

# Media Pack 2020



## Our products & services

**fDi** Intelligence, a service from the Financial Times, provides the world's most comprehensive offering of services related to **foreign direct investment**.



We help investment promotion agencies, economic development organisations and other governmental bodies attract inward investment.



We help companies and their advisers make informed site selection decisions.



Industry professionals of all types follow our news, data trends and analysis.

### **fDi Markets**

fDi Markets is the most comprehensive online database of crossborder greenfield investments available, covering all countries and sectors worldwide in real-time.

### **fDi Benchmark**

fDi Benchmark assesses the relative competitiveness of countries, regions and cities worldwide in more than 65 sectors — the only fully interactive online tool in the industry.

### **GIS Planning**

GIS Planning offers customisable, interactive online data tools for investment promotion agencies. The industry's leading software uses cutting-edge geomapping technology to showcase available commercial properties and key data for corporate site selection.

## fDi Magazine & fDiIntelligence.com

Track the companies and sectors making moves, and stay up to date on investment destinations, hot topics, data trends, interviews with leaders and more. Many of our articles are created using data from our tools.

Published bi-monthly **fDi Magazine** has an ABC audited circulation of 15,500 active corporate readers and crossborder investment professionals.

fDiIntelligence.com the online home of **fDi Magazine** combines a searchable archive of all articles and reports published.



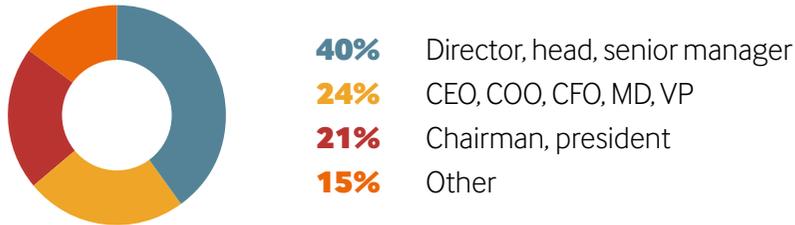
# Readership

## fDi Magazine

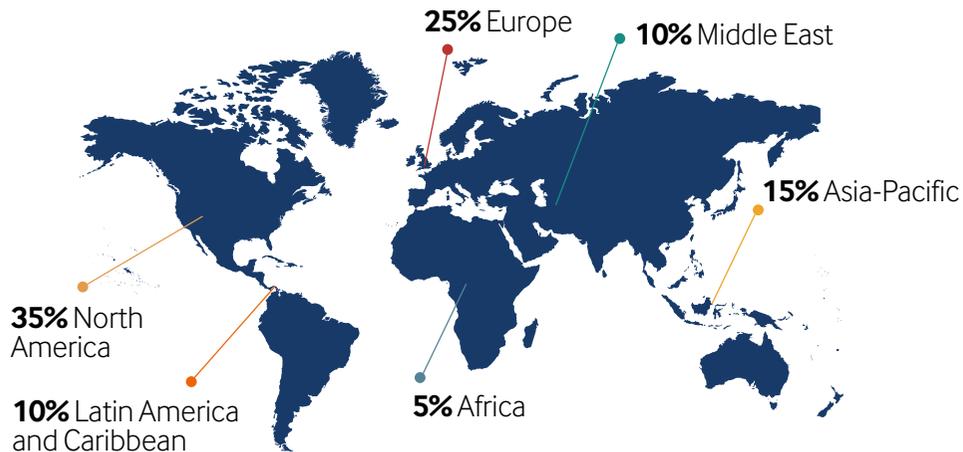
Corporates and crossborder investment professionals who are actively involved in FDI projects

Our circulation is biased towards active investors and executives involved in the intelligence gathering and decision-making process. According to fDi Markets, between 2014 and 2018, our audience was responsible for \$476bn of capital investment in greenfield FDI projects globally. This guarantees a higher ROI for advertisers when compared to other titles.

