

FT SYNDICATION

Enhance your content marketing strategy with the Financial Times

Why FT Syndication

Producing enough relevant, engaging content for your marketing campaigns is no easy task. With FT Republishing you can compliment your own content creation and host award-winning FT news, analysis and video across your digital platforms and marketing assets.

Our award-winning journalism, comment and analysis will keep your clients and customers engaged and fully informed on the issues that matter to them.

A source of unique content

In a recent FT survey:



91% of FT readers agree that “the FT offers me something I cannot get from other news sources”



90% agree that “I can trust what is published in the FT to be impartial, accurate and important”

Influence the influencers

In a survey of MEPs EU officials and opinion formers in Brussels about their preferred news sources:



39% of influencers surveyed read the FT for news on EU issues



The FT was the most ‘influential’ news source surveyed, with 25% agreeing it’s ‘very influential’

Testimonials

One of the biggest global asset managers, who syndicate FT content to their website, explained that people who read content were...

“

9 times more likely to trade and 3 times more likely to open an account.”

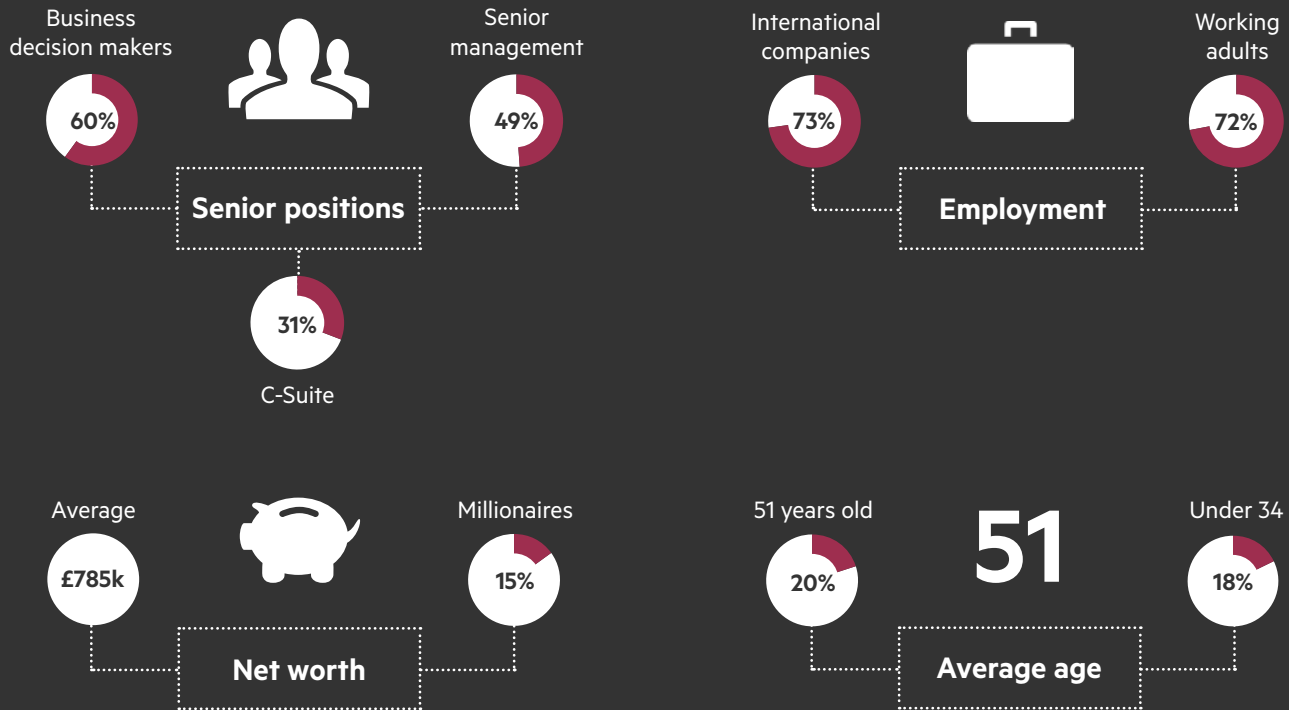
“

Our partnership with the FT has been great, enabling us to develop more valuable and trustworthy content for our client. In turn this [syndication] has allowed them to engage with, and nurture, their specialist target audience.”

*Chloe Trevinal, Account Manager,
Ogilvy One Business*

Reach your target market

The FT has an exceptional audience, unparalleled amongst our competitors. Depending on who you want to attract our dedicated team can advise you on what FT content will reach and engage them. **A snapshot of the audience FT content attracts:**



What you can republish

Host all manner of FT content on your website, intranet or client portal, including:



Video



Podcasts



News



Analysis



Comment

Over 100 media publications and businesses publish and host the FT to drive engagement and revenues, including:

HSBC, Fidelity Investments, Hargreaves Lansdown, Pearson College, The Browser, PA Consulting, Ogilvy and many more...

To start using the FT in your content marketing campaigns, please contact:

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