



LOCATIONS



fDi Intelligence Media Kit 2026 (GBP)

The #1 international publication for foreign direct investment

Reach our readers

Contents

- 01** Print advertising
- 02** Digital/content advertising
- 03** FDI Events
- 04** Specifications



Why advertise with us?

fDi Intelligence **connects your brand with senior decision-makers** shaping the global investment landscape. Our readership **spans 150 countries** and includes CEOs, CFOs, and senior government figures responsible for attracting and directing investment. With **72% of readers involved in purchase decisions** and **average budgets exceeding £2.4 million**, your message reaches an audience with real influence.

Our coverage is trusted and data-driven, powered by exclusive FT-owned data tools - [fDi Markets](#) and [fDi Benchmark](#) — that inform corporate and policy decisions. **Two-thirds of readers say our content helps guide their investment strategies**, while C-Suites are **14 times more likely to engage with sponsored content** featured in our magazine or on [fdiintelligence.com](#).

Through print, digital, video, and live events, we give partners year-round visibility and credibility. **As part of the Financial Times Group**, fDi Intelligence combines the authority of FT journalism with specialist insight into the forces reshaping global investment.

150+
countries
reached

11,750+
print readers

12,500+
e-Newsletter
subscribers

£2.4m
average BDM budget
for those in FDI sector

Testimonial

“

This [fDi campaign] initiative strengthened the internationalization strategy and promotion of the Piedmont region, contributing to the development of new, long-lasting relationships.”

Leonardo Piani, Piemonte Agency for Investment & Export
August 2025

fDi Intelligence

fDi magazine and website provide comprehensive coverage of global foreign direct investment

Our platforms help readers track company activities, investment destinations, emerging trends, and interviews powered by our world-leading data tools:

[fDi Markets](#) and [fDi Benchmark](#).

Our **print edition** reaches 11,750+ corporate readers and cross-border investment professionals. We work closely with IPAs, EDOs, and government bodies to help them attract investment and support companies in site selection. The magazine is widely read by C-Suites and senior business decision-makers.

The digital edition, [fdiintelligence.com](#), includes all print content, an article and report archive, and tailored advertising opportunities such as **Partner Content articles and videos**, **Special Reports** (print and digital), and **fDi e-Newsletters**.

Launched in 2024, [FT Locations](#) combines the expertise of fDi Intelligence, GIS Planning and former Wavteq products to deliver trusted location intelligence for governments and organisations.



Follow fDi Intelligence on [LinkedIn](#)
Follow fDi Intelligence on [X](#)

Editorial team



Jacopo Dettoni

**Editor,
fDi Intelligence**

Jacopo leads 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 [X](#)



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 [X](#)



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 [X](#)

fDi's readership*

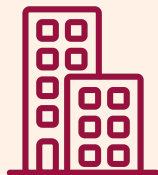


35%

fDi Intelligence readership is made up of **35% C-Suites** — over half of whom are **CEOs or CFOs**.

72%

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



fDi Intelligence readers represent companies of the following sizes:

40% Large

15% Medium

45% Small



45 seconds

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**.

14x

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



£2.4m*

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

The FDI sector's average BDM budget far exceeds the £1.0m cross-sector average, showing the level of investment allocated to global expansion.

Partnering with fDi Intelligence puts your brand directly in front of these high-value decision-makers, maximising visibility and influence where it matters most.

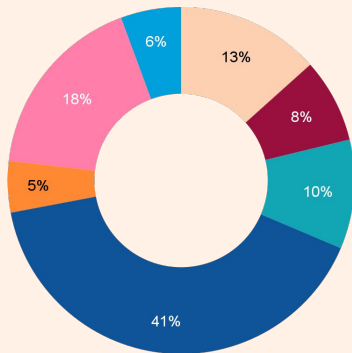
* Source: Global Reader Survey 2024



Our audience (in digital)

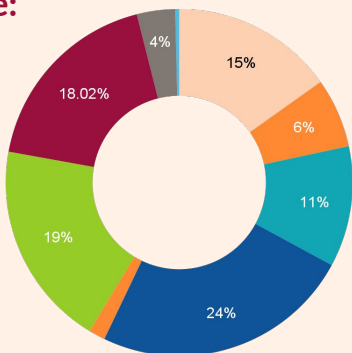
Region:

- Africa
- Asia
- Asia Pacific
- Europe
- Middle East
- North America
- South America



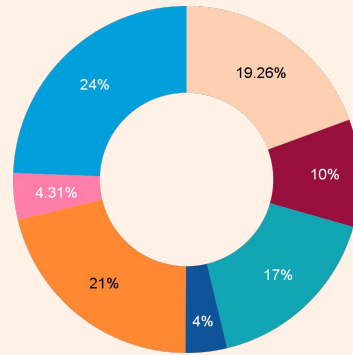
Organisation Type:

- Academic
- Banks & FS
- Consultants
- IPAs/EDOs
- Manufacturing
- Other
- Other corporate
- Research/analysis
- Manufacturing



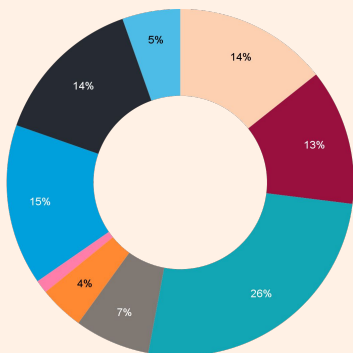
Seniority:

- C-Suite Level
- Head of
- Managing Director
- Media/Academic/student/retired
- other
- Owner/Partner/Founder
- Specialist (analyst, research, developer, banker etc)



Job Function:

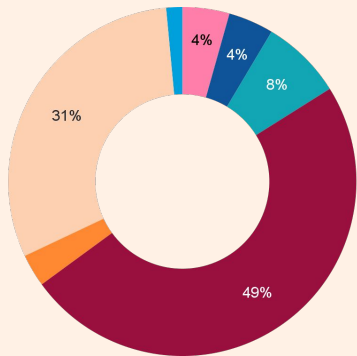
- Academic
- Analyst/Researcher/Economist
- C-Suite Level
- Consultancy
- Economic development
- Legal/Compliance
- Other
- Other Management
- Owner/Partner