### fDi Magazine circulation by job function:

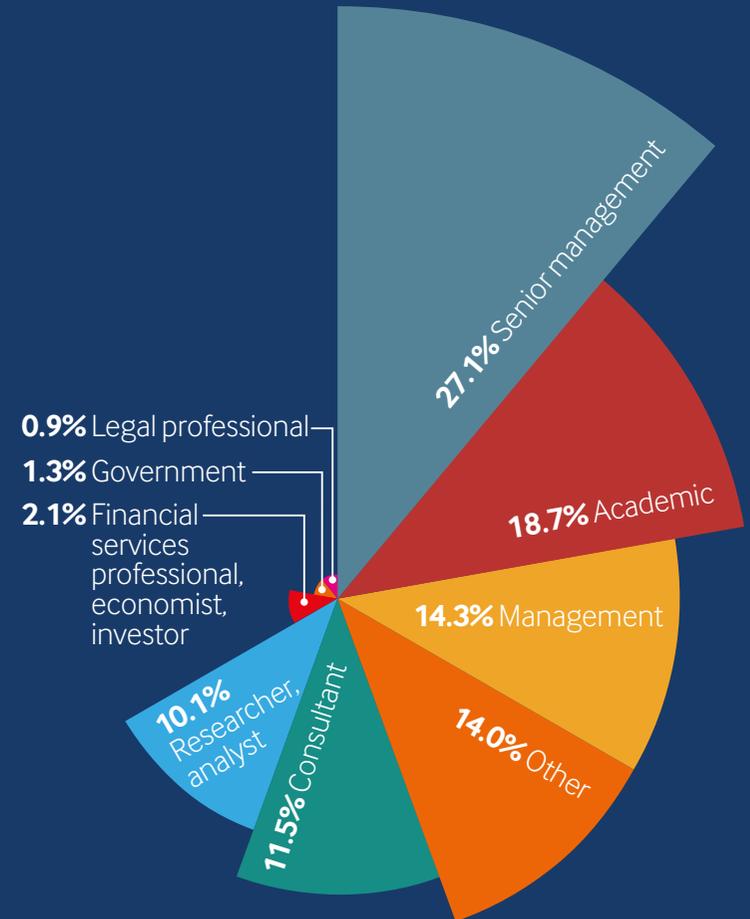


### Global circulation by region:



## fDiIntelligence.com

### Audience breakdown:



# Ways to promote your location



## fDi On Location

Raise your location's profile with our video series exploring investment destinations worldwide. Videos are promoted across our print, digital and social channels.

## fDi Special Reports

fDi Magazine publishes in-depth and stand-alone special reports that delve into important topics and cover FDI hot spots in greater detail.



## fDi Events

An fDi event is your opportunity to meet the decision-makers that matter to you in the setting of your choice, whilst promoting your organisation throughout our print and online channels.



## Advertising

A range of online and print options to meet your needs including; print adverts, online advertorials, Freezone Spotlight and Location Spotlight.

# Editorial features 2020

## FEBRUARY/MARCH 2020

<b>Key theme:</b>	Sustainable development
<b>Sector focus:</b>	Biotech
<b>Rankings:</b>	European Cities & Regions of the Future
<b>Distribution at:</b>	MIPIM 2020
<b>Bonus distribution:</b>	2020 Spring Meetings of the World Bank Group and the IMF, IEFA 2020 World Strategic Forum, Annual Investment Meeting (AIM Dubai) 2020, IEDC 2020 Federal Economic Development Forum

## APRIL/MAY 2020

<b>Key theme:</b>	Intelligent urbanisation
<b>Sector focus:</b>	Industry 4.0
<b>Rankings:</b>	Top Headquarter Locations
<b>Distribution at:</b>	Hannover Messe 2020
<b>Bonus distribution:</b>	EBRD Annual Meeting and Business Forum 2020, 53rd ADB Annual Meeting, IEFA: Conference of Montreal, 2020 SelectUSA Investment Summit, IEDC: 2020 Economic Future Forum

## JUNE/JULY 2020

<b>Key theme:</b>	Start-ups
<b>Sector focus:</b>	IT
<b>Rankings:</b>	Tech Cities of the Future
<b>Distribution at:</b>	Farnborough Air Show 2020
<b>Bonus distribution:</b>	The Next Web (TNW) Conference 2020

## AUGUST/SEPTEMBER 2020

<b>Key theme:</b>	Supply chains
<b>Sector focus:</b>	AgriTech
<b>Rankings:</b>	Tier 2 Cities of the Future
<b>Distribution at:</b>	2020 Annual Meetings of the World Bank Group and IMF
<b>Bonus distribution:</b>	EXPO REAL 2020, MIPIM UK 2020, Sibos 2020, IEDC 2020 Annual Conference

## OCTOBER/NOVEMBER 2020

<b>Key theme:</b>	Triple Helix
<b>Sector focus:</b>	Tourism and MICE
<b>Awards:</b>	Global Free Zones of the Year
<b>Distribution at:</b>	MIPIM Asia Summit 2020
<b>Bonus distribution:</b>	IEFA: Conference of Paris, IEFA: Toronto Global Forum 2020

