

Media Pack 2022



Our products and 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 Intelligence – in print and online

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 in print has a circulation of 12,250 active corporate readers and crossborder investment professionals.

fDiIntelligence.com contains all of the content published in our print edition, a searchable archive of articles and reports, and more.

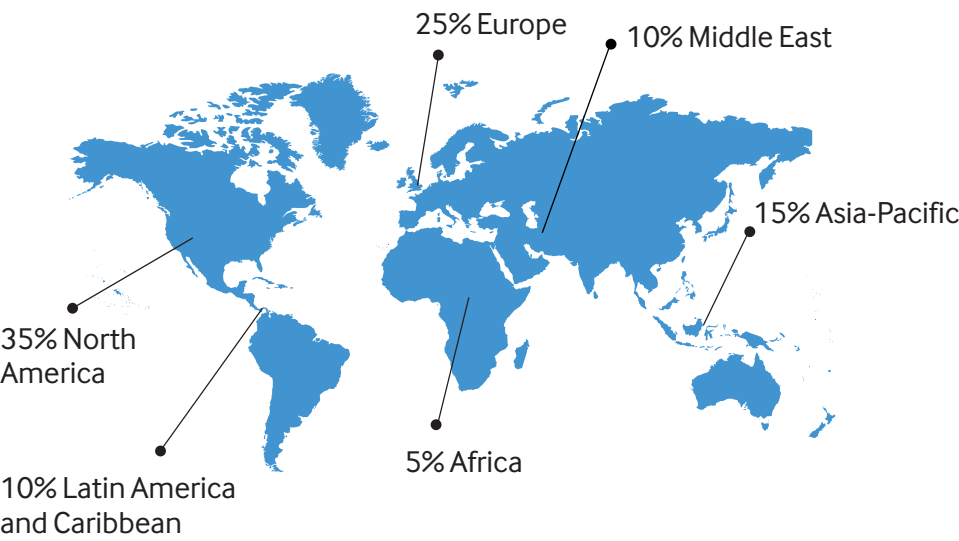


Our audience

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.

Global print circulation by region:

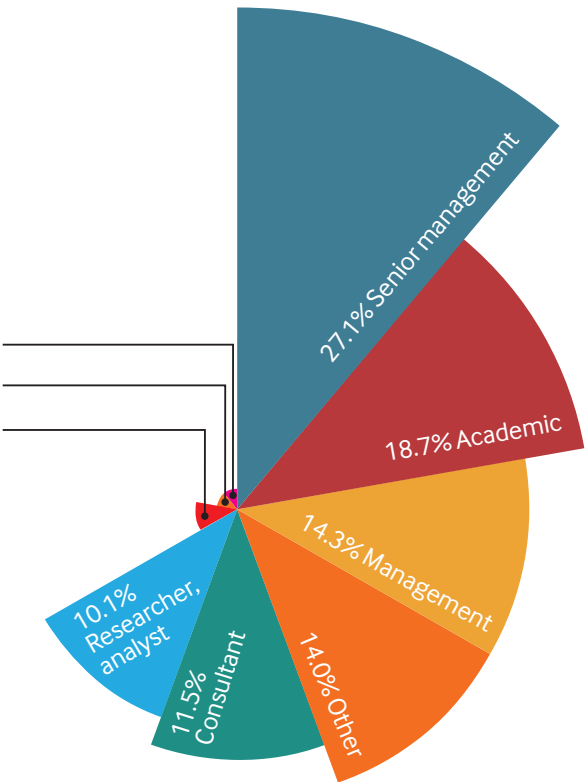


fDi print circulation by job function:

- 40%** Director, head, senior manager
- 24%** CEO, COO, CFO, MD, VP
- 21%** Chairman, president
- 15%** Other

fDiIntelligence.com Audience breakdown:

- 0.9% Legal professional
- 1.3% Government
- 2.1% Financial services professional, economist, investor



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 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 in print – 2022

FEBRUARY/MARCH 2022

Main theme:	China's investment landscape
Sector focus:	Electronics R&D
Ranking:	European Cities of the Future

APRIL/MAY 2022

Main theme:	Triple helix model (collaboration between academia, industry and governments) to generate FDI
Sector focus:	Regional headquarters
Ranking:	Renewable energy locations of the Future

JUNE/JULY 2022

Main theme:	Tech sovereignty and its implications for FDI
Sector focus:	Artificial intelligence
Ranking:	Tourism locations of the Future

AUGUST/SEPTEMBER 2022

Main theme:	New cities
Sector focus:	Chemicals
Ranking:	Tier-2 cities of the future Greenfield performance index

OCTOBER/NOVEMBER 2022

Main theme:	FDI goes asset light
Sector focus:	Data centres
Ranking:	Global Free Zones of the Year

