



LOCATIONS

fDi
Intelligence

fDi Intelligence

Media Kit 2025 (EUR)

Reach our readers

“

Globalisation is at a crossroads. Multinational corporations (MNCs) are reassessing their global footprint to adjust to an ever-evolving geopolitical landscape and make their supply chains more sustainable and resilient...



Jacopo Dettoni
fDi Intelligence Editor
FT Group

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Follow Jacopo on [Twitter](#)

...fDi Intelligence provides unique insight into the momentous adjustment that the global economy is experiencing. Where are MNCs investing? What are the factors determining their site selection decision? How can policy-makers intercept and engage with the main actors of global value chains?

Our unique brand of journalism provides the audience with:

- Data-driven editorial coverage of the latest trends in global investment, based on our proprietary foreign investment databases – [fDi Markets](#) and [fDi Benchmark](#)
- Intelligence on the investment potential of geographies in both developing and developed markets
- Exclusive interviews with decision-makers from both the private and public sector
- A unique business-to-business platform bringing together the investors and the policy-makers tasked with attracting investment.”

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About fDi Intelligence

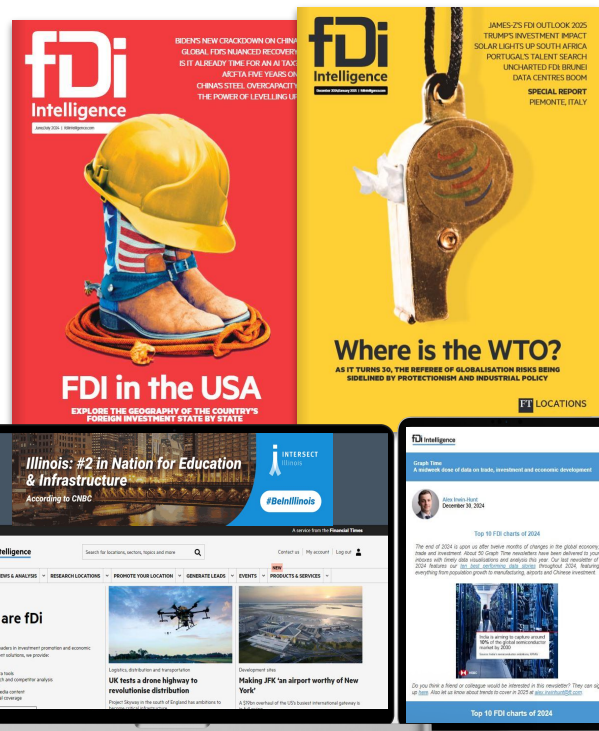
fDi Intelligence magazine and **website** offers the world's most comprehensive services related to foreign direct investment. Our platforms enable readers to monitor company activities, investment destinations, emerging trends, and industry leader interviews using data from our world-leading data tools:

[fDi Markets](#), [fDi Benchmark](#), and [GIS Planning](#).

Our **bi-monthly print edition** reaches around 11,750 corporate readers and cross-border investment professionals. We support IPAs, EDOs, and other governmental bodies in attracting inward investment and assist companies in making well-informed site selection decisions. Our publication is also highly renowned for reaching C-Suites and Business Decisions Makers (BDMs), an audience with significant seniority and influence.

The digital edition, fdiintelligence.com, features all print content, a searchable archive of articles and reports, and more. We offer various digital advertising opportunities to meet specific client needs, including **Partner Content** articles and videos, **Special Reports** (print and digital), and **fDi e-Newsletters**.

In 2024, a new brand was born - [FT Locations](#). This brand is dedicated to delivering unrivalled location intelligence to governments and organisations. The site brings together the expertise of fDi Intelligence, GIS Planning, and Wavteq products, all under one brand.



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Your team



Jacopo Dettoni
Editor,
fDi Intelligence

Jacopo leads the fDi's multimedia editorial coverage and strategic development. Prior to joining he lived and reported in Europe, Asia and Latin America, covering some of the world's fastest-growing economies for international media. He is a regular speaker and moderator at events discussing the perks and perils of global trade and investment. He holds a master's degree in economics and finance from the Catholic University of Milan, Italy, where he focused on trade policies and economic welfare.

Follow Jacopo on [LinkedIn](#)

Follow Jacopo on [Twitter](#)



Danielle Myles
Senior Editor,
fDi Intelligence

Danielle is our Senior Editor at fDi Intelligence and has a particular interest in economic development, sustainability, and the policies and reforms reshaping the global investment landscape. She is now based in Milan, Italy, after working for more than a decade as a financial journalist in London and New York. Danielle started her career as a corporate lawyer with Clayton Utz in Australia after graduating with a double degree in law and journalism from Murdoch University in Perth, Australia.

Follow Danielle on [LinkedIn](#)

Follow Danielle on [Twitter](#)



Alex Irwin-Hunt
Global Markets Editor,
fDi Intelligence

Alex writes a weekly column about data trends concerning global trade and investment. He has written extensively on innovation ecosystems, the international expansion of technology companies, and produced fDi's first Start-up Attraction Index and Venture Capital-powered FDI ranking. He holds an undergraduate degree in International Economics from the University of Leeds, UK, where he took a particular interest in management decision making and macroeconomics.

Follow Alex on [LinkedIn](#)

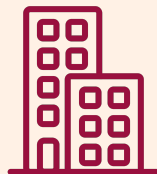
Follow Alex on [Twitter](#)

fDi's readership*



fDi Intelligence readership is made up of **35% C-Suites** - over half of these C-Suites are **CEOs/CFOs**.

This audience is also made up of **72% Purchase Decision Makers**



fDi Intelligence readers represent companies of the following sizes:

- **Large-sized company (40%)**
- **Medium-sized company (15%)**
- **Small-sized company (45%)**



fDi Intelligence readers spend an average of **45 seconds** on individual fDi Intelligence pages on fdiintelligence.com



66% of fDi Intelligence readers agree that **reading fDi Intelligence helps them make investment decisions**.

C-Suites are 14x more likely than the average fDi Intelligence reader to **trust sponsored content that appears in the fDi Intelligence magazine or on fdiintelligence.com**.