Our audience (in print)

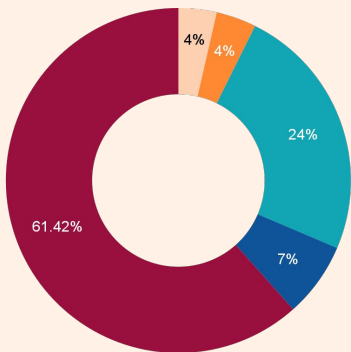
Region:

- Africa
- Asia
- Asia Pacific
- Europe
- Middle East
- North America
- South America



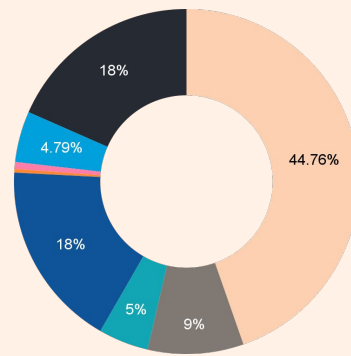
Organisation Type:

- Banks & FS
- Consultants
- Embassies & IPAs
- Other
- Other corporate



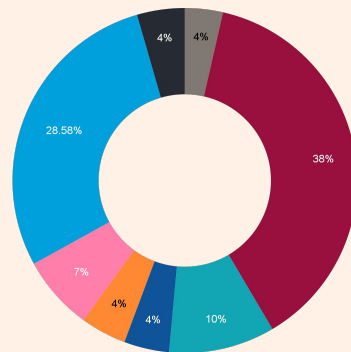
Seniority:

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

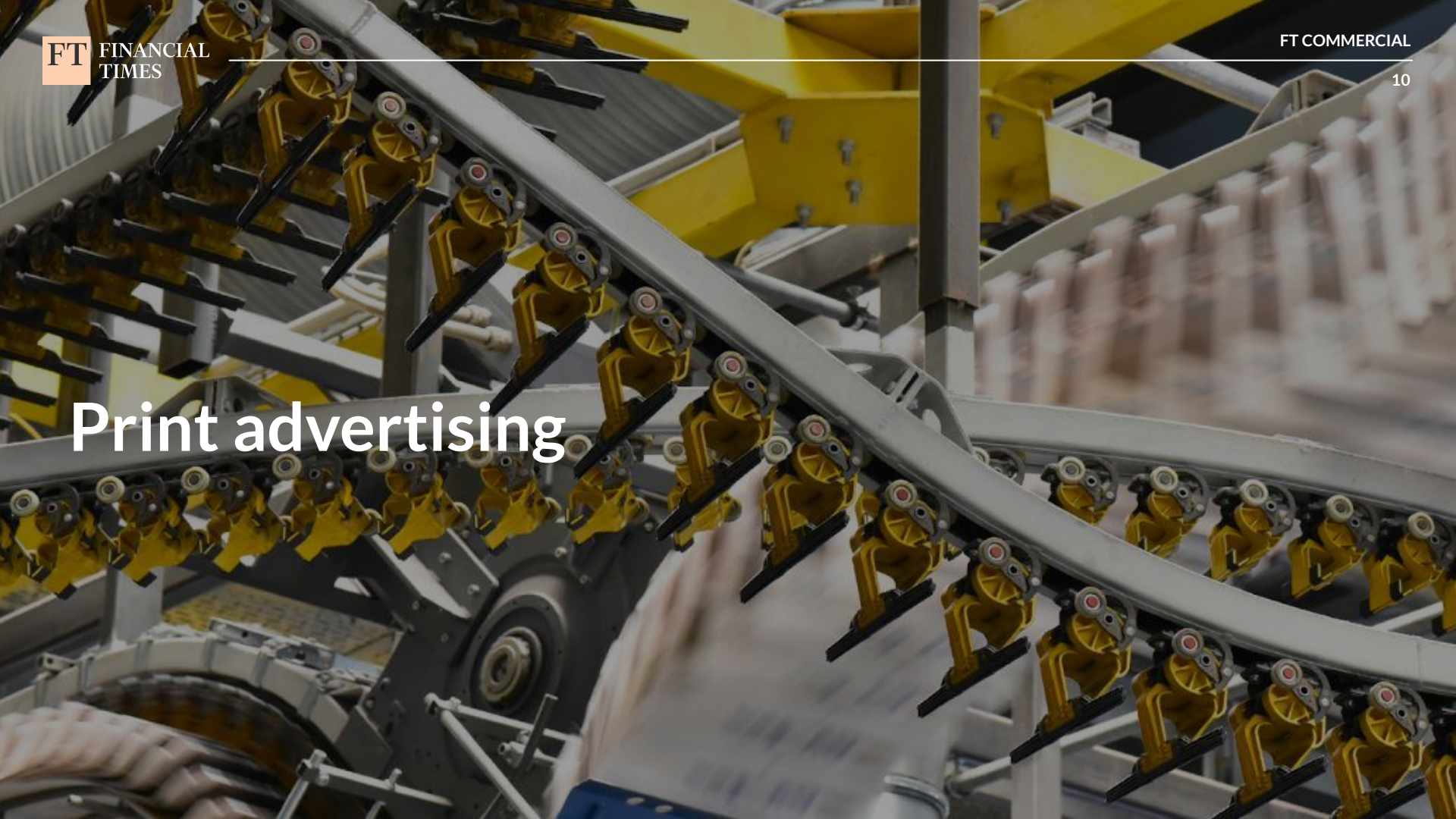


Job Function:

- Analyst/Researcher/Economist
- C-Suite Level
- Consul/Ambassador
- Consultancy
- Economic development
- Other
- Other C-suite/Directors
- Owner/Partner



Print advertising



Print

Published four times a year, **fDi in Print** is the leading resource for global FDI professionals - from C-Suites, BDMs and IPA executives. Each issue focuses on a cover theme and a key sector (2026 editorial themes on Slide 14).

