

# fDi Intelligence Media Pack 2023 (GBP)

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# fDi - Value Proposition



**Jacopo Dettoni**  
fDi Intelligence Editor  
FT Group

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“

Globalisation is at a crossroads. Multinational corporations (MNCs) are reassessing their global footprint to adjust to an ever-evolving geopolitical landscape and make their supply chains more sustainable and resilient...

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...**fDi Intelligence** provides unique insight into the momentous adjustment that the global economy is experiencing. Where are MNCs investing? What are the factors determining their site selection decision? How can policy-makers intercept and engage with the main actors of global value chains?

Our unique brand of journalism provides the audience with:

- Data-driven editorial coverage of the latest trends in global investment based on our proprietary foreign investment databases – [fDi Markets](#) and [fDi Benchmark](#)
- Intelligence on the investment potential of geographies in both developing and developed markets
- Exclusive interviews with decision-makers from both the private and public sector
- A unique business-to-business platform bringing together the investors and the policy-makers tasked with attracting investment.”

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# About fDi Intelligence

**fDi Intelligence magazine** and **website** provide the world's most comprehensive offering of services related to foreign direct investment. We allow our readers to track the companies and sectors making moves, and stay up-to-date on investment destinations, current topics, data trends, interviews with leaders, and much more, with many of our articles created using data from our tools mentioned below.

Industry professionals of all types follow our news, data trends and analysis. We help investment promotion agencies, economic development organisations and other governmental bodies attract inward investment. We also help companies and their advisers make informed site selection decisions.

Published bi-monthly, **fDi in print** has a circulation of around 12,250 active corporate readers and cross-border investment professionals. This publication is renowned for reaching embassies, IPAs/EDOs and C-Suites - an audience with heavy seniority, with huge influencing power. Advertising print slots available include **Full Page**, **Half Page** and **Double Page Spread** placements.

**fDi in digital** - [fdiintelligence.com](https://fdiintelligence.com) - contains all of the content published in our print edition, a searchable archive of articles and reports, and more. We offer many different digital advertising opportunities across fDi, including our standard **fDi partner content** campaign, the **'fDi on Location'** editorial partnership, our **fDi Special Reports** (print and digital), and the **fDi Intelligence e-Newsletter**.

This unique offering is backed by data and insights driven from our world leading data tools - [fDi Markets](#), [fDi Benchmark](#) and [GIS Planning](#).

As of March 2023, the FT Group acquired the product and consulting assets of Wavteq, a global strategy consulting firm. Their acquired products will join a newly combined portfolio alongside the above fDi data-tools - these include the likes of [Amplify](#), [InvestmentFlow](#) and [Influencers](#).



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# fDi Intelligence - Journalists



**Jacopo Dettoni**  
Editor,  
fDi Intelligence

Jacopo leads the fDi's multimedia editorial coverage and strategic development. Prior to joining, he lived and reported in Europe, Asia and Latin America, covering some of the world's fastest-growing economies for international media. He is a regular speaker and moderator at events discussing the perks and perils of global trade and investment. He holds a master's degree in economics and finance from the Catholic University of Milan, Italy, where he focused on trade policies and economic welfare.


 Follow Jacopo on [LinkedIn](#)

 Follow Jacopo on [Twitter](#)



**Danielle Myles**  
Senior Editor,  
fDi Intelligence

Danielle is our Senior Editor at fDi Intelligence and has a particular interest in economic development, sustainability, and the policies and reforms reshaping the global investment landscape. She is now based in Milan, Italy, after working for more than a decade as a financial journalist in London and New York. Danielle started her career as a corporate lawyer with Clayton Utz in Australia after graduating with a double degree in law and journalism from Murdoch University in Perth, Australia.

 Follow Danielle on [LinkedIn](#)

 Follow Danielle on [Twitter](#)

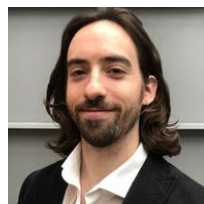


**Alex Irwin-Hunt**  
Global Markets Editor,  
fDi Intelligence

Alex writes a weekly column about data trends concerning global trade and investment. He has written extensively on innovation ecosystems, the international expansion of technology companies, and produced fDi's first Start-up Attraction Index and Venture Capital-powered FDI ranking. He holds an undergraduate degree in International Economics from the University of Leeds, UK, where he took a particular interest in management decision making and macroeconomics.