fDi's audience budget



€2,926,562*

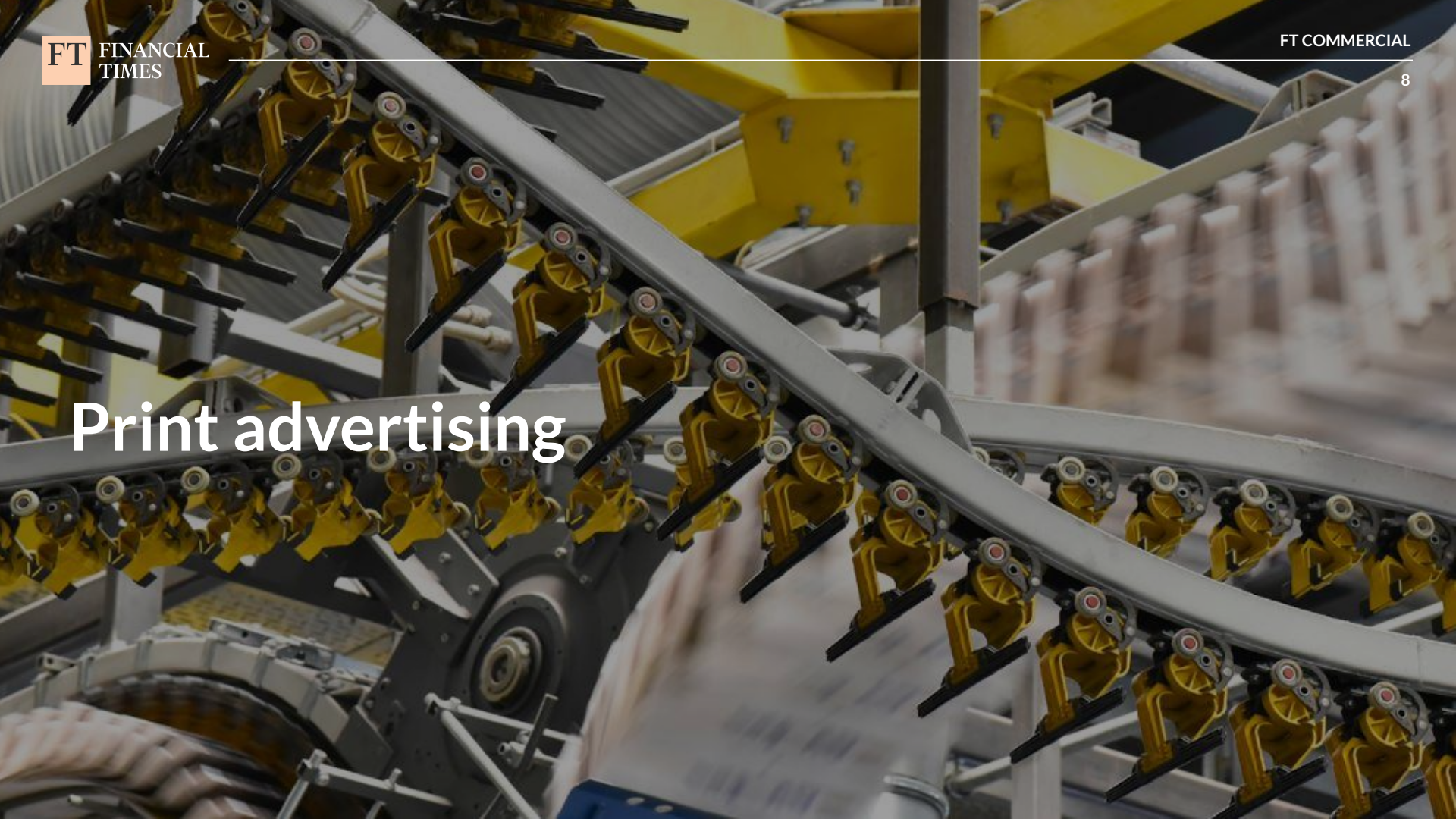
Average Business Decision Maker budget
for those working in the Foreign Direct Investment sector



The FDI sector's average BDM budget of €2,926,562 (vs. €1,243,789 sector average) significantly outpaces other sectors, highlighting the substantial resources decision-makers allocate to their investment strategies.

By partnering with fDi Intelligence, you can position yourself directly in front of key players in this high-budget, high-impact sector, ensuring maximum visibility and influence in critical decision-making processes.

Print advertising



Print

Published six times annually, **fDi in Print** is the premier resource for senior Business Decision Makers (BDMs) involved in FDI projects globally. Our readership comprises C-Suites, corporate professionals, and representatives of Investment Promotion Agencies and Economic Development Organisations.

Each issue focuses on a cover theme and a key sector. You can explore our 2025 editorial themes on Slide 12. Here are two examples of recent fDi magazine editions:

- [Dec '24/Jan '25 edition: 'Where is the WTO?'](#)
'As it turns 30, the referee of globalisation risks being sidelined by protectionism and industrial policy'
- [Aug/Sep 2024 edition: 'The great industrial migration'](#)
'Strategic producers are flying back to home markets. Will it be enough to reverse deindustrialisation?'

Take a read of previous editions in our [online archive here](#).

Advertising print slots in the magazine include **Full Page**, **Half Page** and **Double Page Spread** placements. Your ad will also be included in our e-magazine edition on fdiintelligence.com, which can include a click-through to your desired landing page.

We also offer create bespoke **Special Report** print magazines, focussed on specific themes or topics of your choosing (full details on Slides 19 & 20).



Print: special editions

In addition to our six main annual print editions, we also publish two award supplement magazine editions and one US special annually. These are:

- [European Cities & Regions of the Future](#) - 13th Feb 2025
These awards benchmark European cities & regions according to their economic, financial, and business strengths, awarding the locations with the most promising prospects for inward investment, economic development, and business expansion.
- [FDI in the USA](#) - 10th Apr 2025
This edition will focus on key industries in the US in the FDI world, and will be distributed at SelectUSA on 11th-14th May 2025 in Maryland, US offering excellent exposure to investors exploring the US market.
- [Global Free Zones of the Year](#) - 9th October 2025
These awards set out to find the most successful free zones engaged in the best practices worldwide, based off responses to a 10-question voluntary survey.



Print: sponsored copies

Event sponsored copies allow you the opportunity to wrap your brand message around **fDi Intelligence** and place your messaging directly into the hands of a targeted audience. They provide a close association with the fDi Intelligence brand, harnessing its power to achieve specific marketing objectives. Sponsoring copies of fDi Intelligence at and around a key industry event is an unbeatable way to cut through competitor noise and maximise brand visibility.

Available opportunities in 2025 include:

- **MIPIM** - Cannes, France (10th-14th Mar)
- **SelectUSA** - Maryland, US (11th-14th May)
- **IEDC Annual Conference** - Denver, US (14th - 17th Sep)

Sponsored copies of fDi Intelligence are wrapped in a bespoke XL (12 cm) belly-band with exclusive sponsor branding/creative, or as a Full Page coverwrap option around the Front Cover, Back Cover, Inside Front Cover, and Outside Back Cover positions.

Belly-band

€20k

- Belly-band sponsored copies,
circa 500x copies

Full Coverwrap

€27k

- Coverwrap (4x Full Pages)
sponsored copies, circa 500x copies



fDi editorial features - 2025

Explore our 2025 editorial calendar, featuring in-depth coverage of emerging sectors, rising ecosystems, and investment opportunities across the globe. Topics include Artificial Intelligence, Logistics, and Aerospace. For each edition, we highlight investment hotspots, free zones, and uncharted FDI destinations.