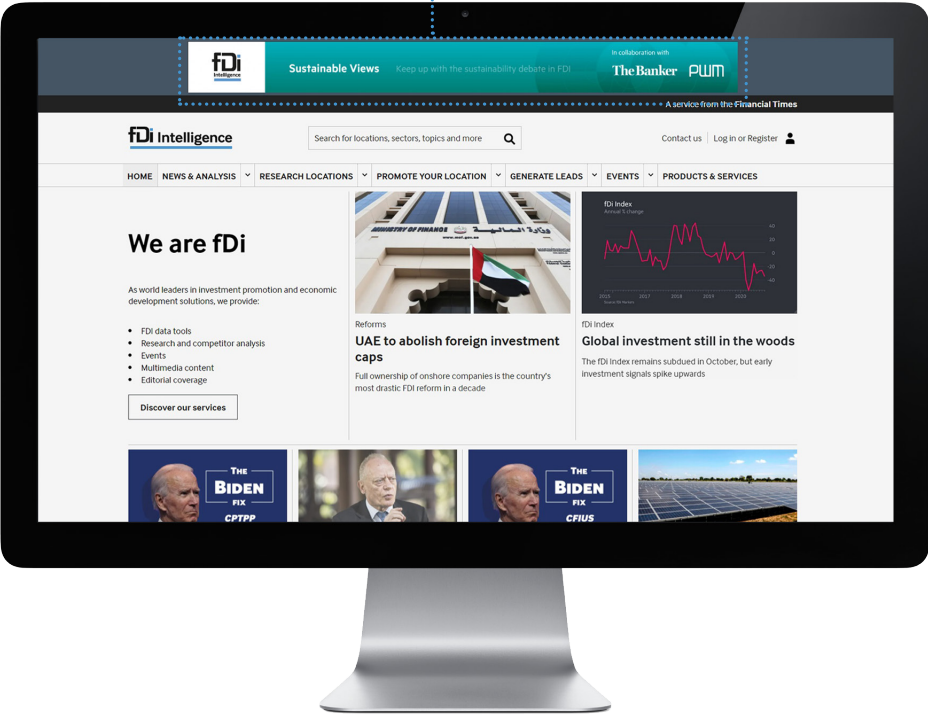
DECEMBER 2022/JANUARY 2023

Main theme:	Location rebranding
Sector focus:	Textile manufacturing
Ranking:	fDi Strategy awards

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 59,957 and 30,154 unique visitors.

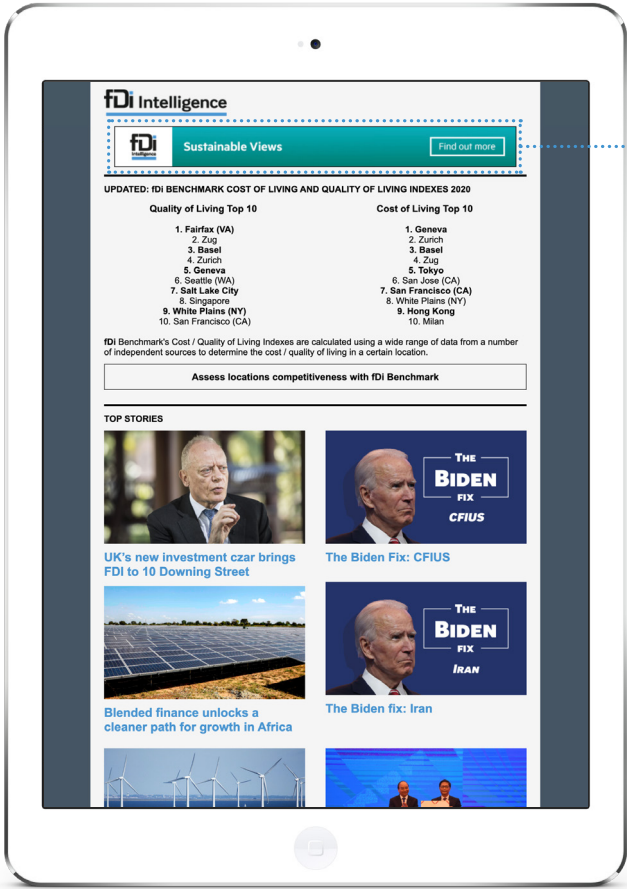
Super-leaderboard



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 24% and click-through rates of 23%, are higher than the industry average.

E-news banner



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.

INSIGHT SERIES

The fDi Intelligence Insights Series provides peer-to-peer insight into the practical experiences - positive and negative - of investors operating in your jurisdiction, on topics ranging from technological infrastructure to human capital, connectivity, access to new markets and a range of other factors related to business friendliness.

The fDi Intelligence editorial team will conduct five interviews with your executives and investors in your jurisdiction, nominated by you. The series will be in video format, with a write up in the magazine.

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



Rates

PRINT: DISPLAY	1 INSERTION \$	2 INSERTIONS \$	3 INSERTIONS \$	6 INSERTIONS \$
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

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

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

TECHNICAL SPECIFICATIONS (MM)	TYPE	TRIM	BLEED
Full page	266 x 178	297 x 210	303 x 216
DPS	266 x 380	297 x 420	303 x 426
Half page horizontal	131 x 178		
Half page vertical	266 x 86		
Quarter Page Horizontal	65 x 178		
Quarter Page Vertical	131 x 86		

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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