 Follow Alex on [LinkedIn](#)


 Follow Alex on [Twitter](#)



**Seth O'Farrell**  
Global Investment Reporter,  
fDi Intelligence

Seth is our Global Investment Reporter at fDi Intelligence, covering FDI and geo-politics, and writing news and features on energy, the green transition, tech, China and east Asia. He previously worked at MandateWire, another FT Specialist publication, reporting on institutional investors in Italy, the UK and France. He speaks French, Mandarin and Italian, and holds a degree in modern languages from the University of Oxford.

 Follow Seth on [LinkedIn](#)

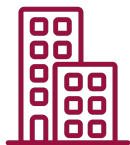
 Follow Seth on [Twitter](#)

# fDi Intelligence's readership\*



fDi Intelligence readership is made up of **35% C-Suites** - over half of this percentage are **CEOs/CFOs**.

This audience is also made up of **72% Purchase Decision Makers**.



fDi Intelligence readers work for the following company sizes:

- **40% large-sized company**
- **14% medium-sized company**
- **45% small-sized company**



fDi Intelligence readers spend an average of **45 seconds** on individual fDi Intelligence pages.



**66%** of fDi Intelligence readers agree that **reading fDi Intelligence helps them to make investment decisions**.

**C-Suites are 14x more likely** than the average fDi Intelligence reader to **trust sponsored content that appears in the fDi Intelligence magazine** or on [fdiintelligence.com](https://fdiintelligence.com).

# Print advertising



# Print: fDi Magazines

Published across six bi-monthly editions a year, **fDi in Print** is the go-to resource for 9,500 C-Suites around the globe, who are involved in FDI projects. Our print audience is mostly made up of C-Suites, Corporates and IPAs/EDOs.

Each issue features a cover theme, a sector focus, and a ranking. All editorial themes for 2023 can be found on the following slide.

Here are two examples of recent fDi e-magazine editions:

- [Apr/May 2023 Edition - 'Too Green To Handle'](#)  
'The energy transition needs a better grid - and new ways to finance it'
- [Jun/Jul 2023 Edition - 'India Switches to R&D'](#)  
'Does it have what it takes to become the world's lab'

Alongside the six main annual print editions fDi also publishes two to three Special Reports per year. One of the biggest is our '**European Cities and Regions of the Future**' - a ranking edition published annually - as part of the Feb/Mar print edition.

Advertising print slots available in the fDi magazine include **Full Page**, **Half Page** and **Double Page Spread** placements. In 2023, we introduced 'clickable ads' on the e-magazine editions, which will take readers through to your chosen landing page.

We can also create bespoke **fDi print Special Report magazines** which would concentrate on a specific theme/topic of your choosing (full info on Slide 17).



# Editorial fDi Features - Print 2023

## Feb / Mar 2023 edition

<b>Main theme:</b>	<b>European Game Changers</b>
<b>Editorial concept:</b>	Who are the game changers in Europe and what is making them market leading, from research and development, to wind power, crypto and more
<b>Special Report:</b>	European Cities and Regions of the Future 2023

## Apr / May 2023 edition

<b>Main theme:</b>	<b>What is Sustainable Investment?</b>
<b>Editorial concept:</b>	How investment KPIs are evolving beyond jobs and capital expenditure to embrace measures of sustainability; to what extent each single investment / companies is/are contributing to the SDG agenda of host locations?
<b>Special Report:</b>	Mini ranking - Top Renewable Energy Investment Destinations

## Jun / Jul 2023 edition

<b>Main theme:</b>	<b>Research &amp; Development Trends</b>
<b>Editorial concept:</b>	A deep dive into Global leadership in research and development within FDI, with a focus on countries like India that have been excelling in this space. Including a special feature on 'What's Next?' for China
<b>Special Report:</b>	Top R&D Investors of 2023 - Greenfield Performance FDI Index