Here are two examples of recent fDi magazine editions:

- [Oct/Nov 2025: 'Rethinking FDI Success'](#)
'Only new impact metrics can reveal if foreign investment truly delivers'
- [Aug/Sep 2025: 'Power in the Light'](#)
'Solar energy is staging a revolution - changing economic geography'

Explore 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, with an optional click-through to your desired landing page.



Print - special editions

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

- [Investment Impact Awards \(IIA\)](#) - 12th Feb 2026** NEW
 These rankings assess FDI projects with the most transformative potential in locations across Europe. It coincides with an awards ceremony at MIPIM (9th March 2026).
- [FDI in the USA](#) - 16th Apr 2026**
 This edition focuses on key industries in the US in the FDI world, and will be distributed at SelectUSA in Maryland, US (3rd-6th May 2026), offering excellent exposure to investors exploring the US market.
- [Global Free Zones of the Year](#) - 15th October 2026**
 These awards set out to find the most successful free zones engaged in the best practices worldwide, based on a 10-question voluntary survey.
- [2027 FDI Outlook](#) - 15th October 2026** NEW
 This edition delivers insights from 100 global experts through 10 key questions. Published annually, it will be unveiled at regional events led by fDi's Editorial Advisory Board.



Print - sponsored copies

Event **sponsored copies** put your brand directly into the hands of target audiences at key industry gatherings (below). They provide visibility and direct access to high-value audiences at leading industry events.

Available opportunities in 2026 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.

Rates:

Belly-band:

£15k

- Belly-band sponsored copies, circa x500 copies.

Full Coverwrap:

£20k

- Coverwrap (x4 Full Pages) sponsored copies, circa x500 copies.



fDi editorial features & print rates: 2026*

Explore our 2026 editorial calendar, featuring in-depth coverage of emerging sectors, rising ecosystems, and investment opportunities across the globe. Each edition highlights investment hotspots, free zones, and uncharted FDI destinations.

Feb/Mar 2026 (12.02.26):

Main Theme: Global South | The New Faces of FDI
Special Report(s): “Investment Impact Awards” / Caribbean Special
Feature Sections: Sovereign Wealth Funds / Global Lawyer / Free Zones / Economic Security

Apr/May 2026 (16.04.26):

Main Theme: Is the Dollar Still King?
Special Report(s): “FDI in the USA”
Feature Sections: Sovereign Wealth Funds / Global Lawyer / Free Zones / Economic Security

Jul/Aug 2026 (23.07.26):

Main Theme: Demographics and Automation
Special Report(s): Greenfield FDI Index / Germany Special
Feature Sections: Sovereign Wealth Funds / Global Lawyer / Free Zones / Economic Security

Oct/Nov 2026 (15.10.26):

Main Theme: The Space Frontier
Special Report(s): “Global Free Zone Awards” / Corporate Investment Leaders
Feature Sections: Sovereign Wealth Funds / Global Lawyer / Free Zones / Economic Security

fDi print dates - 2026:

Edition	Booking deadline	Copy deadline	Publication date
Feb / Mar 2026	2nd Feb 2026	3rd Feb 2026	12th Feb 2026
Apr / May 2026	6th Apr 2026	7th Apr 2026	16th Apr 2026
Jul / Aug 2026	13th Jul 2026	14th Jul 2026	23rd Jul 2026
Oct / Nov 2026	5th Oct 2026	6th Oct 2026	15th Oct 2026

fDi print rates, worldwide (subject to availability):

Position	Rates (GBP)
Full Page	£8,044
Half Page (Horizontal)	£4,246
Double Page Spread	£16,089
Outside Back Cover (Full Page)	£9,260
Inside Front Cover (Full Page)	£8,819
Inside Front Cover (Double Page Spread)	£17,086

**Annual
Package Rate:**

**Four Full Page
insertions
across all
2026 editions**

£20,000

* Please note, this editorial calendar is subject to change.

A close-up photograph of a person's hands interacting with a silver laptop. The left hand is pointing at the screen, while the right hand rests on the trackpad. The person is wearing a black smartwatch on their left wrist and a silver ring on their right ring finger. The background is blurred, showing what appears to be a desk and some office equipment. The text 'Digital/content advertising' is overlaid in white, bold, sans-serif font across the center of the image.

Digital/content advertising

fdiintelligence.com

Our mobile-responsive website, fdiintelligence.com, delivers investment professionals timely insight on sustainability, tech ecosystems, geopolitical developments, global investment trends, and more.

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 **rose by 48%** vs. H1 2023, and visitor numbers **rose 12%**. 'Average active minutes on page' went up from 43 to **44 seconds****, and average ad viewability was **79.5%**.

Rates:

**fDi Homepage
Takeover**

£8k

x1 month campaign
(100% Share
of Voice).

**fDi Website
Domination**

£12k

x1 month campaign
(80% takeover of fDi
website).

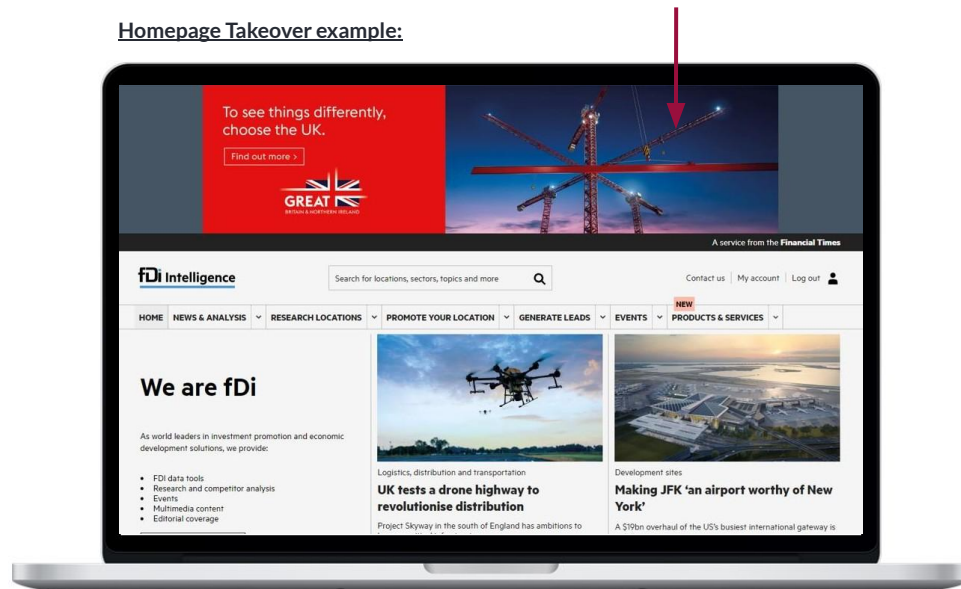
**fDi Homepage Takeover +
Website Domination**

£17k

x1 month campaign
(100% Share of Voice on
homepage + 80% takeover
of fDi website).