February/March 2025 edition (13.02.25)

Main Theme: Data Centres

Special Report(s): "European Cities & Regions of the Future" + Latvia Special

Uncharted FDI: Wyoming

Rising Ecosystems: Qatar

Free Zones Focus: USA

April/May edition 2025 (10.04.25)

Main Theme: Manufacturing

Special Report(s): "FDI in the USA" + Georgia Special

Uncharted FDI: Senegal

Rising Ecosystems: San Antonio

Free Zones Focus: KSA

June/July edition 2025 (12.06.25)

Main Theme: Aerospace

Special Report(s): Italy Data Report

Uncharted FDI: El Salvador

Rising Ecosystems: Abu Dhabi

Free Zones Focus: Colombia

August/September 2025 edition (07.08.25)

Main Theme: Tourism

Special Report(s): Poland Data Report

Uncharted FDI: Kyrgyzstan

Rising Ecosystems: Naples

Free Zones Focus: South Africa

October/November 2025 edition (09.10.25)

Main Theme: Logistics

Special Report(s): "Global Free Zone Awards"

Uncharted FDI: TBC

Rising Ecosystems: Manchester

Free Zones Focus: UK

December '25/January '26 edition (04.12.25)

Main Theme: Artificial Intelligence

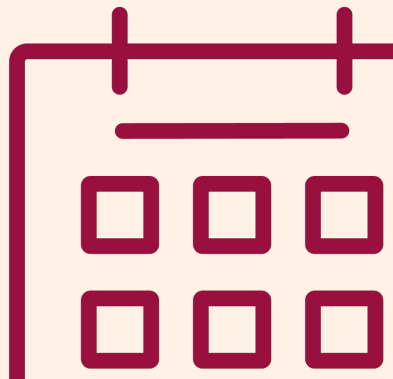
Special Report(s): "FDI Sentiment Survey 2026"

Uncharted FDI: TBC

Rising Ecosystems: TBC

Free Zones Focus: Philippines

Please note, this editorial calendar is subject to change.



fDi print 2025: dates & rates

fDi print dates - 2025:

Edition	Booking deadline	Copy deadline	Publication date
Feb / Mar 2025	3rd February 2025	4th February 2025	13th February 2025
Apr / May 2025	31st March 2025	1st April 2025	10th April 2025
Jun / Jul 2025	2nd June 2025	3rd June 2025	12th June 2025
Aug / Sep 2025	28th July 2025	29th July 2025	7th August 2025
Oct / Nov 2025	29th September 2025	30th September 2025	9th October 2025
Dec 2025 / Jan 2026	24th November 2025	25th November 2025	4th December 2025

All print insertions also get included in our e-magazine edition posted on fdiintelligence.com.
You can also have a click-through to your website on this digital ad.

fDi print rates, worldwide (subject to availability):

Position	Rates (EUR)
Full Page	€10,991
Half Page (Horizontal)	€5,802
Double Page Spread	€21,984
Outside Back Cover (Full Page)	€12,653
Inside Front Cover (Full Page)	€12,050
Inside Front Cover (Double Page Spread)	€23,346

Full Page in all magazines editions for a calendar year (6x Full Pages)	€40,000
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Digital advertising

A man with grey hair and a beard, wearing a blue button-down shirt and jeans, is sitting in a brown armchair. He is wearing large black headphones and looking at a silver laptop on his lap. His right hand is resting on his chin in a thoughtful pose. The room has a modern, minimalist aesthetic with a grey concrete wall and a large window in the background. To the left of the man is a black wood-burning stove with a tall, dark chimney pipe extending to the ceiling. A small potted plant sits on a table next to the stove. To the right of the man is a white shelving unit with various items, including a silver boombox, a white storage box, and some books. The lighting is soft and natural, coming from the window.

fdiintelligence.com

Our mobile-responsive website - fdiintelligence.com - delivers investment professionals the latest insights on topics such as sustainability, tech ecosystems, and geopolitical developments like the war in Ukraine. It also features all the content from our print editions and additional exclusive content.

You can advertise on the website in prominent positions like billboard, leaderboard, half page and MPU (specs bottom-right). We also offer a one-month Homepage Takeover, on our most visited page. The website averages **127,551*** monthly page views and **57,809*** monthly visitors.

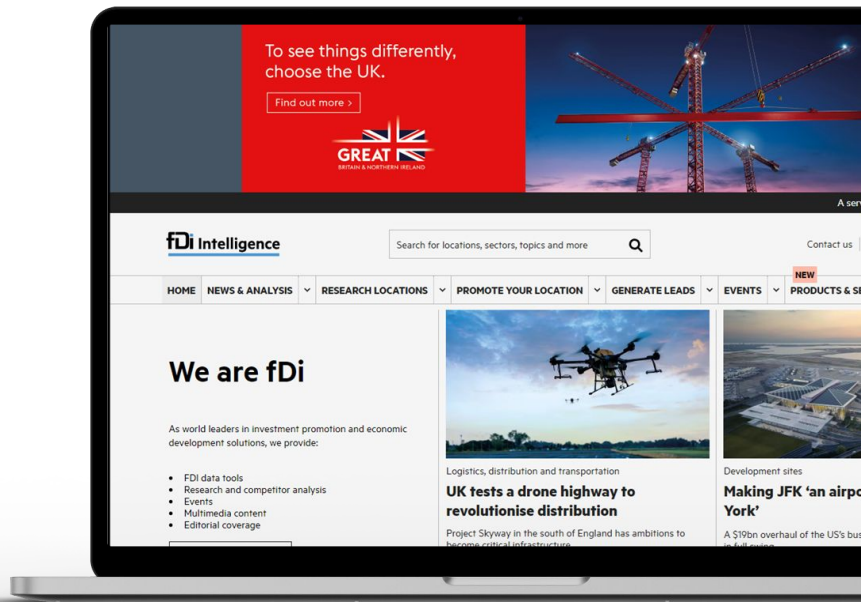
In H1 2024, page views on fdiintelligence.com increased by **48%** compared to H1 2023, and visitor numbers **rose by 12%**.

Additionally, 'average active minutes on page' went up from 43 to **44 seconds****.

Moreover, average ad viewability for 2024 was a robust **79.5%**.

Source: * FT Looker Data (H1 2024) / ** FT Looker Data (2023 vs 2024)

Homepage Takeover ad example



fDi ad units - specifications:

Billboard (970x250) / Half Page (300x600)

MPU (300x250) / Leaderboard (728x90)

e-Newsletters

Delivered three times a week (regular editions), the **fDi Intelligence e-Newsletters** provides an opportunity to share your message with our dedicated subscribers through an **MPU ad position** (300x250px) strategically placed within the content. This offering ensures exclusive visibility for a one-month period.

Our three regular weekly fDi e-Newsletters are:

- **fDi Unscripted** (Tuesdays)
- **fDi Graph Time** (Wednesdays)
- **fDi Digest** (Thursdays).

These 'opt-in' e-Newsletters reach a targeted and engaged audience who have specifically chosen to receive fDi Intelligence content, making this an ideal platform for targeted communication. They are often an fDi reader's first contact with FDI content during the working week. Currently, the fDi e-Newsletters have around **11,500 subscribers**.

With an average open rate of 25% and a click-through rate of 5.5%, these e-Newsletters deliver engagement rates that surpass industry standards.



Online rates - fdiintelligence.com

(subject to availability)

Collaborate with us to design a digital campaign tailored to your audience and goals.

**fDi Homepage
Takeover**

€11k

1x month campaign duration
(100% Share of Voice).

