

how to spend it



Sumptuous and chic, *how to spend it* is the ultimate in weekend reading. It is a glossy lifestyle magazine full of statement, style and fashion. Published monthly in the Weekend FT with eight mid-monthly themed editions, and eight Friday Editions. *how to spend it* is tightly focused on how the educated, affluent and influential spend their money. In its thirteenth year, it is vital reading for a unique audience, who enjoy serious recreational spending. Its intelligent and innovative editorial combined with its fresh design and quality production, combine to create a weekend reading experience, which is second to none.

Edited by Gillian de Bono, *how to spend it* provides readers with in depth features on crucial personal buying choices and pursuits, offering a stylish analysis of the axis where the corporate and the cultural meet. Covering a diverse range of topics for our male and female audiences, topics covered regularly include: travel, interiors, fashion, food and wine, luxury goods, profiles on consumer companies, personalities, skiing and motor racing.

Read by both male and female readers of the Financial Times, *how to spend it* complements perfectly our readers' lifestyles and consumer spending habits, creating the ideal environment for prestigious advertising.

how to spend it was voted Colour Supplement of the Year at The 2008 Newspaper Awards again, it has held on to this award for 8 years. Four years ago How To Spend It made publishing history by swooping all three major industry awards – The British Press Awards 2004, The British Society of Magazine Editors 2004 and The 2004 Newspaper Awards – something no other colour supplement has achieved.

The 2008 Newspaper Awards – National Colour Supplement of the Year
The 2007 Newspaper Awards – National Colour Supplement of the Year
The 2006 Newspaper Awards – Heatset Colour Supplement of the Year
The 2005 Newspaper Awards – Heatset Colour Supplement of the Year
2004 Editor of the Year – Newspaper Magazines - BSME
The British Press Awards 2004 - Supplement of the Year
The 2004 Newspaper Awards - Heatset Colour Supplement of the Year
The 2003 Newspaper Awards - Heatset Colour Supplement of the Year
The 2002 Newspaper Awards - Heatset Colour Supplement of the Year
The 2000 Newspaper Awards - Heatset Colour Supplement of the Year
1999 Editor of the Year - Newspaper Magazines - BSME
The 1997 Newspaper Awards - Colour Supplement of the Year

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Editorial Content

How to spend it magazine broadens the appeal of the Financial Times by providing readers with a highly visual environment for longer features on personal buying choices and leisure pursuits. To this end the magazine's influential team of journalists and style commentators give their unique, authoritative and entertaining insights into the latest trends and key players in the worlds of:

Fashion

Food and drink

Grooming and health

Travel

The Arts

Interiors

Technology

Motoring and flying

Luxury goods

How to spend it is also the only newspaper magazine to produce completely themed editions, which are published mid-month with their own title but with the same design and regular pages. This allows *how to spend it* to explore key editorial subjects such as fashion, travel and interiors in greater depth. It also increases the number of the magazine's premium advertisement sites while retaining the exclusivity of the monthly.

International Production

The Financial Times now has 23 print centres around the world. They are: London (Bow, Westferry), Leeds, Dublin, Frankfurt, Paris, Madrid, Milan, Stockholm, Johannesburg, New York City, Los Angeles, Chicago, San Francisco, Dallas, Orlando, Atlanta, Washington, Tokyo, Hong Kong, Seoul, Dubai, Singapore, Sydney.

Circulation Breakdown

UK & Rep. of Ireland	152,327	(13% higher than Mon – Fri)
Continental Europe	142,238	(16% higher than Mon – Fri)
S.E Asia, Australasia	36,837	(60% higher than Mon – Fri)
Japan and Korea	15,922	(29% higher than Mon – Fri)
USA	151,767	(4% higher than Mon - Fri)
Total World wide	499,091	

Source: FT Internal Figures (Jan – June 2008)



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how to spend it readership survey

In May 2008 *how to spend it* published a worldwide questionnaire asking readers for their thoughts on the magazine. They were also asked a number of lifestyle questions to give us a more accurate profile of a *how to spend it* reader and to provide us with some insight into our readers' lifestyles.

demographics

28% are female.

66% are aged between 25 – 54 years

The average personal net worth of our readers in Europe is £1,334,229 and \$3,058,027 in the US.

Nearly a half of HTSI readers are involved in international work with a over a third having responsibility globally

spending habits

Characteristically brand loyal, style aware and relatively indulgent financially in order to obtain quality goods.

A *how to spend it* reader spends on average on buying a single item:-

£2,024 on a watch

£2,218 on fine jewellery

£1,403 on a pair of shoes

£1,072 on a handbag

£4,542 on work clothes in a year

findings

Respondents spend 38 minutes on average reading the *how to spend it*.

Longevity associated with *how to spend it*, as readers keep each copy on average for a seven days.

75% pass their copy of *how to spend it* on to someone else.

lifestyle

how to spend it readers take an average of 4 holiday per year....