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

Homepage Takeover example:



fDi ad units - specifications:

Billboard (970x250) / Half Page (300x600) MPU (300x250) / Leaderboard (728x90)

Special Reports

fDi Special Reports provide in-depth analysis of priority sectors and regions. Each report appears in print and on fdiintelligence.com, ensuring lasting visibility.

These stand-alone magazines explore topics and themes for your location, offering detailed insights into FDI hot-spots. These reports help senior executives make informed business decisions.

Before launching, 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.

Sponsorship rate (print and digital):

£42k

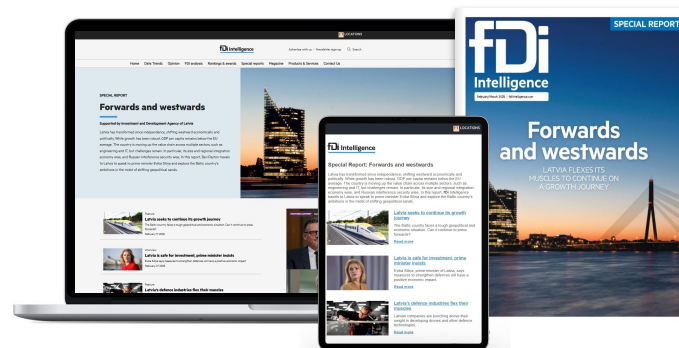
Print:

- x12 page outbound print magazine (total, including covers). Includes: x3 features, x2 interviews (industry spokespeople), x3 Full Page client ad insertions.
- Global distribution.
- 100% Share of Voice in magazine.

Digital:

- x1 month worldwide campaign.
- Content hub featuring x5 report features on fdiintelligence.com.
- 100% Share of Voice of digital ads around the Special Report.
- x1 promotional email & e-Newsletter promotion.
- Paid social promotion.
- Estimated 2,500 page views.

Special Report digital example:



[Latvia: 'Forwards & Westwards' - Link here](#)

Special Report print examples:



[Latvia - Link here](#)

[Milan - Link here](#)

[Piemonte - Link here](#)

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 appear on the fDi homepage and Partner Content hub. It will then be fully searchable alongside fDi Intelligence editorial and promoted in our fDi e-Newsletters and social channels. This gives your brand strong exposure to an engaged global audience of C-Suites, government investors, analysts, and leading economists exploring FDI opportunities.

Rates:

x1 article:

£15k

- x1 month worldwide campaign.
- Client-supplied content*.
- x1 article hosted on fdiintelligence.com.
- Homepage, e-Newsletter and social promotion.
- Estimated 600 page views.

x2 articles:

£22k

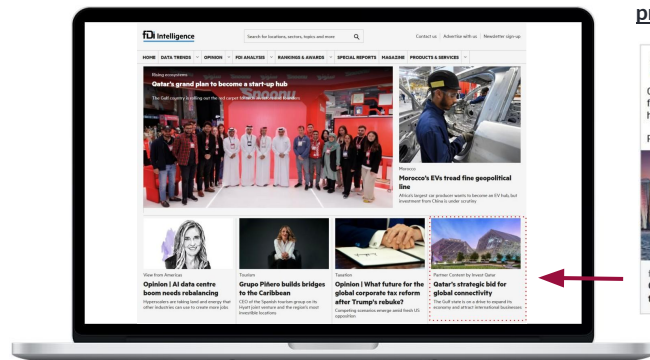
- x1 month worldwide campaign.
- Client-supplied content*.
- x2 articles hosted on fdiintelligence.com.
- Homepage, e-Newsletter and social promotion.
- Estimated 1,200 page views.

x5 articles:

£55k

- x1 month worldwide campaign per article (max. x2 bursts).
- Client-supplied content*.
- x5 articles hosted on a content hub on fdiintelligence.com.
- Homepage, e-Newsletter and social promotion.
- Estimated 3,000 page views.

Homepage promotion example:



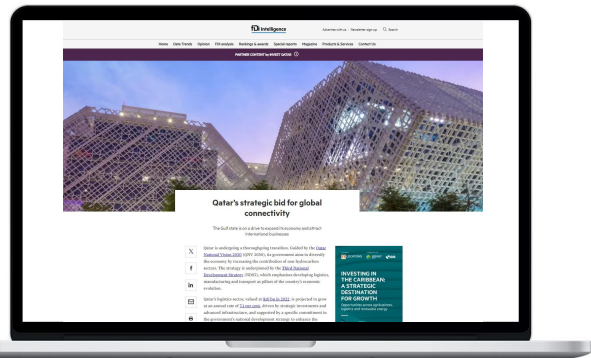
Social Media promotion example:



e-Newsletter promotion example:



Partner Content page example:



Partner Content example:

[Invest Qatar - 'Qatar's strategic bid for global connectivity'](https://fdiintelligence.com/qatar-strategic-bid-for-global-connectivity)

Partner Content videos

Bring your brand to life with professionally produced **Partner Content videos** by fDi Intelligence. Options include engaging interviews, location features, and 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 London HQ studio, or on location (additional costs apply).
- **"Spotlight On"**: An on-location feature video highlighting investment opportunities and business advantages in a destination.

Rates:

In Conversation With:

£40k*

- x1 month worldwide campaign.
- One 3-minute video hosted on fdiintelligence.com and fDi's Youtube channel.
- Partner Content page to feature video and 700-word client article.
- Homepage, e-Newsletter, social promotion, and display traffic drivers.
- Estimated 15,000 video views.