## Aug / Sep 2023 edition

<b>Main theme:</b>	<b>Demographics Trends</b>
<b>Editorial concept:</b>	Demographics trends and their impact on investment destinations and decisions. Including a look at destinations with the most competitive workforce

## Oct / Nov 2023 edition

<b>Main theme:</b>	<b>Supply Chain Focus</b>
<b>Editorial concept:</b>	A deep dive into supply chain and free zones, looking at local-for-local, tariffs hopping, and the restructuring or manufacturing and supply chains
<b>Special Report:</b>	Free Zones of the Future 2023

# Print: 2023 dates & rates

## fDi Print Dates - 2023:

### Dec 2022 / Jan 2023 edition:

Booking Deadline: 15th November 2022

Copy Deadline: 25th November 2022

Publication Date: 15th December 2022

### Feb / Mar 2023 edition:

Booking Deadline: 24th January 2023

Copy Deadline: 3rd February 2023

Publication Date: 23rd February 2023

### Apr / May 2023 edition:

Booking Deadline: 21st March 2023

Copy Deadline: 31st March 2023

Publication Date: 20th April 2023

### Jun / Jul 2023 edition:

Booking Deadline: 23rd May 2023

Copy Deadline: 2nd June 2023

Publication Date: 22nd June 2023

### Aug / Sep 2023 edition:

Booking Deadline: 18th July 2023

Copy Deadline: 28th July 2023

Publication Date: 17th August 2023

### Oct / Nov 2023 edition:

Booking Deadline: 19th September 2023

Copy Deadline: 29th September 2023

Publication Date: 19th October 2023

### Dec 2023 / Jan 2024 edition:

Booking Deadline: 14th November 2023

Copy Deadline: 24th November 2023

Publication Date: 14th December 2023

## fDi Print Rates, worldwide (subject to availability):

### GBP rates:

Full Page: £7,735

Half Page: £4,083

Double Page Spread: £15,470

Outside Back Cover: £8,904

Inside Front Cover (Single Page): £8,480

Inside Front Cover (Double Page Spread): £16,249



# Digital advertising

# fdiintelligence.com

[fdiintelligence.com](https://fdiintelligence.com) is regularly updated to be a regular source of information for investment professionals, alongside covering the current topics of the day - from the Ukraine War, to Sustainability, or Tech Ecosystems. It also covers all the content displayed in the print editions.

The website allows you to place your advert/s on our brand new, mobile-responsive website, in our prominent leaderboard, billboard, half page and MPU positions. The website generates average monthly page views of 86,562\*, and receives a monthly average of 45,531\* visitors.

During H1 2023 we saw a substantial increase in the number of page views over [fdiintelligence.com](https://fdiintelligence.com) - **519,370\*\*** - compared with H1 2022 (a **71% YoY uplift**). Our visitor numbers also increased from 154,065 to **273,185\*\*** (a **77% YoY uplift**). Finally, 'average active minutes on page' increased from 42 secs to **44 secs\*\*** (a **5% YoY uplift**).

Furthermore, average ad viewability for 2023 is at a strong **79.5%**.

*As seen from the above YoY comparison data, we are currently seeing huge engagement numbers - now is the time to partner with fDi Intelligence to align with our discerning and highly engaged key influencer audience.*

**Online Rates, worldwide** (subject to availability):

## GBP rates:

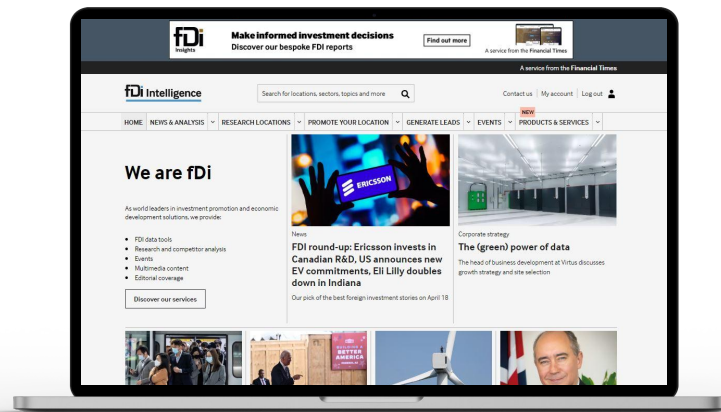
Billboard: **£112 CPM**

Half Page: **£112 CPM**

MPU: **£102 CPM**

Leaderboard: **£82 CPM**

Source: \* FT Looker Data (H1 2023) / \*\* FT Looker Data (H1 2022 vs H1 2023)



