

FINANCIAL TIMES

HTSI

HTSI Media Kit 2026



The ultimate in luxury reading

HTSI reflects the changing world of luxury and challenges readers to think more mindfully about, not only how to spend their money, but how to spend their most precious commodity - time.

HTSI is enjoyed by readers around the world who are dedicated to enjoying the best in life - whether that's products, services or experiences. There is a breadth of content available, from travel, food and drink to technology, as well as wellness and style.





“

HTSI has always been about how we spend our time, and our content embraces everything that is good in life. We make optimism, pleasure and beauty a focus in a world where such things can be hard to find. We want HTSI to reflect the deeper sensitivities and priorities of a changing world.”

Jo Ellison, Editor, HTSI

HTSI editorial team



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Style director



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Assistant editor



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Delphine Danhier

Stylist

Tamara Rothstein

Stylist

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Men's style

Aimee Farrell

Interiors

Laila Gohar

How to Host It columnist

Rebecca Newman

Fitness and wellbeing

David Coggins

Travel

Kate Finnigan

Fashion & Lifestyle

Fergus Scholes

Adventure and fitness

A discerning & engaged global high-net-worth audience

89%

HTSI readers agree that they read HTSI because it is visually stimulating

40 mins

Average reading time for HTSI readers

95%

HTSI readers value the quality and craftsmanship of a product and how well it is made

10 days

Average time readers keep their magazine, over 1/3 revisit their copies at least twice

81%

HTSI readers agree that they read HTSI to discover new experiences

20 mins

HTSI digital readers spend an average of 20 mins reading HTSI online per visit



An influential readership interested in new brands

72%

HTSI readers purchase a luxury fashion/accessory item annually

39%

HTSI readers are millionaires

86%

HTSI readers enjoy fine food and drink

75 %

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

46%

Other than HTSI online, 46% of HTSI digital readers do not read about luxury products and experiences online elsewhere

68%

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



Print overview



Themed editions

HTSI is published globally with the FT Weekend Newspaper, 39 times a year and includes the following specials.



Feelgood	January
Arts	February & September
Women’s Fashion	February & September
Men’s Fashion	March & September
Property Special	March & October
Design	April & October
Wedding Special	April
Travel	May & October
Escape	June
Health and Fitness	July
How To Spend It Wisely	October
Holiday	November
Celebration	November
Philanthropy	December

Editorial columns

Opening Shot

A highly-visual column dedicated to celebrating an upcoming exhibition or book.

Editor's Letter

Introduces the theme and highlights of each issue, engaging readers in an intimate relationship with the content.

The Aesthete

Where the world's great tastemakers answer questions about their personal style.

The Fix

A collective of shorter editorial articles, focusing on the latest news, trends and exclusives.



Editorial columns

Themed Shopping Pages

Covering (but not limited to) fashion, interiors, tech and wellness.

The Find

A chic find for under £250.

Beauty

Our monthly column with facialist and aesthetician Adeela Crown, who answers all your concerns about skincare.

Double Act

Where two inspiring people with differing creative backgrounds come together to create something new and exciting.

Cult Shop

Uncovering a ‘niche’ shop, with a cult following amongst stylish people.

Travelista

Global travel insights, updates and hotel openings.



Editorial columns

How To Spend It In...

A city guide including personal recommendations, favourite haunts and hidden gems.

Technopolis

Expert news and reviews brought to you on the world's most desirable luxury technology.

Collecting

Curated vintage items.

Food and drink

Pages dedicated to culture-influenced food and drink trends.