Spotlight On:

£50k*

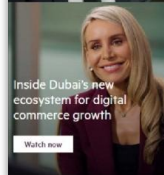
- x1 month worldwide campaign.
- One 3-minute video hosted on fdiintelligence.com and fDi's Youtube channel.
- Partner Content page to feature video.
- Homepage, e-Newsletter, social promotion, and display traffic drivers.
- Estimated 15,000 video views.

* additional production and/or travel costs will apply if recorded off-site.

"In Conversation With" video interview example



[Dubai Commercitiy - Link here](#)



Traffic Driver promotion examples:

e-Newsletters

Delivered four times a week (regular editions), the **fDi Intelligence e-Newsletters** offer advertisers direct access to engaged subscribers through an **MPU ad position** (300x250px) strategically placed within the content. This offering ensures exclusive one-month visibility.

Our four regular weekly fDi e-Newsletters are:

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

These 'opt-in' e-Newsletters reach a targeted and engaged audience who have 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 reach **12,500+ subscribers**.

With **25% open** and **5.5% click-through rates**, these e-Newsletters outperform the 21% open and 4% click-through industry benchmark rates*.

Sponsorship rate:

£8.5k

x1 month campaign sponsorship (min. x4 e-Newsletters a week).



Source - *Brevo, "Email Marketing Benchmarks: Region & Industry Data (2025)"

e-Newsletters

Economic Security Watch

Amid rising geopolitical tensions and supply-chain disruptions, many nations are prioritising sovereignty over openness. **Economic Security Watch** explores how investors, governments, and regulators navigate this changing landscape.

Economic Security Watch is a monthly e-Newsletter that analyses how regulators, governments, and private investors are responding to these shifts. It includes features, spotlight interviews with industry leaders, op-eds and data-driven insights.

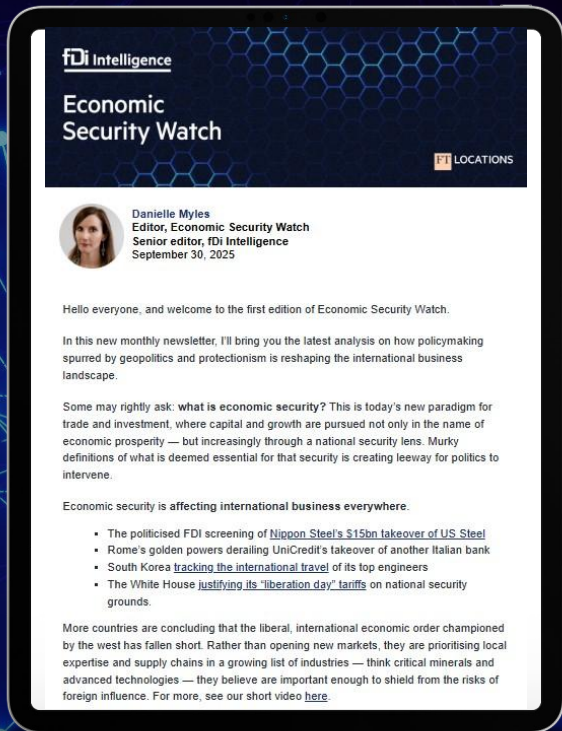
Our target readership includes: those in corporates working in government relations and corporate strategy; M&A bankers; lawyers working in FDI, trade and national security; corporate risk advisories; geopolitical analysts; think tanks and policy groups; and investment promotion agencies and governments.

We currently reach 6,000+ recipients.

Sponsorship rate:

£5k

x2 months campaign sponsorship (x1 e-Newsletter a month).



The CEO Series



This fortnightly interview video series gives an exclusive insight into the mind of top-level corporate decision-makers as fDi Editor Jacopo Dettoni talks with CEOs on the topics of discussion in foreign investment. This series will help deliver strategy and business development takeaways in a way that only fDi Intelligence can deliver.

- x1 10min episode every two weeks - particular emphasis on YouTube.
- x3 social clips for YouTube shorts and fDi's LinkedIn account.
- Mixture of in-person interviews on location, and remote recordings when speaking with business leaders in other countries.
- Focused insights from leading corporate decision-makers.

Sponsorship rates:

Quarterly:

£15k

- Sponsorship of min. x6 videos.
- Hosted across fDi Intelligence website and [YouTube channel](#).
- Display client banner ads on series' online stream page, and each video page.
- Client name shown at the start of each video.

Annually:

£40k

- Sponsorship of x30 videos.
- Hosted across fDi Intelligence website and [YouTube channel](#).
- Display client banner ads on series' online stream page, and each video page.
- Client name shown at the start of each video.

The CEO SERIES



Recent videos [here](#)



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 priority content to fDi readers. It also provides a close association with the fDi Intelligence brand, leveraging fDi's editorial credibility in the marketplace to help achieve your specific marketing goals, as well as having 100% Share of Voice around industry content.

Sponsorship rate:

£60k

Pre-Event:

- x5 articles written by fDi editorial on chosen industry event (one released per week).
- x1 Full Page ad insertion in fDi Intelligence magazine.

Month of Event:

- x2 articles written by fDi editorial on event (all x7 articles hosted on content hub on fdiintelligence.com).
- x1 month Homepage Takeover + website domination (80% Share of Voice of site) on fdiintelligence.com.

Post-Event:

- x1 Partner Content online client-supplied article on fdiintelligence.com.



FDI Events



The Churchill Package



The Financial Times' Head Office in London is called Bracken House. It was built in 1958 and named after Brendan Bracken, the FT's chairman at the time. Due to Mr. Bracken's close friendship with Winston Churchill, the stunning room overlooking St Paul's Cathedral was named after Britain's ex-Prime Minister.

The Churchill room is the most idyllic setting for a **roundtable event** that the Financial Times can offer. An ideal environment for clients to host their target audience at a roundtable discussion, hosted and moderated by a senior fDi Intelligence journalist.

Alongside this unique opportunity, this package aligns the superb event with a **12-page fDi Special Report** (more details on Slide 17), enabling the client to hand-out their editorially-crafted special report print magazine with their target audience.