... with an average spend per person of £2,533 each holiday that's over £10,000 per year spent on holidays per reader



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2009 Rates

	World	Europe	US	Asia
	£	£	£	£
DPS				
Inside DPS 1	58,000	47,750	15,750	13,000
Inside DPS 2	56,500	47,000	15,500	12,000
Inside DPS 3	55,500	44,500	15,250	11,000
1st DPS after Contents	45,000	37,500	14,750	10,500
2nd DPS after Contents	42,250	32,500	14,000	10,000
Centre Spread	44,500	36,000	14,000	11,000
DPS Front Half	36,500	29,000	12,500	9,500
DPS (ROM)	34,000	26,500	12,000	7,500
Pages				
Outside Back Cover	34,250	29,500	11,000	9,000
Left Facing Contents	32,500	27,500	10,750	8,750
Inside Back Cover	22,500	19,000	8,500	6,750
1st RHP	31,000	25,500	10,250	8,500
2nd RHP	29,250	23,500	10,000	7,750
3rd RHP	28,000	23,000	9,250	7,250
RHP Front Half	25,750	20,500	8,500	6,750
1st LHP	28,000	23,000	9,500	7,250
2nd LHP	26,500	20,750	8,500	6,750
Front Half Page	23,000	17,500	7,000	5,000
RHP (ROM)	23,000	17,500	6,750	7,500
Specified Position*	23,000	17,500	6,750	7,500
ROM	21,000	15,000	6,500	3,750
Fractional				
Half DPS	24,250	19,000	7,500	3,500
Half Page	11,750	8,000	4,250	2,250
Quarter Page	6,000	4,500	2,750	1,750
Vertical Strip	6,250	5,000	3,000	2,000

*We have introduced a new specified position rate for Technopolis, Ecclectibles, Past Masters and Smooth Guide.

* For Advertorial information please contact John Chadwich - Jones on 020 7841 8721 or email johncj@word-wide.co.uk

Regarding series discounts the following applies:

- 3+ insertions – 5%**
- 6+ insertions – 7.5%**
- 9+ insertions – 10%**
- 12+ insertions – 15%**
- 15+ insertions – 17.5%**
- 18+ insertions – 20%**



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2009

January	10	How To Spend It (WW)
February	07	How To Spend It (WW)
February	13	Friday Edition (WW)
March	07	How To Spend It (WW)
March	21	Passion for Fashion (WW)
April	04	How To Spend It (WW)
April	17	Friday Edition (WW)
April	25	Superior Interiors (WW)
May	02	How To Spend It (WW)
May	08	Friday Edition (WW)
May	16	Travel Unravalled (WW)
June	06	How To Spend It (WW)
June	12	Friday Edition (WW)
June	20	Sports/ Yachts (WW)
July	04	How To Spend It (EUR & Asia - July release)
July	11	How To Spend It (USA - July release)
August	01	How To Spend It (WW)
September	05	How To Spend It (WW)
September	11	Friday Edition (WW)
September	19	Passion for Fashion (WW)
October	03	How To Spend It (WW)
October	09	Friday Edition (WW)
October	17	Superior Interiors (WW)
November	07	How To Spend It (WW)
November	13	Friday Edition (WW)
November	21	Christmas Unwrapped (WW)
November	28	Fine Times (Europe & Asia release)
December	05	How To Spend It (WW)
December	11	Friday Edition (WW)
December	12	Fine Times (USA release)



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Title	Publication Date	Copy Deadline
How To Spend It	January 10th	Monday Dec 15th
How To Spend It	February 7th	Monday Jan 19th
Friday Edition	February 13th	Monday Jan 26th
How To Spend It	March 7th	Monday Feb 16th
Passion4 Fashion	March 21st	Monday Mar 2nd
How To Spend It	April 4th	Monday Mar 16th
Weekday	April 17th	Monday Mar 30th
Superiors	April 25th	Monday Apr 6th
How To Spend It	May 2nd	Tuesday Apr 14th
Friday Edition	May 8th	Monday Apr 20th
Travel	May 16th	Monday Apr 27th
How To Spend It	June 6th	Monday May 18th
Friday Edition	June 12th	Tuesday May 26th
Sports	June 20th	Monday June 1st
How To Spend It	July 4th	Monday June 15th
How To Spend It	August 1st	Monday July 13th
How To Spend It	September 5th	Monday Aug 17th
Friday Edition	September 11th	Monday Aug 24th
Passion4Fashion	September 19th	Friday Aug 28th
How To Spend It	October 3rd	Monday Sept 14th
Friday Edition	October 9th	Monday Sept 21st
Superiors	October 17th	Monday Sept 28th
How To Spend It	November 7th	Monday Oct 19th
Friday Edition	November 13th	Monday Oct 26th
Xmas Unwrapped	November 21st	Monday Nov 2nd
Fine Times	November 28th*	Monday Nov 9th
How To Spend It	December 5th	Monday Nov 16th
Friday Edition	December 11th	Monday Nov 23rd