**fDi Website
Domination**

€17k

1x month campaign duration
(an 80% takeover of fDi website).

**fDi Homepage Takeover +
fDi Website Domination**

€24k

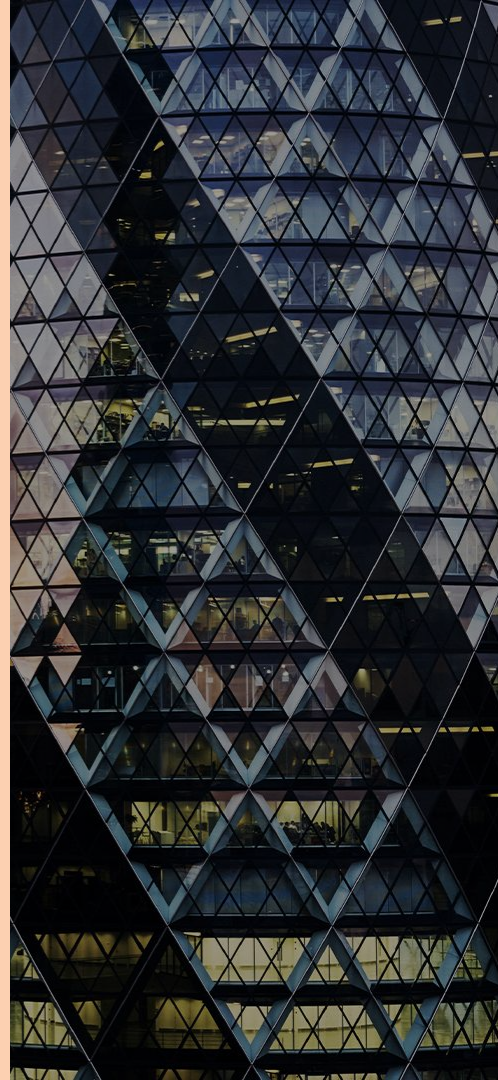
1x month campaign duration (100% Share of Voice
on fDi homepage + 80% takeover of fDi website).

Online rates - fDi e-Newsletter

(subject to availability)

€9.5k

1x month campaign sponsorship (min. 3x e-Newsletters a week).



Content opportunities



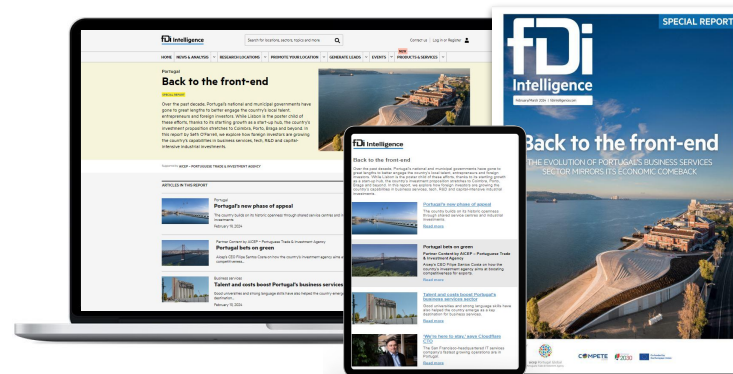
Special Report

Beyond regular features and editorial coverage, fDi Intelligence produces in-depth **Special Reports** (print & online). These stand-alone magazines explore significant topics and themes for your desired location, offering detailed insights into FDI hot-spots.

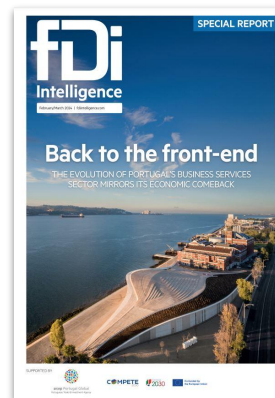
Produced by fDi correspondents and presented in a variety of formats, Special Reports provide compelling, in-depth content that helps senior executives make informed business decisions.

Before launching a Special Report, the client and fDi editorial collaborate to agree on the topics and themes. Once finalised, the fDi editorial team independently creates the content to ensure editorial integrity. This content will also be available on fdiintelligence.com for the foreseeable future, ensuring lasting relevance.

Special Report digital example: [AICEP Portugal Global: 'back to the front-end'](#)



2024 fDi Special Reports:



[Link here](#)



[Link here](#)



[Link here](#)

Special Report - rates

(subject to availability)

€49k

€52k

(includes 500x copies of
print report sent to client)

Print:

- 12x page outbound print magazine report (total, including covers), which includes:
 - 3x features and 2x interviews (industry spokespeople).
 - 3x Full Page client ad insertions.
- Worldwide print distribution.
- 100% Share of Voice in magazine.

Digital:

- 1x month campaign duration.
- Content hub featuring 5x Special Report articles on fdiintelligence.com.
- 100% Share of Voice of digital ads around the Special Report.
- 1x promotional email & e-Newsletter promotion.
- Paid social promotion (demo-targeting included).
- Estimated 2,500 page views.

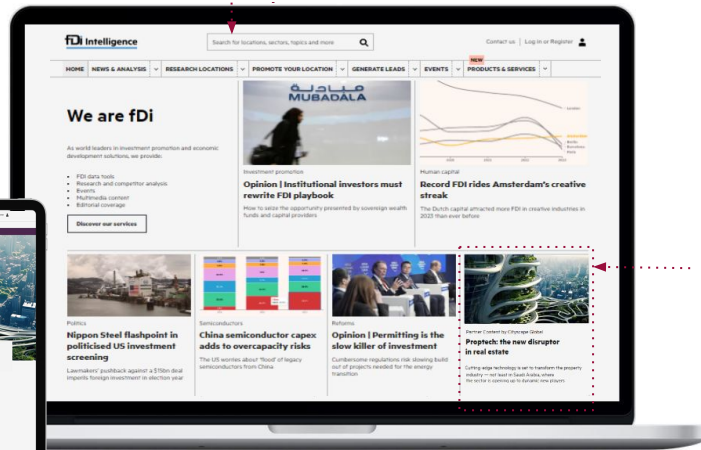
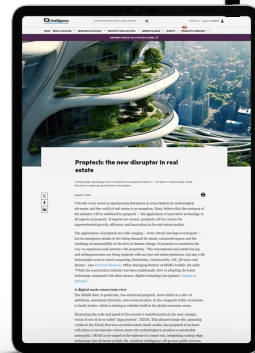


Partner Content - online article(s)

A standard **Partner Content** campaign will allow you to showcase your own content - or content created by our in-house experts - to fDi Intelligence's powerful audience on its own unique content page(s) on fdiintelligence.com.

Labelled as "Partner Content by [client name]", your content will be surfaced on the fDi Intelligence homepage and Partner Content section of the website. It will then be fully searchable alongside fDi Intelligence editorial and promoted in our fDi e-Newsletters and social channels. This gives your brand/location strong exposure to our engaged audience of C-Suites, Government investors and influencers, analysts, and leading economists exploring FDI investment opportunities.