Rate:

£55k net

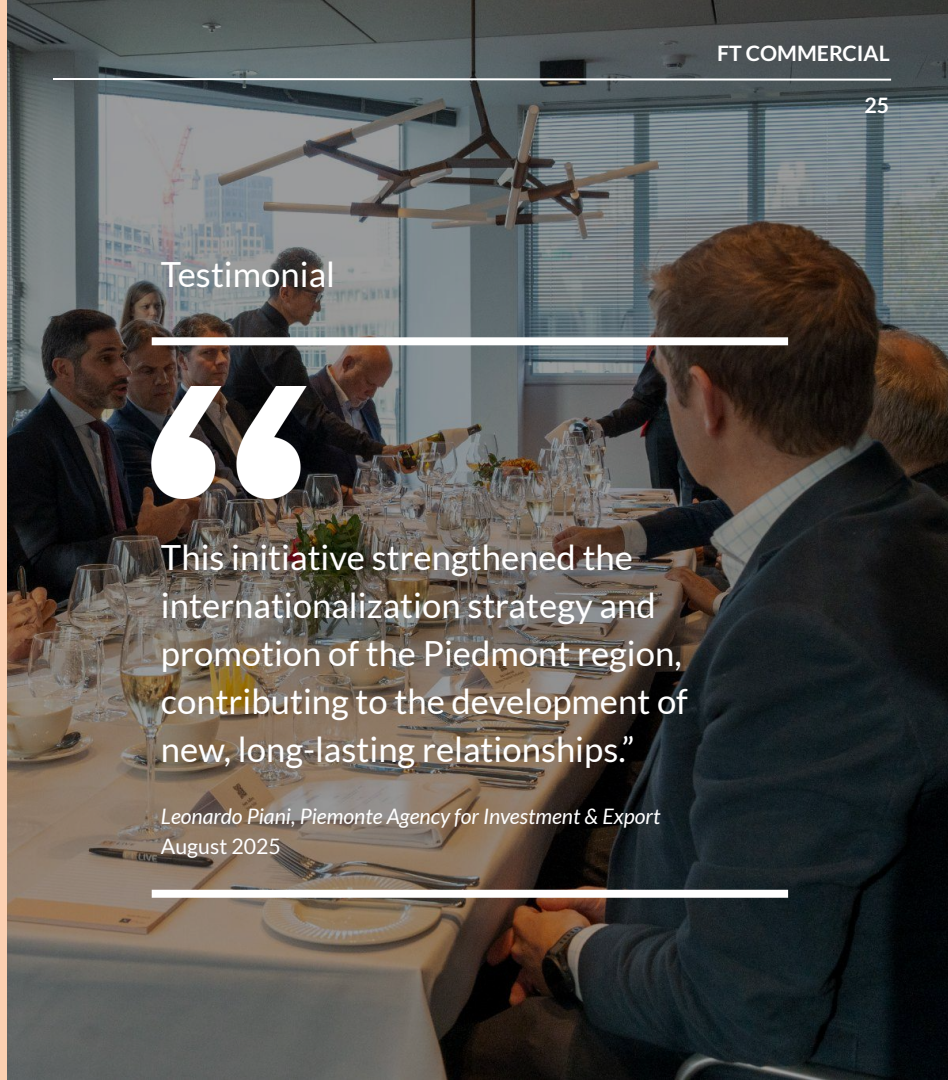
- x1 12-page special report print magazine, printed for the event.
- 75-minute discussion moderated by a member of the fDi editorial team.
- 8-10 leading public or private sector figures + x1 sponsor representative.
- Networking time built in.
- FT Live & fDi will work on securing client 'wish list' of organisations and preferred job titles to take part in the discussion.

Testimonial



This initiative strengthened the internationalization strategy and promotion of the Piedmont region, contributing to the development of new, long-lasting relationships."

Leonardo Piani, Piemonte Agency for Investment & Export
August 2025



FDI Embassy/IPA Briefings

Hosted by a senior fDi Intelligence/FT Locations journalist, we'll run x2 half-day briefing sessions in 2026 at the FT's London Head Office. These high-level forums will offer x2 hours of engaging FDI content, and will bring together around 60-80 attendees including ambassadors, heads of trade and investment, and advisors. Each panel will include an active Q&A.

Roughly 3 out of 4 (74%)* of this audience have direct influence with government leaders and/or have decision-making authority, representing over 50 different countries worldwide.

Sponsorship rates:

£60k net
£100k net (to sponsor both 2026 briefings)

- Co-branded email invites sent pre-event.
- Bespoke URL page on FT Live's site, with the tagline "In partnership with [CLIENT NAME]".
- Client may submit input on key messaging and/or content for the panels.
- x3 tickets to the briefing, including pre and post-networking.
- 2 to 3 minute introductory speaking slot before the briefing.
- Exclusive on-site branding opportunities.
- x2 Full Page ad insertions in fDi Intelligence magazine.

Source: * FT audience data from in-person attendees at FDI Briefing in July 2025



MIPIM awards ceremony

At MIPIM 2026, fDi Intelligence will host the “Investment Impact Awards” ceremony. This is a new ranking which assesses FDI projects with the most transformative potential in locations across Europe. These awards focus on individual projects and their contributions to the locations in which they are planned or operational.

This prestigious event draws 150 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:

£50k net

- x3 tickets to the ceremony, including pre- and post-event networking.
- 2 to 3 minute introductory speaking slot before the ceremony.
- x2 Full Page ad insertions in fDi Intelligence's Feb/Mar 2026 magazine edition.
- x1 fDi Partner Content online article on fdiintelligence.com.
- x1 month site dominance (80% Share of Voice) on fdiintelligence.com.
- Company logo on screen, banners and agenda + “supported by [CLIENT NAME]”.



Roundtables

One of the FT's most desired event offerings is our **Roundtables**. This is a thought-leadership, content-led 75-minute discussion that gathers senior-level leaders for a Chatham House rules conversation.

