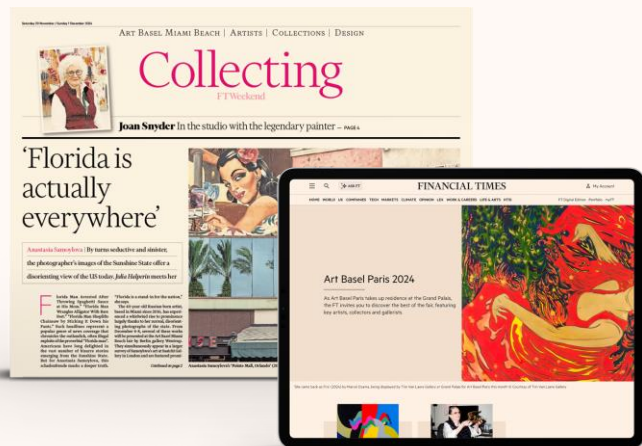
of FT Weekend readers agree the FT's Life & Arts section is a must-read**

27%

of Life & Art's readers are sterling millionaires*

The Collecting Report

FT Weekend Collecting Supplements provide expert insights into the arts, antiques, and collectibles for a discerning audience of collectors, dealers, and curators. Published 12 times a year across print and digital in the FT Weekend, they explore key art world trends and events.



Partnerships

- **Art Basel Partnership** - Four themed supplements ahead of Art Basel HK, Basel, Miami, and Paris+, with global distribution and presence at the fairs.
- **Frieze Partnership** - Three supplements covering contemporary art and culture during Frieze Weeks in London, New York, and LA, plus an online edition for Frieze Seoul. Global distribution and presence at the fair.
- **TEFAF Maastricht** - An Art & Antiques supplement published ahead of the TEFAF Maastricht with distribution and presence at the fair.

84%

of FT readers collect art because of their interest and passion for art*

70%

of FT collectors have been collecting art for more than 20 years*

10%

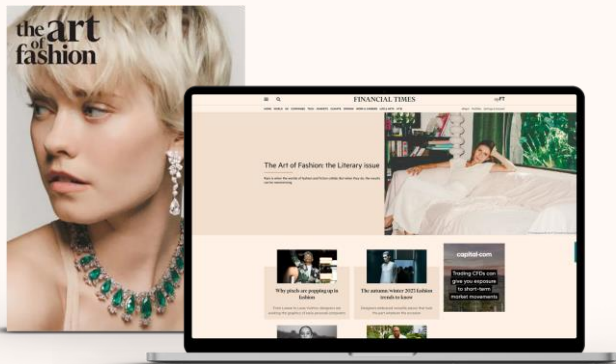
of FT readers have personal investments in fine art**

Art of Fashion

The Art of Fashion is FT Weekend's unique supplement exploring the creative intersection of fashion, art, and architecture.

Published three times a year, this magazine-style supplement provides a creative overview of the most coveted trends for the new season, printed on premium white paper to enhance its artistic impact.

The Special Jewellery Edition in June provides an exclusive look into the luxury jewelry industry, showcasing the latest trends and collections.



Source: The Art of Fashion Reader Survey 2022

36%

of readers say Art of Fashion influences their purchase decisions when buying luxury goods

45%

of readers say Art of Fashion is better than other lifestyle magazines

59%

of readers say they look for inspiration for fashion purchases in Art of Fashion

£196k

Of Art of Fashion readers average annual income

House & Home

House & Home is FT Weekend's global, weekly property and lifestyle supplement, reaching affluent readers passionate about property, interiors, architecture, and gardens.

House & Home content is also available on ft.com, with the ownership of all advertising positions in the section an option.



Source: Barometer Survey Aug/Sept 2024*

Range of topics include:

- **Property** - In-depth analysis of global markets, emerging trends, and high-value homes.
- **Lifestyle** - Features on design, innovation, sustainability, and how people create and live in beautiful spaces.
- **Regular Contributors** - Experts like Robin Lane Fox, Patrick Grant, Luke Edward Hall, and Edwin Heathcote.
- **Exclusive Features** - 'At Home with the FT' showcases notable figures, from Lady Annabel Astor to Hollywood producer Kevin Smith.
- **Special Editions** - Focused issues on top-end property and luxury living.

87%

of FT readers globally own their own home*

£10.2tn

FT Readers are looking to buy an estimated £10.2tn / €11.5tn / \$12.6tn worth of property in the next 2 years*

£9.3tn

FT readers are looking to sell an estimated £9.3tn / €10.6tn / \$11.5tn worth of property in the next 2 years in total*

£1.7mn

Is the average value of FT readers' current property portfolio (including main residence)*

FT Weekend Magazine

Distributed weekly in the UK with FT Weekend, FT Weekend Magazine features insightful investigations, exclusive profiles, and in-depth interviews from around the world. Alongside long-form journalism, top FT columnists cover topics from global politics to wine pairings.

FT Weekend Magazine on FT.com is among the most-read, commented, and shared content on the site, featuring exclusive audio, video, and interactive journalism. Digital sponsorship opportunities offer a prime way to reach FT's affluent global audience.