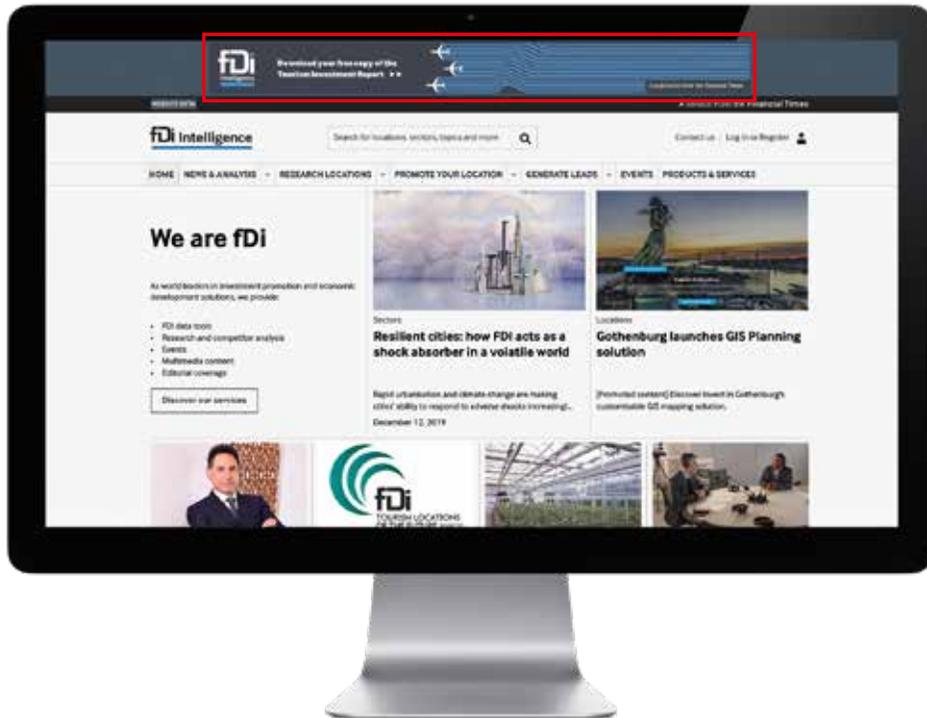
## DECEMBER 2020/JANUARY 2021

<b>Key theme:</b>	Green FDI
<b>Sector focus:</b>	Renewable energy
<b>Awards:</b>	fDi Strategy Awards
<b>Rankings:</b>	Global Cities of the Future
<b>Distribution at:</b>	World Economic Forum Annual Meeting 2021 (Davos)
<b>Bonus distribution:</b>	IEDC 2021 Leadership Summit

# fDiIntelligence.com

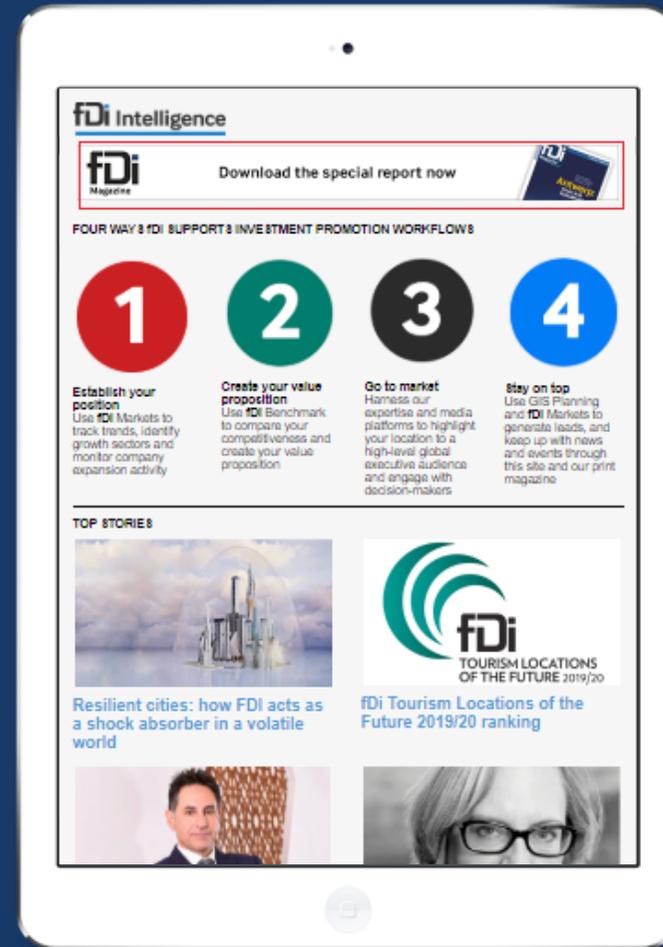
Feature your advert on our brand new, mobile-responsive website, in our prominent super-leaderboard and MPU positions. The website generates monthly page views of 46,000 and 20,000 unique visitors.