Sponsorship rate:

£30k net (In-person)

- 75-minute discussion moderated by a senior fDi editor.
- 8 to 10 leading public or private sector figures, and x1 client representative.
- Participants to discuss fDi curated agenda over a meal in a private venue.
- Guests to enjoy networking time post-discussion.
- FT to work with client to secure a 'wish list' of organisations and preferred job titles to take part in the discussion.



Digital Dialogues

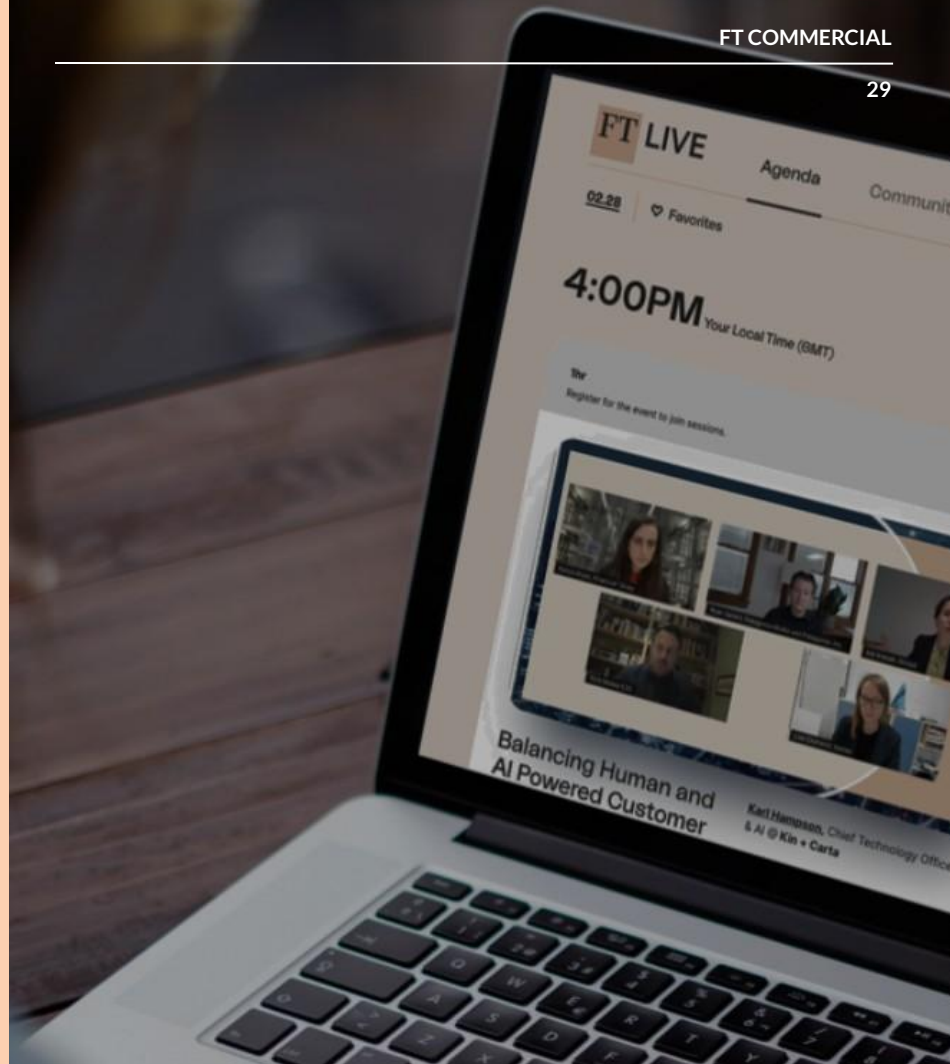
Digital Dialogues are a webinar format broadcast with remote speakers or filmed live in a studio. Hosted by an fDi moderator, these panels will be live streamed on the FT Live website to a curated global audience.

Sponsorship rates:

£40k net (Filmed live)

£30k net (Digital)

- 50 minutes of conversation live streamed to a global audience, moderated by a senior fDi editor.
- 350+ average digital delegates audience per session.
- x1 client representative live on stage (or remote).
- Audience interaction: 10-mins Q&A with guests.



Briefing

Hosted by a senior fDi editor, **Briefings** offer a high-level gathering in the morning or evening of senior level guests. This offering provides a forum for thought leadership discussion and engagement on the challenging issues being discussed in the sector. Guests will be invited from a curated target list agreed with you.

Sponsorship rate:

£70k net (In-person)

- x2 hours of engaging, relevant conversation broadcast to a global audience and hosted by a senior fDi editor.
- 30 to 50 delegates, depending on event brief.
- x1 client representative live on stage (or remote).
- Quality networking with curated audience.
- Audience interaction: 10-mins Q&A with guests.