Publishing schedule 2026

January	Ad copy deadline	Booking deadline
03 Feelgood	TUE 02 DEC	THU 16 OCT
31 HTSI	THU 18 DEC	THU 13 NOV
February		
07 HTSI	THU 15 JAN	THU 20 NOV
14 Women’s Fashion	THU 22 JAN	THU 27 NOV
28 Arts	THU 05 FEB	THU 11 DEC
March		
07 HTSI	THU 12 FEB	THU 18 DEC
14 Men’s Fashion	THU 19 FEB	WED 24 DEC
28 Property Special	THU 05 MAR	THU 08 JAN
April		
04 HTSI	THU 12 MAR	THU 15 JAN
11 Design	THU 19 MAR	THU 22 JAN
18 Wedding Special	WED 25 MAR	THU 29 JAN
25 HTSI	THU 02 APR	THU 05 FEB

May		
02 HTSI	THU 09 APR	THU 12 FEB
09 HTSI	THU 16 APR	THU 19 FEB
16 Travel	THU 23 APR	THU 26 FEB
23 HTSI	THU 30 APR	THU 05 MAR
June		
06 HTSI	THU 14 MAY	THU 19 MAR
13 HTSI	THU 21 MAY	THU 26 MAR
20 Escape	THU 28 MAY	THU 02 APR
July		
04 HTSI	THU 11 JUN	THU 16 APR
11 Health & Fitness	THU 18 JUN	THU 23 APR
August		
01 HTSI	THU 09 JUL	THU 14 MAY
29 HTSI	THU 06 AUG	THU 11 JUN

Publishing schedule 2026

September	Ad copy deadline	Booking deadline
05 HTSI	THU 13 AUG	THU 18 JUN
12 Women’s Fashion	THU 20 AUG	THU 25 JUN
19 Men’s Fashion	THU 27 AUG	THU 02 JUL
26 Arts	THU 03 SEP	THU 09 JUL
October		
03 HTSI	THU 10 SEP	THU 16 JUL
10 Design	THU 17 SEP	THU 23 JUL
17 Wisely	THU 24 SEP	THU 30 JUL
24 Property Special	THU 01 OCT	THU 06 AUG
31 Travel	THU 08 OCT	THU 13 AUG

November		
07 HTSI	THU 15 OCT	THU 20 AUG
14 Holiday	THU 22 OCT	THU 27 AUG
21 HTSI	THU 29 OCT	THU 03 SEP
28 Celebration	THU 05 NOV	THU 10 SEP
December		
05 HTSI	THU 12 NOV	THU 17 SEP
14 Philanthropy	THU 19 NOV	THU 24 SEP
19 HTSI	THU 26 NOV	THU 01 OCT