Partner Content example: [Cityscape Global - 'Proptech: the new disruptor in real estate'](#)



* visuals are a representation of how Partner Content may appear and are subject to change

Partner Content - online article(s) rates

(subject to availability)

1x online article

€20k

- 1x month campaign duration.
- Client-supplied content.*
- 1x online article hosted on fdiintelligence.com.
- Homepage, e-Newsletter & social promotion.
- Estimated 600 page views.

2x online articles

€27k

- 1x month campaign duration (per article).
- Client-supplied content.*
- 2x online articles hosted on fdiintelligence.com.
- Homepage, e-Newsletter & social promotion.
- Estimated 1,200 page views.

Amplification with banners
on Partner Content page(s)

€7k

(46,666 ad impressions).

Amplification in
print magazine

€7k

Amplification with
banners & print

€11k

(46,666 ad impressions).

* if you would like to have the content created by our content studio team, speak to your fDi sales rep. about additional costs.



Partner Content - videos

Bring your brand to life with professionally produced video content by fDi Intelligence. Options include engaging interviews, location features, and cutting-edge animations tailored to showcase your message.

- **"In Conversation With"**: A one-to-one interview with a client spokesperson hosted by an experienced presenter, filmed in the FT's studio at our Bracken House Head Office in London, or on location (additional costs apply).
- **"Spotlight On"**: An on-location feature video highlighting investment opportunities and business advantages in a destination.
- **"Animated Video"**: A team of highly skilled animation specialists will deliver state-of-the-art video content.

We can build a bespoke Partner Content video proposition to meet your needs. Contact your fDi sales rep. to find out more.



The above visual is a screenshot used from a recent "In Conversation With" interview



The above visual is a traffic driver used to promote a Partner Content video



The above visual is a location shot from a previous "Spotlight On" video

Partner Content - video rates

(subject to availability)

“In Conversation With” or “Animated Video”

€54k*

- 1x month campaign duration.
- 1x 3-minute highlights video hosted on fdiintelligence.com.
- 1x 10-minute video provided to the client.
- post-campaign (“In Conversation With”).
- Partner Content page to feature video and 700-word article from client.
- Homepage, e-Newsletter and organic social promotion.
- Paid social promotion (demographic-targeting included)
- Estimated 15,000 video views.

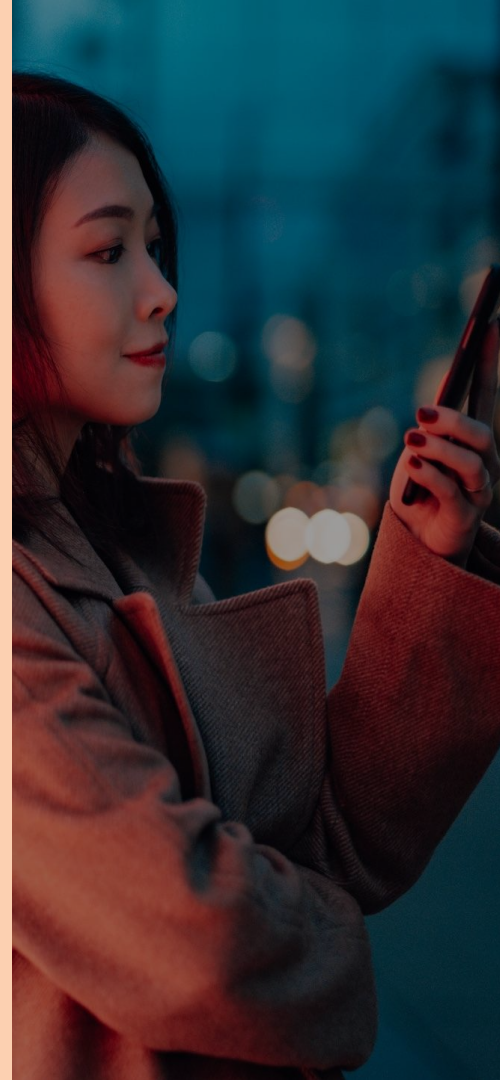
*additional production & travel costs may apply if recorded off-site.

“Spotlight On”

€68k**

- 1x month campaign duration.
- 1x 3-minute highlights video hosted on fdiintelligence.com.
- Partner Content page to feature video.
- Homepage, e-Newsletter and organic social promotion.
- Paid social promotion (demographic-targeting included).
- Estimated 15,000 video views.

** additional production & travel costs will apply.



fDi Tourism Investment Report 2025

Every year, in partnership with UN Tourism, fDi Intelligence creates an fDi Tourism Investment Report to look at the current state of the global tourism cluster through the lens of international arrivals and greenfield FDI.

Take a read of last year's report here - [fDi Tourism Investment Report 2024](#). This report is released in November each year and is showcased at the World Travel Market event in London..

Sponsorship rate

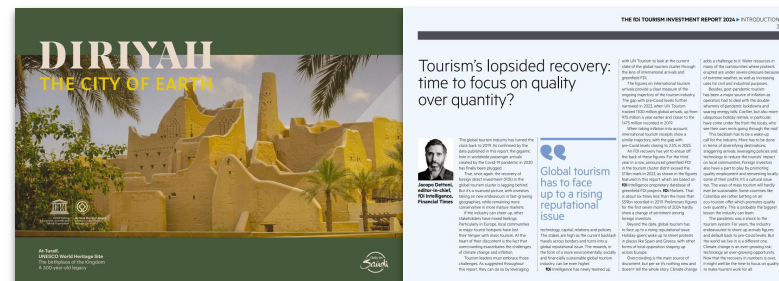
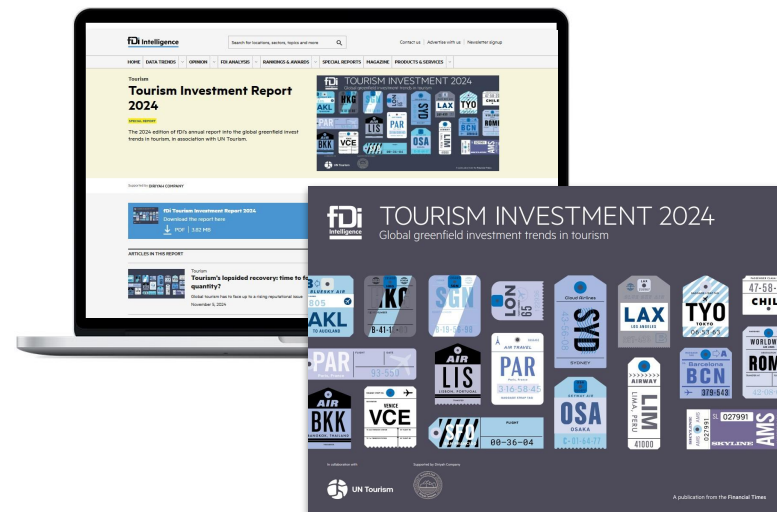
€68k

Print:

- 500x booklet copies at the WTM London event in 2025.
- 3x Full Page landscape client ad insertions in the printed booklet.
- “supported by [CLIENT LOGO]” on the front page of the printed booklet.

Digital:

- “Supported by [CLIENT NAME]” on report's content hub on [fdiintelligence.com](#).
- Client banner ads displayed around content hub and 3/4 individual report pages.