93%

FTWM readers agree they read the magazine because it is intellectually stimulating**

83%

FTWM readers find the magazine engaging, with 50% of readers revisiting their copies 2-3 times**

78%

FTWM readers have shared information/articles with colleagues, friends, and/or family as a result of reading FT Weekend Magazine**

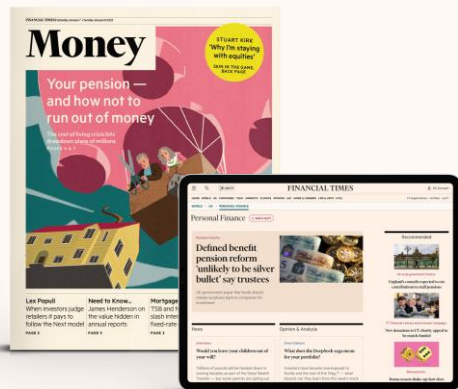
66 mins

Average length of time spent reading FT Weekend Magazine**

FT Money

FT Money is the FT's weekly personal finance tabloid supplement and is the most sophisticated personal finance product in the national press.

Providing readers with practical and actionable advice on managing their finances in print and online on the personal finance section of FT.com. FT Money reports are separate print pull out guides offering in-depth insight into specific subjects including; ISAs, Private Client Wealth Management, Retirement, and Alternative Investing.



36%

FT Weekend readers Globally:
% of FT audience use private
banking*

42%

% of FT Weekend audience in
Finance that are C-Suite*

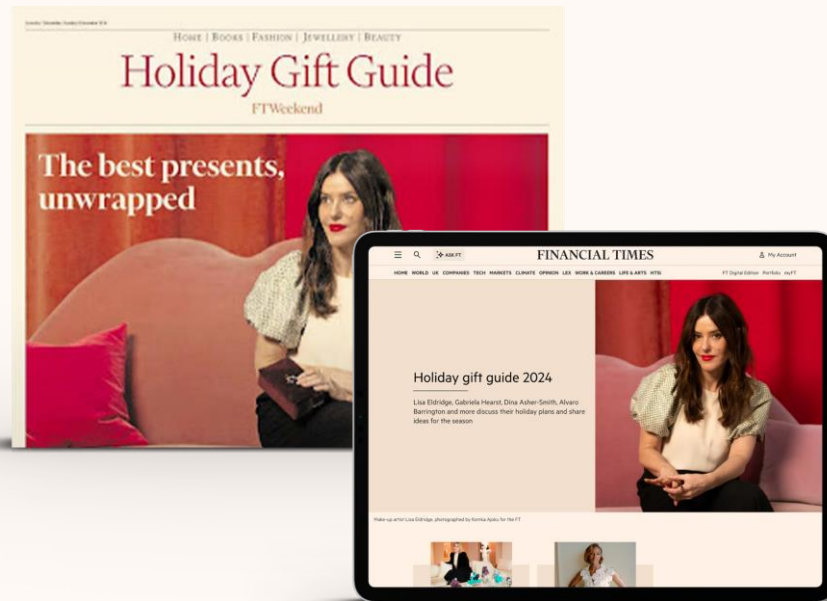
£2.9mn

average net worth of FT Money
readers (excluding main residence)**

Holiday Gift Guide

This stand-alone broadsheet supplement provides advice on gifting within a style context for the festive season that is published annually over the holiday period. This is perfect for clients wanting to align themselves with relevant gifting content in the run-up to the festive season.

Online, the FT Style: Seasonal Gift Guide consists of a series of short interviews and videos with anecdotal stories and more importantly style tips for gifting from urbane and respected figures. These include - but are not limited to- all things from Fashion, Accessories, Beauty & Interiors



FT Weekend Social

FT Weekend Instagram handles



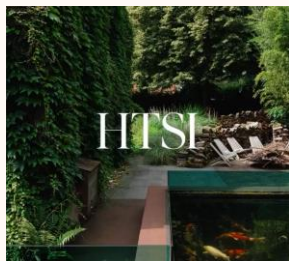
@ft_weekend

Followers: 152k

Content: Culture, Arts, Travel, Food and Drink, Lifestyle

Demo: 54% F/ 46% M

Main age group: 35-44



@fthtsi

Followers: 352k

Content: Lifestyle, Watches, Jewellery, Fashion, Travel, Arts, Food and Drink, Cars, Tech

Demo: 66.5%F/ 33.4% M

Main age group: 25-44



@financialtimesfashion

Followers: 144K

Content: Fashion, Menswear, Womenswear, Business of Fashion, Fashion Shows

Demo: 74%F/ 26%M

Main age group: 25-34



@ftglobetrotter

Followers: 27.3K

Content: City guides, Travel, Food and Drink, Exercise, Wellness, Culture

Demo: 36.6.% F/ 32.6%M

Main age group: 35-44



@ft_houseandhome

Followers: 47.7k

Content: Property, Interiors, Architecture, Gardening

Demo: 58% F/ 42% M

Main age group: 35-44

Thank you

Julia Woolley

Commercial Consultant

Yorkshire & North East, East Midlands, East Anglia &
South East, Channel Islands, Isle of Man & Gibraltar

julia.woolley@consultants.ft.com