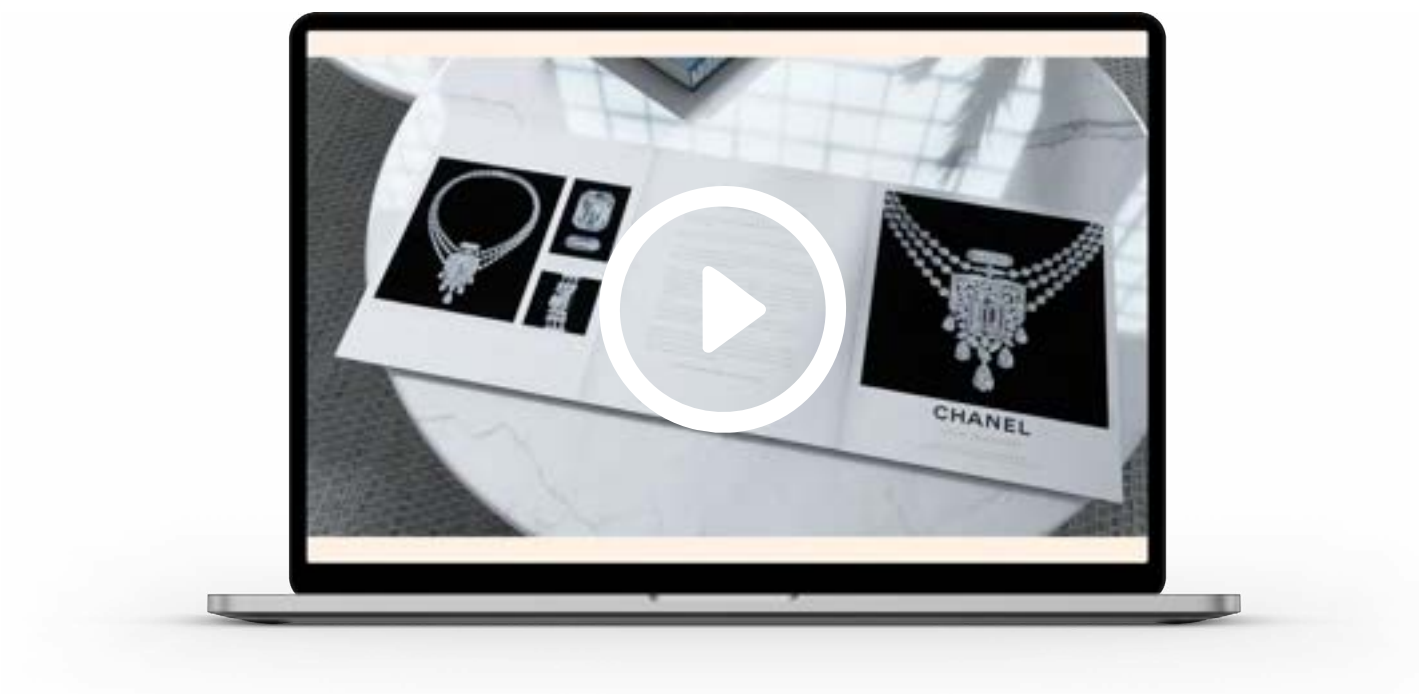
General print circulation

WW	205,132
UK & ROI	94,387
EMEA	52,694
US	38,463
ASIA	19,587

Source: Internal Circulation Figures, 2025



Special executions



HTSI Inside Front Cover (IFC) Gatefold

- A 6 page roll-fold (also known as a gatefold) starts from the DPS IFC1 and rolls out to the left
- Provides client with 4 pages of advertising in total on 130gsm
- In order to do this execution, the client needs to have booked the DPS IFC1*
- If the client is also able to secure the Inside Back Cover and the Outside Back Cover, they will then have a total of x6 pages of advertising on 130gsm*

Click [here](#) to watch the video.

*All positions subject to availability and editorial approval



HTSI 6 Page Centre Spread Gatefold

- Creative execution that runs from the centre of the magazine
- The client needs to secure and book the Centre Spread position*
- Gives the client 6 pages of advertising on 130gsm in total
- The extra page will throw open to the left

Click [here](#) to watch the video.

Special executions



Centre Spread 4 Page Stitch-In

- 4 pages of advertising on 130gsm stitched into the Centre Spread of the magazine
- The client needs to secure and book the Centre Spread position*
- If stitched into the editorial centre spread, then this gives the client x4 pages of advertising. Option for client to take the Centre Spread for advertising pages, which would give client x6 pages of advertising

Click [here](#) to watch the video.

*All positions subject to availability and editorial approval



Booklet Execution

- 8 / 16 pages of advertising stitched as a 'Booklet' into the Centre Spread of the magazine*
- Can be a combination of brand advertising pages, as well as Partner Content pages
- The insert will be stitched to the head of the magazine
- Produced on 130gsm

Click [here](#) to watch the video.

Digital overview



HTSI on FT.com

Accessible via FT.com - HTSI offers an inspiring guide to the ultimate luxury products and services for a high net worth discerning audience. Housed within its own dedicated section, the rich archive of digital only content, sits outside of the paywall and caters to FT readers who enjoy the best things in life from arts, travel, food to tech, wellness and style.



