FTAdviser.com is dedicated to the financial intermediary market covering investments, mortgages, pensions, insurance, regulation and other key issues.

The strength of FTAdviser.com comes from dedicated up-to-the-minute news articles and in-depth commentary written by the FTAdviser.com team, combined with the expertise of Financial Adviser and Money Management magazines, whose content feeds directly into the site.

**AUDIENCE OVERVIEW**

FTAdviser has over 50,000 registered users, 35,000 of whom are active news alert recipients. This audience consists of financial advisers, wealth managers, discretionary fund managers, paraplanners, mortgage advisers and more – the decision makers behind the majority of the UK’s personal wealth.

- **£283,603**
  Average customer portfolio (investable assets)

- **£19,183,751**
  Average total AUM per adviser

- **86%**
  Advisers actively making investment decisions

- **15,000+**
  Users who have banked CPD
FTADVISER: THE NUMBERS

- 5m 11s
  Average session duration

- 50k
  monthly UU

- 950k
  monthly page views

- 43%
  of traffic driven by email alerts

- 76%
  average viewability

- 2 million
  ad impressions
43% of traffic to FTAdviser is driven by our three daily email bulletins. These are a great way to ensure your message is prominent on the emails that advisers rely on each and every day.

You can utilise the MPU units in our email bulletins to place standard display advertising.

Alternatively they can be used to support your FTAdviser content marketing activity.

Reach - 35,000+ opted in recipients
Open rate – 18.4% open rate
Impressions – 16,000

£1,750 per email alert
There are several ways to surface your content so that it is seamlessly integrated into FTAdviser.

Using native promoted content units, we can promote your content against contextually relevant FTAdviser articles - in a position that is not associated with display advertising.

These units lead directly back to your own landing page where you can engage the reader directly.

624 x 114
300 x 300
CTR - 0.28%
£65 CPM
PAID POSTS

Paid Posts place your content within FTAdviser, to give it strong exposure to our audience of IFAs and Wealth Managers.

Marked as ‘Paid Post by (your brand)’, your content will be uploaded into our CMS and will be surfaced in our Highlights section.

It will then be fully searchable alongside FTAdviser editorial, and promoted in our daily email bulletins.

We can also offer our AlphaGrid service to enhance your content with cutting edge video.

From £3,000 per article
AlphaGrid content creation from £12,500+
FTAdviser’s content hub solutions are a one stop shop for advisers keen to learn more about a specific subject or product.

A combination of independent FTAdviser content and thoughtful opinions pieces from key members of your team creates a unique editorial offering.

Hubs typically run for 3 months or more and fresh content is uploaded and promoted on a regular basis.

The hub can incorporate your branding within the FTAdviser page framework – aligning our breadth of appeal with your specialist expertise.

From **£30,000** per Hub
On-Air is FTAdviser’s live video offering, hosted at the Financial Times. Using our state of the art studio, we offer sponsors the perfect platform to engage with our IFA and wealth management audience on a topic of their choosing.

Each On-Air event is marketed through news stories, traffic drivers, emails and social activity.

With an average of 200 live views, and an additional 1000+ archived views per On-Air, this solution delivers engagement like no other.

Average view length – 18-24 mins
Includes video asset syndication
£15,000 per event
Be part of a live debate through Cover It Live sponsorship.

After choosing a topic for the discussion, editorial will put together a panel of speakers that will include the sponsors panellists, an independent and an adviser. Questions will be driven by editorial, with contributions from the sponsor welcome.

With live polls and questions submitted from readers via Twitter, this is a great way to interact with the audience.

Average live views – 300
£15,000 per event
Position your organisation as a thought leader on a topic of your choosing, with an FTAdviser Special Report.

Based on your requirements, the FTAdviser team will create an in-depth, multi-part special report. The synopsis is agreed and signed off, and then the report is written and published independently - to ensure the content can be approved for CPD credit.

You can integrate advertorial content into the special report (it will be clearly indicated as Advertorial).

From **£4,500 per Special Report**
FTAdviser’s innovative CPD courses can help put your brand front of mind with advisers for upwards of 3 hours.

Our editorial team will work with you to define the topics to be covered, and create a course containing a series of articles where advisers can claim hours of CPD.

Your brand will feature on the promotion of the courses on our homepage, and up to 3 emails we send to our users highlighting the course.

And of course, your advertising is displayed on the CPD course home page for a month.

£15,000 (Video content - POA)
Beautifully formatted for extended interaction, Scrollable Reports provide a long-form editorial view of a specific topic, decided upon by both the client and editorial but written by the FTAdviser team (with no oversight from the client).

Alongside our long-form, CPD accredited editorial content, you can surface your content via video or interactive graphics and charts.

The reports are promoted through a combination of homepage traffic drivers, bespoke emails, daily newsletters, and social media.

As sponsor of a Scrollable Report, your branding remains on the report permanently, giving you long-lasting ownership of the subject.

£15,000 per Scrollable Report
The Mini Scroller position allows you to deliver a large format creative message on smartphone, whilst preserving a high quality user experience.

As the user scrolls through the article, the Mini Scroller reveals more of the creative, which occupies the MPU position across FTAdviser.com on mobile.

**CPM - £50 CPM**
The FTAdviser has launched a new video Advertising format for Smartphones called Outstream.

The format will allow advertisers to deliver video advertising within a publisher’s article environment, in a non intrusive and lightweight form.

Sits in an MPU slot on Mobile 300x250

**CTR:** 0.31%

**CPM:** £90
Due to the optimisations made on the site over the past 6 months, FTAdviser is performing at best in class standards.

With average viewability across all ad units of 76% and average in view time of 24 seconds, display advertising performance is stronger than ever.
FTAdviser offers the perfect environment to put your message in front of the UK’s financial adviser and wealth management communities,

Opportunities include ownership of the FTAdviser homepage or the front page of specific sections such as Investments or Pensions.

Regular CPM campaigns across the site can also maintain the presence of your brands and help raise awareness of new or important products.

Homepage Takeover - £2,500 per day
Section Takeover - POA
MPU - £40 CPM
Half Page MPU - £75 CPM
Billboard - £85 CPM
Skins (as HPRB) - £3,860/day
FOR MORE INFORMATION PLEASE CONTACT:

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