▶ Super-leaderboard



# fDi Intelligence e-newsletter

Delivered bi-weekly, the fDi Intelligence e-newsletter allows you to share your message with over 25,000 professionals via leaderboards, and promo blocks. Our average open rates of 20% and click-through rates of 11%, are higher than the industry average.



▶ E-news banner

## fDi's – The Delegation

Mirroring a trade, tourism or finance delegation, this innovative new platform will provide in essence a virtual road show for sponsors to connect with investors around the world through this exciting new digital channel.

Filmed at the FT headquarters in London, selected ministers, government officials and other delegates will be interviewed by a **fDi** Editor about the individual aims of each ministry or agency about what their strategic aims are for the year ahead and more importantly, how foreign investors can benefit from these plans. This will then be divided into relevant chapters of 4-5 minutes each along specific content themes.

The Delegation will be presented by our editorial team and aired on fDiIntelligence.com, and can also be hosted on your own website and emailed to potential investors.



## Testimonials

"We would like to express our sincere appreciation for the fDi On Location video; "Kuwait keeps its eyes on the future" featured on fDiIntelligence.com. The video captured a truly genuine perspective of the country's strategic objectives set by the New Kuwait Vision 2035 and highlighted the investment goals that are essential to our mission at KDIPA. You and your team's commitment and diligence in achieving these projects objectives were evident throughout the production process and the final video is testament to this. We look forward to continuing to work with you in the future."

### **Assistant Director General, KDIPA**

"I would like to congratulate all FT team involved in the organization of our Seminar in Houston last week and especially on success of attendance, content organization and infrastructure. We've received positive comments from our guests, speakers, state representatives and partners. Therefore I would like to you all for your efforts and competence towards the organization of the event and hope we can work together in opportunities ahead."

### **Investment Officer, APEX Brazil**

"I would simply like to say once more a very big thank you to all of you at the FT - it was a thoroughly professional job, from planning to marketing to delivery to moderating, on a very short timeline, in a frontier location and with high uncertainty right to the end.

It was a great pleasure to work with all of you and if the chance arose to do so again I would jump at it. And I would say the same to fellow EBRD colleagues"

### **Head of Dushanbe Resident Office, EBRD**

# Rates

<b>PRINT: DISPLAY</b>	<b>1 INSERTION</b>	<b>2 INSERTIONS</b>	<b>3 INSERTIONS</b>	<b>6 INSERTIONS</b>
	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Full-page	11,310	10,460	9,620	7,920
1/2 page	5,970	5,520	5,080	4,180
DPS	22,620	20,930	19,220	15,840
Outside back cover	13,020	12,040	11,070	9,110
Inside front cover	12,400	11,470	10,540	8,680
Inside FC spread	23,760	21,980	20,200	16,630
Regional SCT leader	11,630	10,760	9,880	8,140

<b>PRINT: REPORT</b>	<b>\$</b>
8pp report (plus cover)	43,400
12pp report (plus cover)	55,800
16pp report (plus cover)	65,100

<b>ONLINE: FDI INTELLIGENCE.COM</b>	<b>CPM \$W</b>
MPU (300 x 250)	110
Super-leaderboard (970 x 90)	130

<b>TECHNICAL SPECIFICATIONS (MM)</b>	<b>TYPE</b>	<b>TRIM</b>	<b>BLEED</b>
Full page	182x266	210x297	216x303
DPS	266x380	297x420	303x426
Half page horizontal	131x182		
Half page vertical	86x266		
Half DPS	131x380		

## Formats

High res PDF – all fonts and pictures embedded.  
Note that special Pantone colours must be matched out of four colour process.

## Transfer

We have an FTP/Internet Gateway facility available and details of this can be made available on request. If emailing your advert please ensure that the file is no larger than 9MB. Please also ensure to ZIP the file.

## Advertising production manager

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