598,008

Unique Users

1,543,828

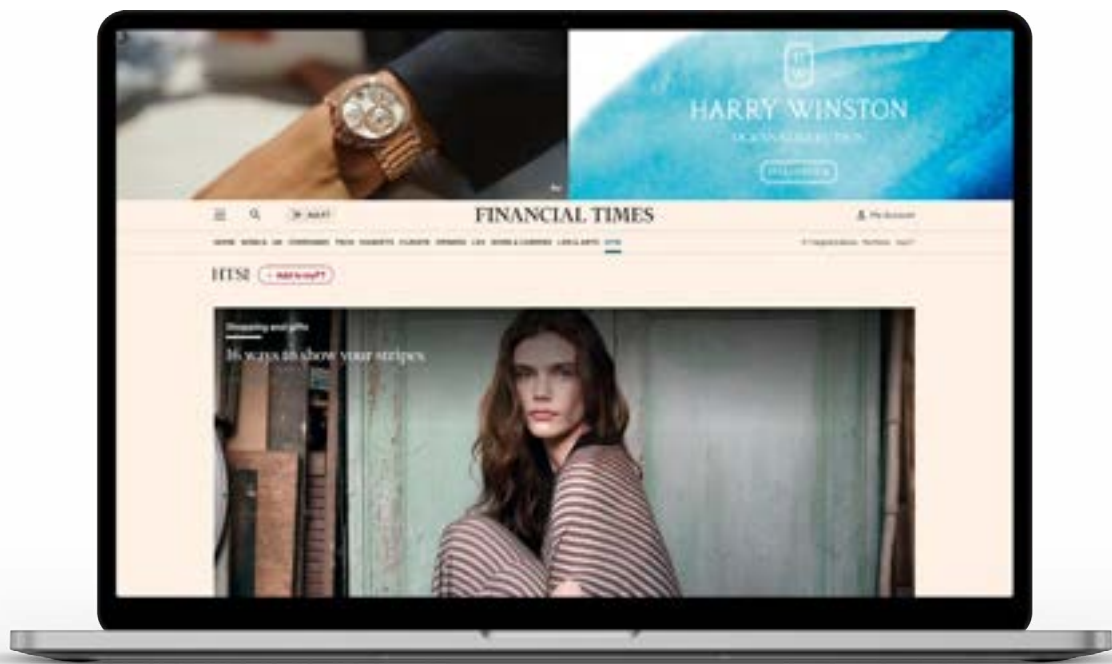
Page Views

1,138,291

Page Visits

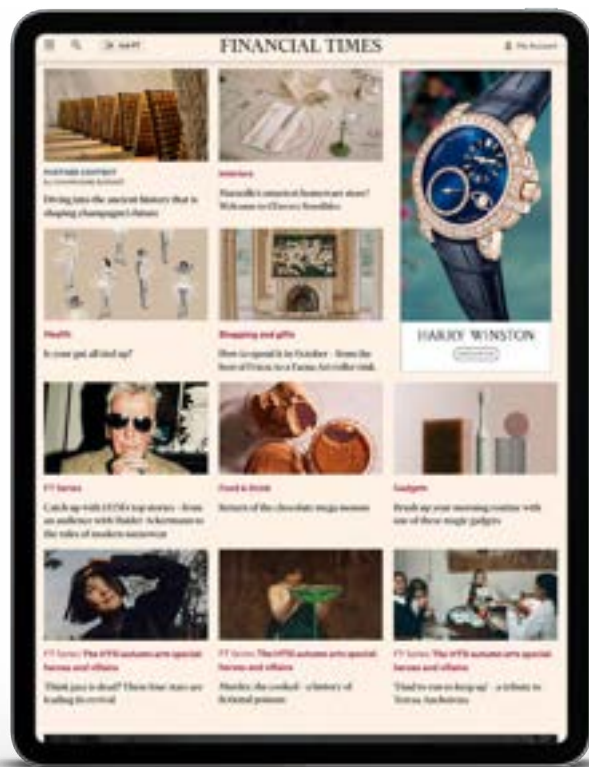
Display advertising opportunities

The perfect environment to target our discerning and affluent audience with exclusive HTSI articles and features.



Desktop

- Full width billboard / billboard
- Half page
- Leaderboard
- MPU



Tablet

- Leaderboard
- Half page
- MPU



Mobile & FT App

- MPU



Rich Media

- Vertical video
- Social display

Homepage sponsorship

Format

100% ownership of all display ad units on the homepage of HTSI and across all devices. Formats include the following:

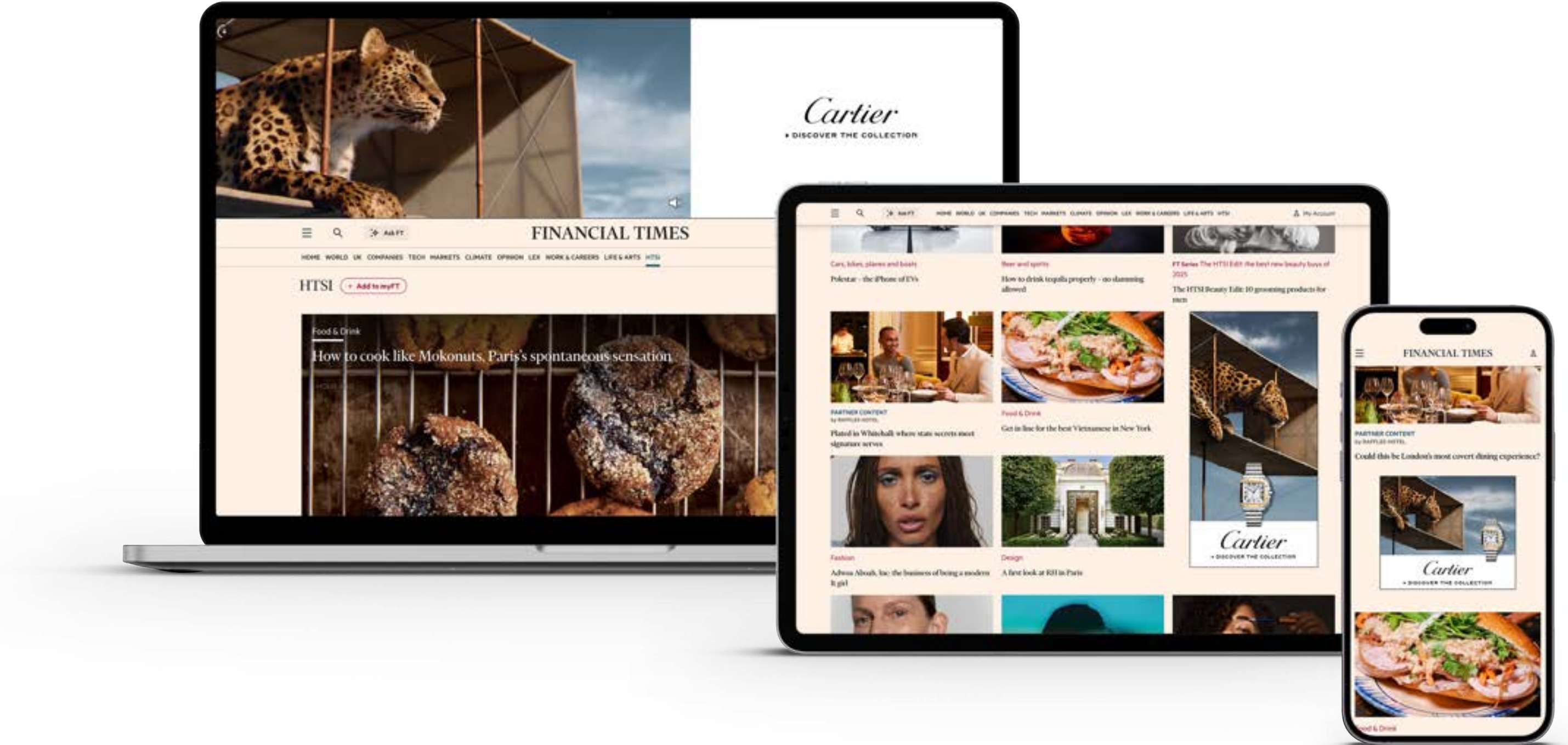
- Full width billboard / billboard
- Half page
- Leaderboard
- MPU

Duration

Min. one month

Region

Worldwide



HTSI series sponsorship

An exciting opportunity to take ownership of our HTSI series on ft.com, coinciding with our themed print issues, with an additional option to create a bespoke series upon request.