Previous Full Page ad example in report

“Uncharted FDI” Series

“[Uncharted FDI](#)” delves into the frontier of foreign investment, spotlighting countries that often go unnoticed by multinational companies. These locations, undergoing transformative changes, offer untapped potential for businesses and policymakers alike. Take a look at which countries will be covered on our editorial features slide (Slide 12).

The Uncharted FDI series provides you with a platform to showcase your commitment to exploring emerging markets, complements by exclusive advertising opportunities. Each feature includes a Double Page Spread in our fDi Intelligence print magazine, and a dedicated online article on [fdiintelligence.com](#).

1x country focus rate

€13.5k

Print:
- 1x Full Page ad insertion next to Double Page Spread in magazine.

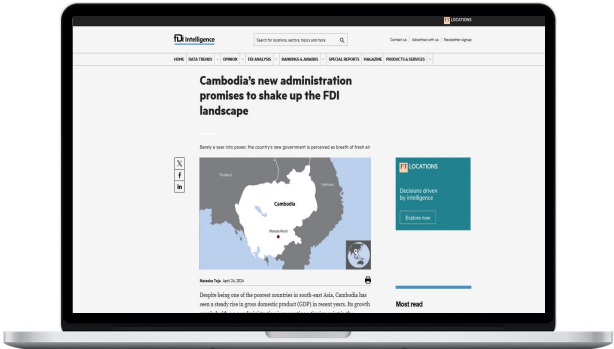
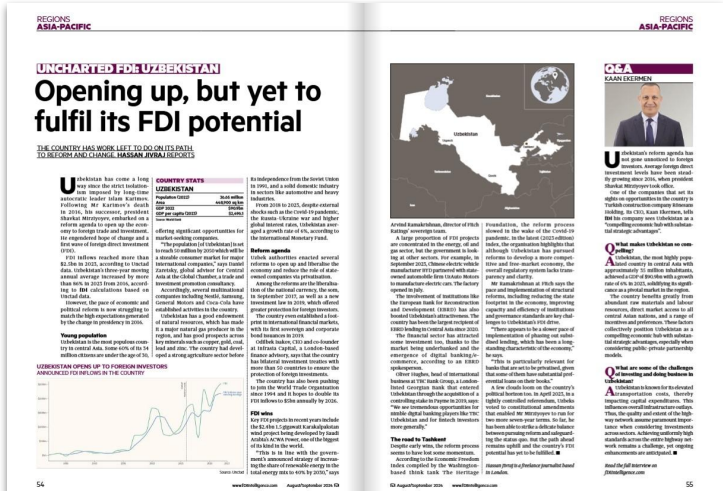
Digital:
- Client display ads on country’s online article page with Billboard & Half Page ad units on [fdiintelligence.com](#).

Whole series rate

€48k

Print:
- 6x Full Page ad insertions next to all Uncharted FDI Double Page Spread articles in 2025 magazines.

Digital:
- Client display ads on all Uncharted FDI 2025 article pages with Billboard & Half Page ad units on [fdiintelligence.com](#).
- Client display ads on Uncharted FDI stream page with Billboard & Half Page ad units on [fdiintelligence.com](#).



Editorial content - industry events

This proposition offers a package around a major industry event in the world of foreign direct investment (i.e. MIPIM or SelectUSA) and features strategic advertising before, during, and after the event.

Advertising alongside editorially-written industry event content over fdiintelligence.com allows you the opportunity to align your brand message next to content that is of high-interest to fDi readers. It also provides a close association with the fDi Intelligence brand, harnessing its strength in the marketplace to help achieve your specific marketing goals, as well as having 100% Share of Voice around industry content.

Sponsorship rate

€82k

Pre-Event:

- 5x articles written by fDi editorial on chosen industry event (one released per week).
- 1x Full Page ad insertion in fDi Intelligence magazine.

Month of Event:

- 2x articles written by fDi editorial on industry event (all 7x articles hosted on content hub on fdiintelligence.com).
- 1x month Homepage Takeover + 1x month website domination (80% Share of Voice of site) on fdiintelligence.com.

Post-Event:

- 1x Partner Content online client-supplied article on fdiintelligence.com.



WORLD
FREE ZONES
ORGANIZATION



SELECTUSA

mipim®

A photograph of three business professionals in a meeting. On the left, a man with a beard and glasses, wearing a dark suit and tie, is looking at a laptop. In the center, a woman with curly hair, wearing a light pink top, is gesturing with her hand while speaking. On the right, a man with grey hair, wearing a light blue shirt, is looking towards the woman. The background is a blurred office setting with large windows.

fDi intelligence events

MIPIM awards ceremony

Each year at MIPIM, fDi Intelligence hosts its flagship “European Cities & Regions of the Future” awards ceremony. These awards benchmark European cities & regions according to their economic, financial, and business strengths, awarding locations with the most promising prospects for inward investment, economic development, and business expansion.

This prestigious event draws around 100 attendees, including Mayors, Deputy Mayors, Heads of IPAs, and senior business and policy leaders from across Europe. It offers clients an exceptional opportunity to network with key decision-makers shaping Europe's urban and economic landscape.

Sponsorship rate

€68k

- 3x tickets to the ceremony, including pre- and post-event networking.
- 2 to 3 minute introductory speaking slot before the ceremony.
- 2x Full Page ad insertions in fDi Intelligence's Feb/Mar 2025 magazine edition.
- 1x fDi Partner Content online article on fdiintelligence.com.
- 1x month site dominance (80% Share of Voice) on fdiintelligence.com.
- Company logo on event screen and agenda + “supported by [CLIENT NAME]”.



fDi main events - rates*

(subject to availability)

Roundtable (digital)

€44k

- 75-minute discussion moderated by a member of the fDi editorial team (60-minute digital).
- 8-10 leading public or private sector figures
- 1x sponsor representative.
- Networking time built in (in-person only).
- FT Live & fDi will work on securing client. 'wish list' of organisations and preferred job titles to take part in the discussion.

Roundtable (in-person)

€57k

Digital dialogue (webinar)

€57k

- Bespoke 50-minute event - 10-minute panel and 10-minute Q&A.
- Panel will include 2x guests & 1x sponsor.
- Chaired by fDi editor or journalist.
- Full footage of event provided post-event.
- Opt-in list of attendees provided post-event (incl. name, job title, organisation and email).

Briefing (digital)

€72k

- 2x hour of content - 2x live panels with 2x guests and 1x sponsor.
- All sessions to conduct a live audience Q&A or polling where appropriate.
- Expert interviews or panel debates conducted by fDi editor or journalist.

Briefing (in-person)

€101k

+€34k...

to include an fDi Special Report print magazine in the room at your event (full details on Slides 19 & 20)

* these rates will be higher for events such as COP & DAVOS. Prices are minimum guide prices only and can increase based on deliverables.

fDi main events

Our **fDi events** provide an opportunity to collaborate with our expert in-house team, which employs a comprehensive 360-degree approach to designing and executing each event. These events are curated and chaired by a member of the fDi Intelligence editorial team.

