

# Businesses For Sale

In partnership with BusinessesForSale.com, the leading global website for advertising businesses for sale, the FT offers you the ideal package to reach a senior decision making audience.

## FT Print

The Financial Times is the most effective title at reaching high income earners:

- Reach 41.8% of people earning €750k+ across Europe - 64% more than the nearest competitor\*
- The Financial Times is the number one print newspaper for the most senior decision makers in Europe's largest organisations\*

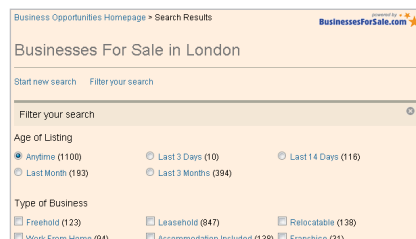


- The Financial Times has a combined print, online, smartphone and tablet audience of 2.1m\*\*\*
- FT readers feel better informed after reading FT content - and they use FT content to make investment and business decisions\*\*

## FT Online

FT.com is one of the world's leading business information websites, providing an essential source of news, comment, data and analysis for the global business community.

FT.com has over 4.8 million registered users, and 300k subscribers.



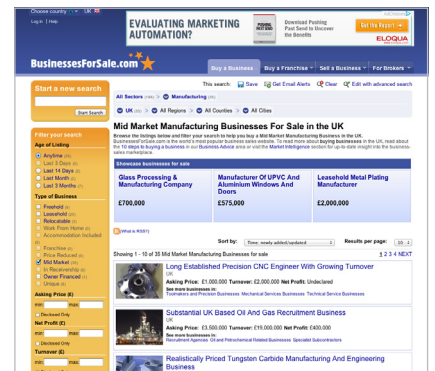
- The average annual income of FT.com users is £123, 736\*\*
- 62% of the FT.com audience are business decision makers within their company\*\*
- 8% of the FT.com audience are millionaires\*\*

## BusinessesForSale.com

BusinessesForSale.com is a world leading website connecting business buyers and sellers.

Established in 1996 and with over 58,000 businesses in more than 130 countries, it is the premier resource to help you realise your wealth through selling your business online.

- 1 million unique buyers search the site for a business opportunity every month.
- 10 million buyers find the site through our network of partner websites.



- BusinessesForSale.com is the most heavily trafficked\* business marketplace in the world. (\*this is based on a UK Alexa Rank of 1085 as of September 2012)

### Information:

Booking deadline 3 days prior to publication before 11am

Copy deadline 3 days prior to publications before 5pm

Print advertising days Tuesday & Friday

### Package:

■ 5 x 2 ad in the Financial Times newspaper

■ Six month listing on FT.com with one week spotlight

■ Six month listing on BusinessesForSale.com with one day homepage spotlight

■ Targeted email campaign to all relevant business buyers (5000 max)

**Total cost: £2500**

\*BE Europe 2012 \*\*Global Readership Survey 2012 \*\*\*ADGA May 2012