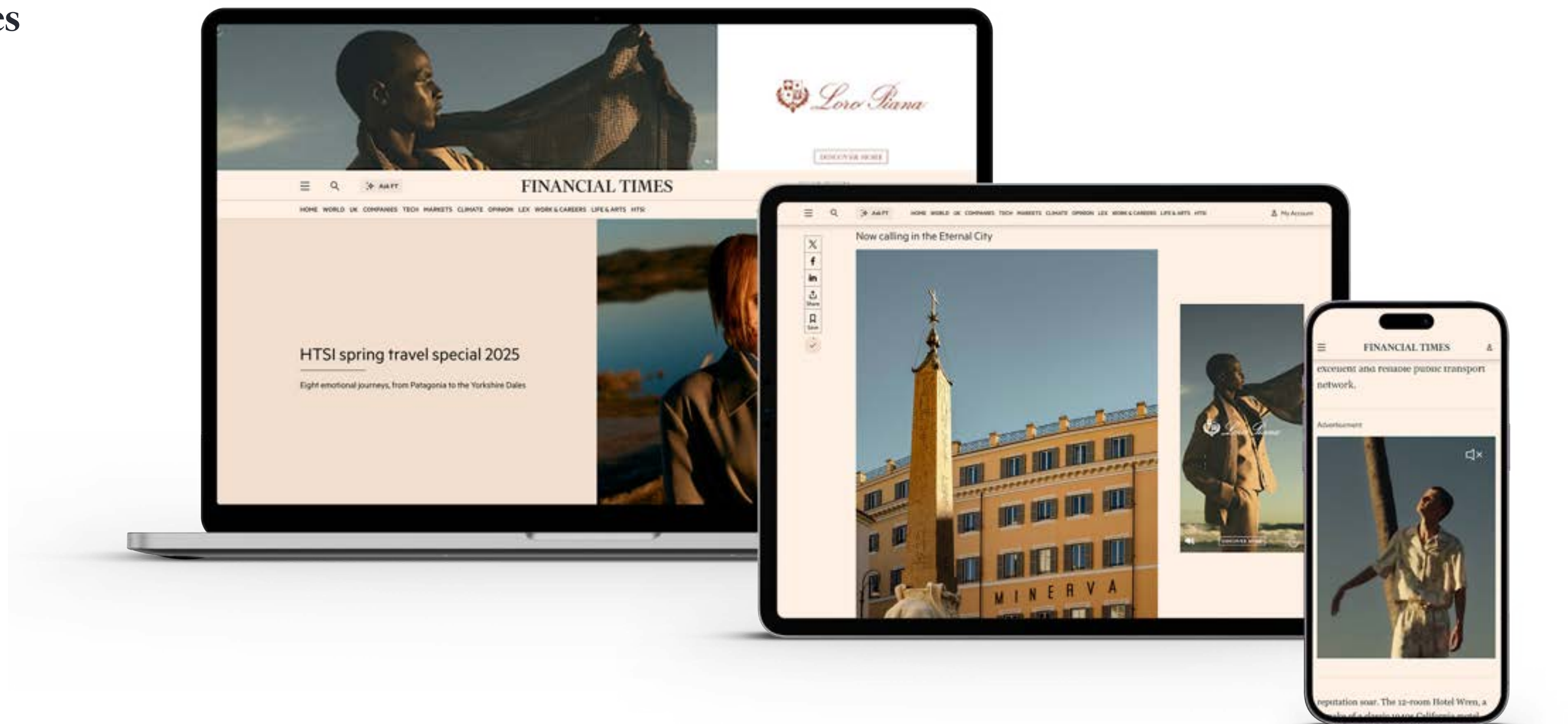
Package

Total impressions: **370,000** impressions including:

- Estimated sponsorship impressions: **60,000** impressions (WW)
- Co-branded marketing ads promoting the report: **250,000** impressions (WW or UK)
- 1 x co-branded promotional email: **10,000** impressions
- Contextual display targeting: **50,000** impressions
- Formats: BB, DMPU, Leaderboard, MPU

Format

- Full width billboard / billboard
- DMPU
- Leaderboard
- MPU



Newsletter sponsorship

Format

100% ownership of newsletter sponsorship, supported by accreditation under masthead, as well as two ads within the newsletter.