## fDi Ad Units - Specifications:

Billboard (970x250) / Half Page (300x600) /  
MPU (300x250) / Leaderboard (728x90)

# fDi Intelligence e-Newsletter

Delivered three times a week (regular editions), the **fDi Intelligence e-Newsletter** allows you to share your message with our engaged fDi subscribers via an **MPU ad position** (300x250) that would sit within the content, halfway down the e-Newsletter. This proposition allows you 100% Share of Voice of the e-Newsletter for a one-month duration.

The two regular fDi weekly e-Newsletters are:

- **fDi Digest** (Tuesdays)
- **fDi Graph Time** (Wednesdays)

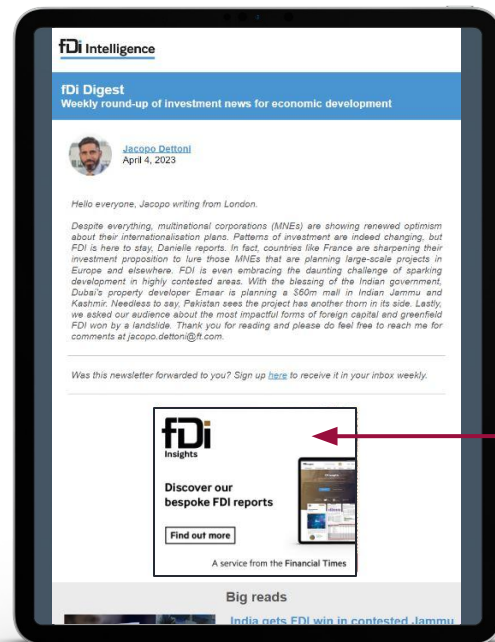
fDi e-Newsletters are opt-in only, ensuring that you are able to reach a tailored and engaged audience that have specifically elected to receive this fDi content. These e-Newsletters are often an fDi reader's first point of contact with fDi content during the working week. Currently the fDi e-Newsletters have around 6,750 subscribers.

With average open rates of 25%\* and click through rates of 5.5%\*, the e-Newsletter will yield better engagement than the industry average.

**e-Newsletter Rates, worldwide** (subject to availability):

- 1x Month (2x e-Newsletters a week): **£7,000**

Source: \* FT Looker Data 2023



# Partnership opportunities



# fDi Partner Content: online article/s

A standard **fDi Partner Content** campaign will allow you to showcase your own content - or content created by our in-house experts - to the fDi's powerful audience, on its own unique content page on [fdiintelligence.com](https://fdiintelligence.com).

Marked as "Advertorial, Sponsored by (your brand)", your content will be surfaced natively throughout the site. It will then be fully searchable alongside fDi editorial and promoted in our email bulletins and social channels. These campaigns will be placed online (or online and in print) to give it strong exposure to our engaged audience of C-Suites, Government investors and influencers, analysts, and leading economists exploring FDI investment opportunities.

('fDi Partner Content' example: [Pomerania - A Region of Top Brands](#)).