Executive Dinner

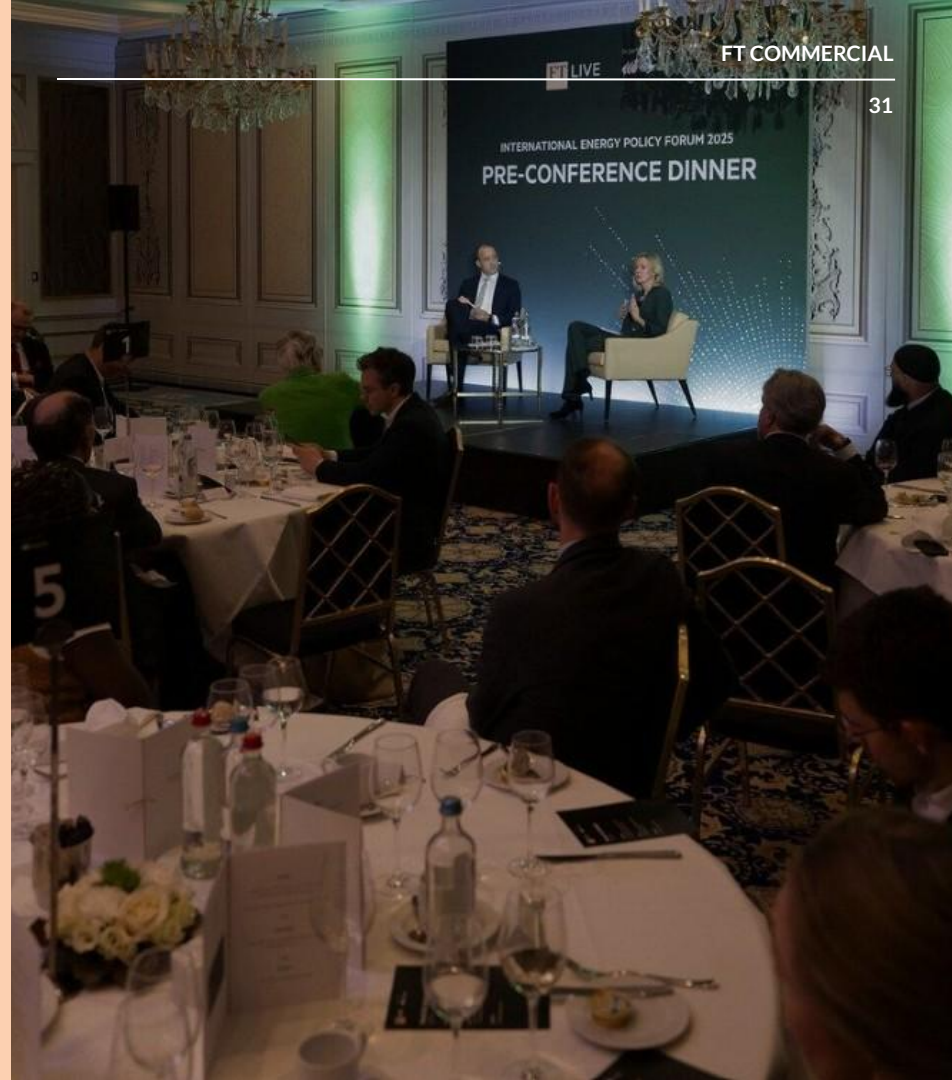


A thought-provoking panel created with our content team, **Executive Dinner** will bring together an audience of senior executives for networking and relationship building over a sit-down meal in an exclusive setting.

Sponsorship rate:

£80k net (In-person)

- 60 minutes of engaging and relevant conversations.
- 30 to 50 delegates, depending on event brief.
- x1 client representative live on stage (or remote).
- Quality networking with curated audience.
- Audience interaction: live on stage (or remote), additional representatives in attendance.



Conferences

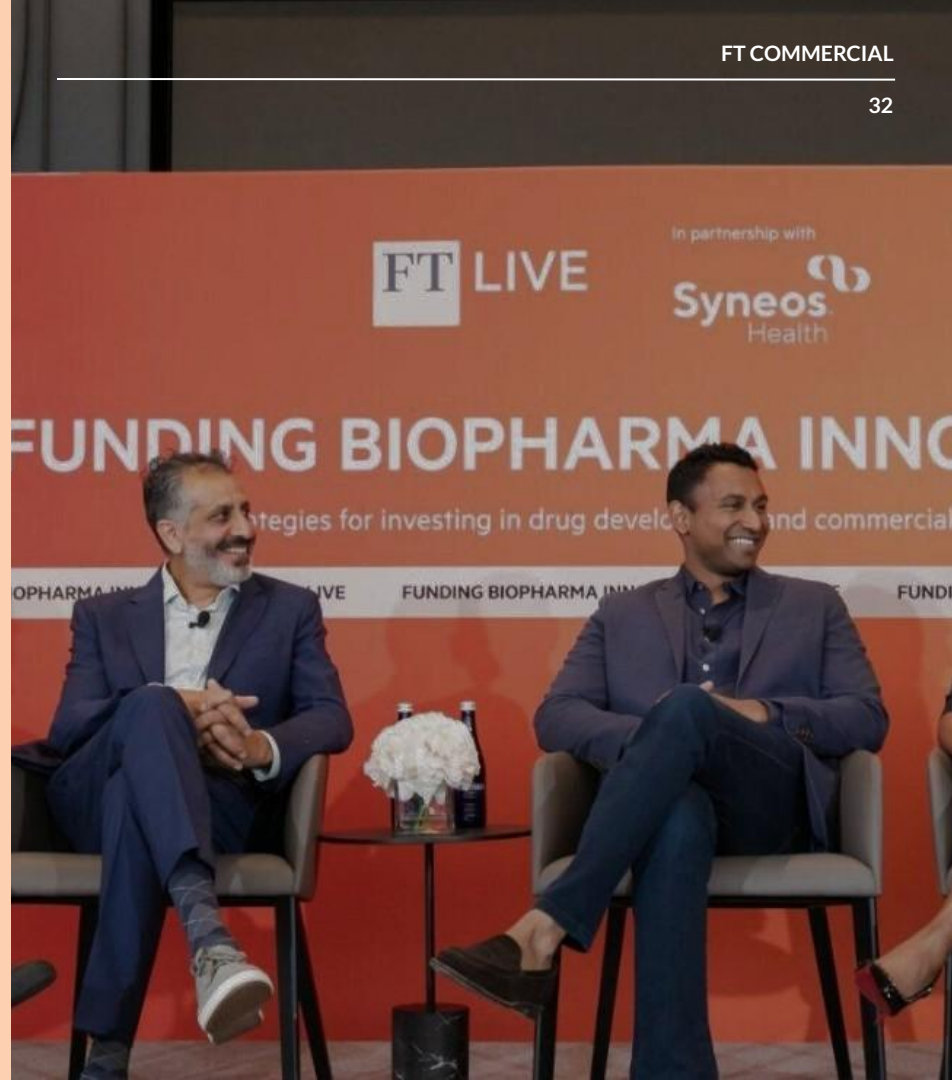
Conferences - comprised of a combination of panels and interviews - are extended formats that allow for a complex topic with multiple perspectives to be covered, while bringing together your target audience.

Sponsorship rates:

£215k net (Full Day / In-person)

£135k net (Half Day / In-person)

- 4 or 7 hours of content (for half day and full day events respectively).
- 80-100 in-person attendees (half day) / 100-150 in-person attendees (full day).
- x1 client representative live on stage.
- Quality networking with curated audience.



Specifications

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-resolution 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 ZIP the file.

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



Thank You.

Paul Holman

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