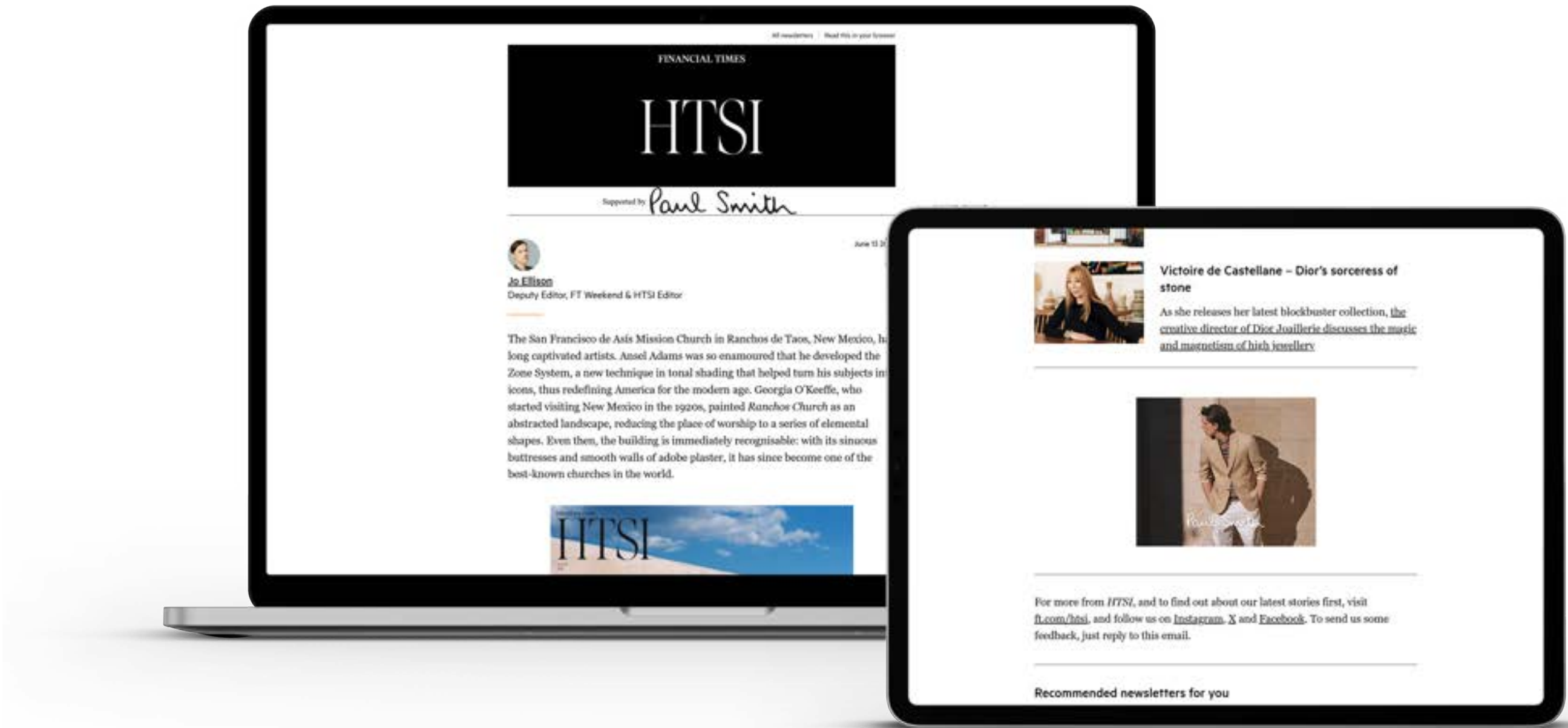
Bespoke native content unit created by the FT.

Duration

Min. 1 month (bought on a monthly/quarterly basis)