Participation in these fDi events offer several benefits, including the **opportunity to generate leads** for your sales team post-event, demonstrate your knowledge and expertise in discussions with influential decision makers, and access detailed post-event analytics and feedback.

The fDi Intelligence events we offer include:

- **Roundtable event** - A thought-leadership, content-led 75-minute discussion (or 60-minutes if digital).
- **Digital dialogue (Webinar) event** - A live, one-hour online bespoke panel event that includes a panel discussion followed by a Q&A session.
- **Briefing event** - A two-hour, content-led discussion with a live audience.



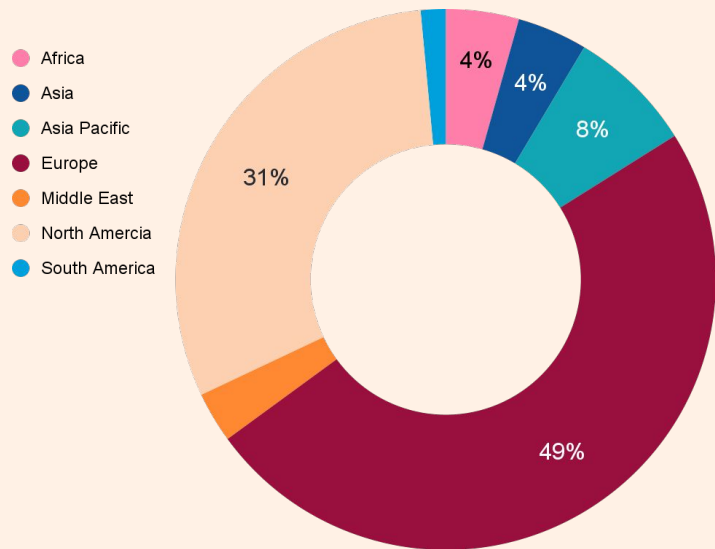
Our first-party audience

A photograph of a man and a woman sitting closely together, looking off to the side. The man is on the left, wearing glasses and a denim jacket over a white shirt. The woman is on the right, wearing a light-colored sweater. They are both looking towards the right side of the frame. The background is a plain, light-colored wall. The text "Our first-party audience" is overlaid on the left side of the image.

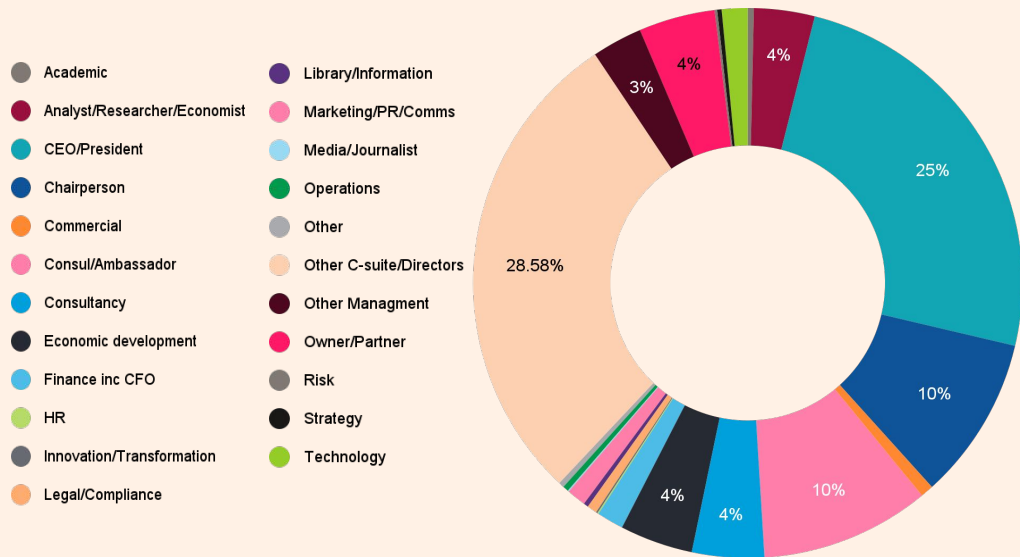
Our audience - in print

Our audience have heavy seniority, which gives them strong influencing power.

Region:



Job Function:

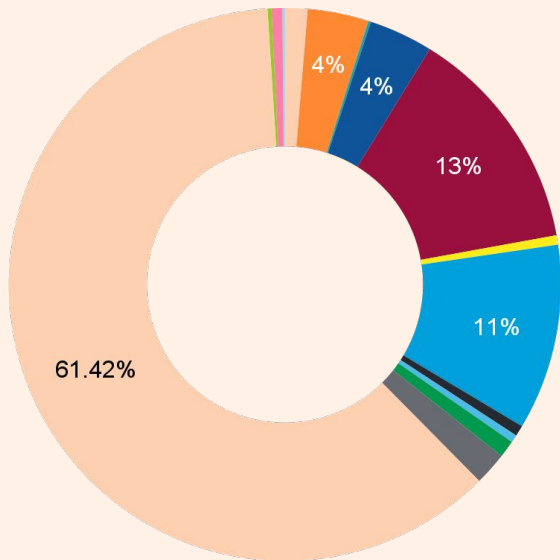


Our audience - in print (cont.)

Strong reach to decision makers within embassies, IPAs/EDOs and C-Suites.

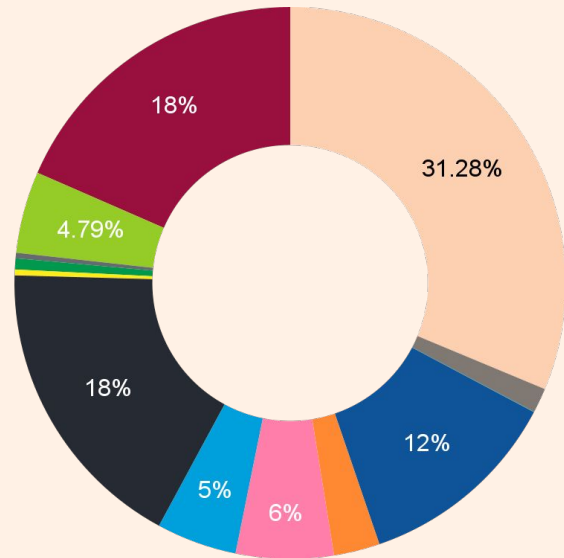
Organisation Type:

- Academic
- Banks & FS
- Business services
- Consultants
- Embassies
- Free Zones
- IPAs/EDOs
- Law/Legal services
- Manufacturing
- Media/Marketing
- Other
- Other corporate
- Real estate
- Research/analysis
- Retail



Seniority:

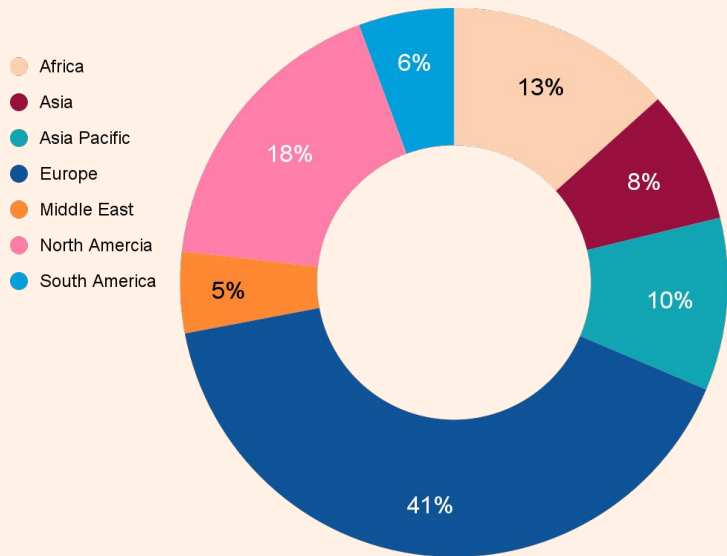
- CEO/President
- CFO
- CTO
- Chairperson
- Director
- Head of
- Manager/Associate / Executive/ VP/Consultant
- Managing Director
- Media/Academic/student/retired
- other
- other C Suite
- Owner/Partner/Founder
- Specialist (analyst, research, developer, banker etc)



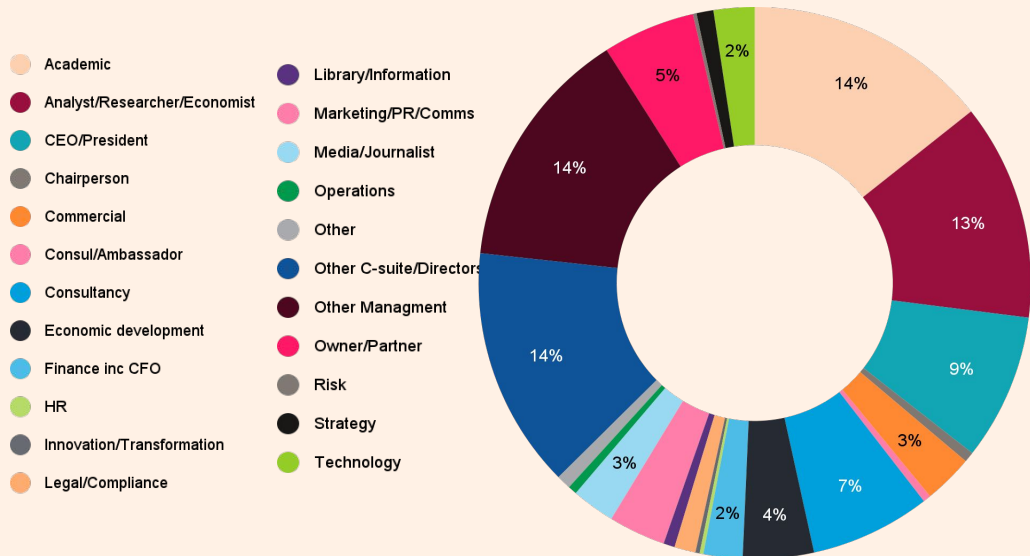
Our audience - in digital

Strong reach to an international audience of senior economists and C-Suites.

Region:



Job Function:

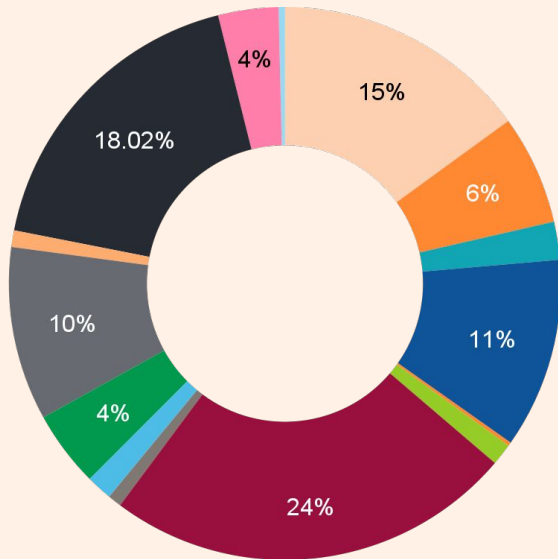


Our audience - in digital (cont.)

A high ranking audience, from professional sectors and economic development boards.

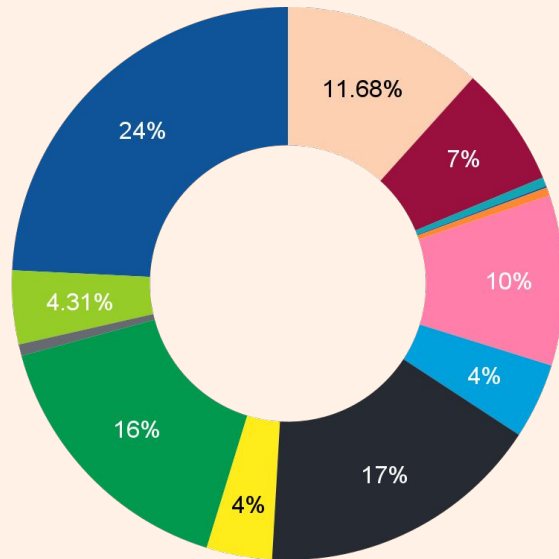
Organisation Type:

- Academic
- Banks & FS
- Business services
- Consultants
- Embassies
- Free Zones
- IPAs/EDOs
- Law/Legal services
- Manufacturing
- Media/Marketing
- Other
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Seniority:

- CEO/President
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- Media/Academic/student/retired
- other
- other C Suite
- Owner/Partner/Founder
- Specialist (analyst, research, developer, banker etc)



Specifications



BRACKEN HOUSE

fDi specifications

Print specifications:

- Full Page: Type (266mmx178mm) / Trim (297mmx210mm) / Bleed (303mmx216mm)
- Double Page Spread: Type (266mmx380mm) / Trim (297mmx420mm) / Bleed (303mmx426mm)
- Half Page: Type (131mmx178mm)
- Outside Back Cover: Type (266mmx178mm) / Trim (297mmx210mm) / Bleed (303mmx216mm)

fDiIntelligence.com specifications:

- Leaderboard (desktop/tablet): 728pxl x 90pxl - rotating
- MPU (all devices): 300pxl x 250pxl - rotating
- Half Page (desktop): 300pxl x 600pxl - rotating
- Billboard (desktop): 970pxl x 250pxl - rotating

Partner Content - click [this link](#) to see our Partner Content FT Specialist guidelines

Advertising T&Cs - click [this link](#) to see our FT Specialist titles' T&Cs

Formats:

- High Res PDF (300dpi) - all fonts and pictures embedded.
- Please supply the copy with bleed.
- Note that special Pantone colours must be matched out of four colour process.

Transfer & Advertising Production Manager:

If emailing your advert(s) please ensure that the file is no larger than 20MB.

Please also ensure to ZIP the file.

Sophie Horton T: +44 (0)20 7873 4830 E: sophie.horton@ft.com



THANK YOU

Paul Holman
Head of fDi Intelligence
Advertising
+44 (0)7999 407 760
paul.holman@ft.com