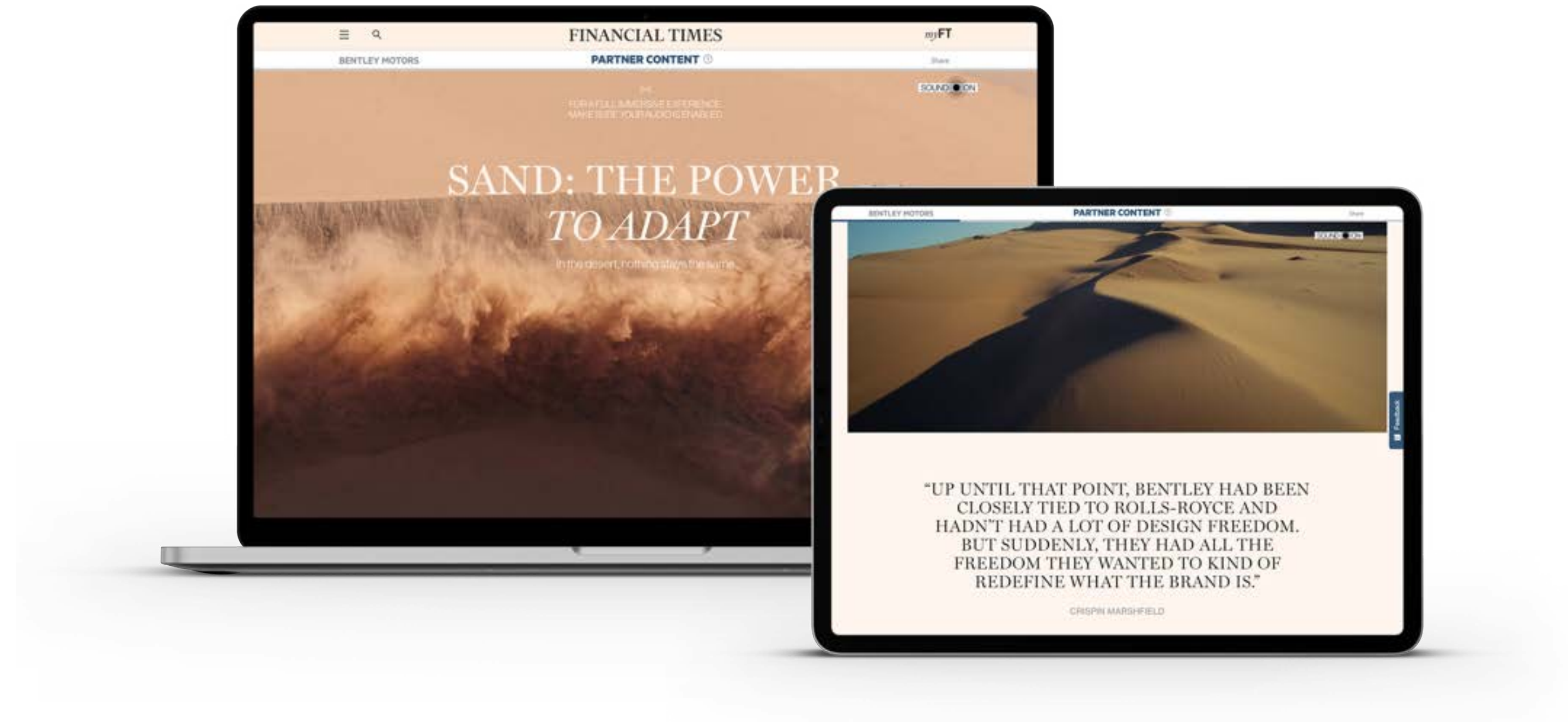
Region

Worldwide



Partner content

- Leverage the expertise of our in-house studio to create bespoke campaigns across print and digital.
- Campaigns take the lead from the HTSI brand in terms of their look and feel, but are clearly labelled to avoid confusion.
- Native and display promotion that signposts content across FT.com.
- Supported by a campaign of paid social promotion & traffic drivers across FT.com.
- Destination page with its own URL that a client can use through own channel.
- Audience insights used to hone targeting and promotion.



Sponsored Social

Instagram has fast become our most influential social platform, with over 375k followers. Through sponsored posts and stories, HTSI now presents the opportunity to engage an affluent and luxury audience on @fthtsi with high-impact content that feels native and editorially-led.

Targeting FT Weekend & Instagram luxury audience

- Sponsored Posts: **1,000,000** impressions guaranteed
- Sponsored Stories: **1,500,000** impressions guaranteed
- Format: Static or Video (client supplied)

375k+

Instagram Following

*Subject to editorial approval **Organic and paid impressions

Thank you