**Partner Content Rates** (subject to availability):

## Partner Content (Bronze Package) - £15,000

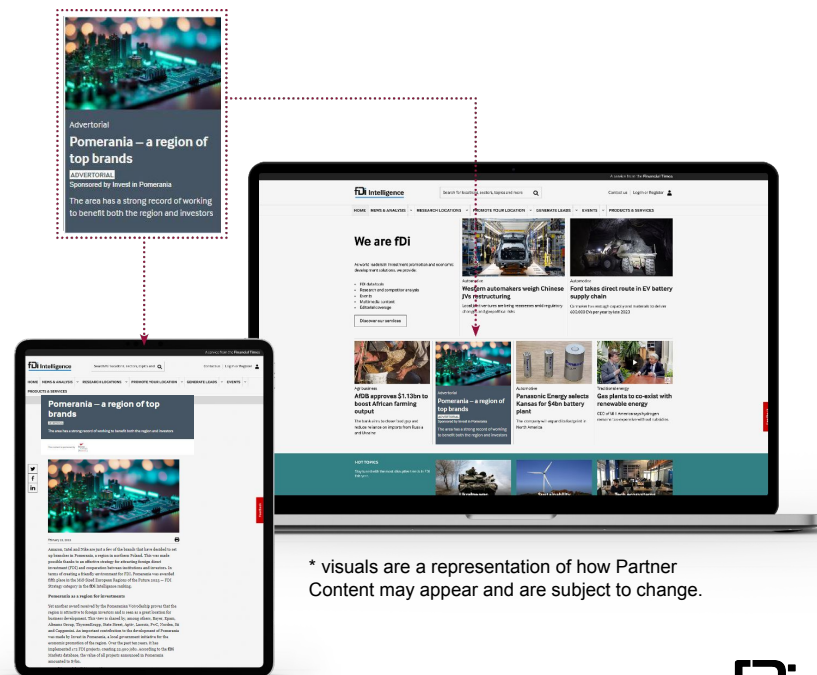
- 4-week campaign (per article) / up to 2x online articles hosted on [fdiintelligence.com](https://fdiintelligence.com)
- Homepage & e-Newsletter promotion / organic & paid social promotion / est. 1000-1800 page views

## Partner Content (Silver Package) - £36,000

- 4-week campaign (per article) / up to 5x online articles hosted on [fdiintelligence.com](https://fdiintelligence.com)
- Homepage & e-Newsletter promotion / organic & paid social promotion / est. 2400-4800 page views

## Partner Content (Gold Package) - £49,000

- 4-week campaign (per article) / up to 7x online articles hosted on [fdiintelligence.com](https://fdiintelligence.com)
- Homepage & e-Newsletter promotion / organic & paid social promotion / est. 4400-7000 page views



\* visuals are a representation of how Partner Content may appear and are subject to change.

# fDi Partner Content: 'In Conversation With'

Filmed in the FT's London Studio, 'In Conversation With' - a fresh new Partner Content proposition - allows you have the opportunity to place your expert/s in the spotlight to explore specific market or product developments in your industries.

The FT's Commercial Content Studio will conduct a one-on-one interview between a client spokesperson and an experienced, freelance financial host, which will be edited to a 3-minute highlights video, to be housed and promoted on [fdiintelligence.com](https://fdiintelligence.com). Alongside this, you will also be provided with a 10-minute highlight video that is supplied to you post-campaign to market as you wish.

You will be able to provide a partner content article to compliment the themes discussed in the video.

**'In Conversation With' Partner Content Rate** (subject to availability):

## **The Package - £35,000**

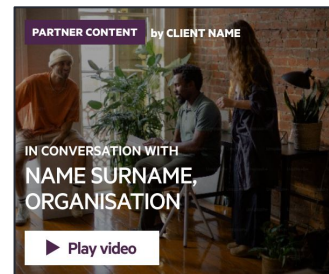
- Filmed in the FT Studios in London (POA for different filming locations)

40-minute interview edited into:

- 1x 3-minute highlight video hosted on [fdiintelligence.com](https://fdiintelligence.com) & YouTube channel
- 1x 10-minute highlight video supplied to you for use on your own marketing channel/s

Marketing:

- 700-word Partner Content article supplied by client covering themes relating to the video
- Social media, Homepage and e-Newsletter promotion
- Website & e-Newsletter traffic drivers on [fdiintelligence.com](https://fdiintelligence.com)
- 15,000 estimated video views / 900 estimated page views



\* the above visual is the template used for the "In Conversation With" Partner Content in-house traffic driver



# fDi Special Reports

In addition to regular features and editorial coverage, fDi Intelligence also offers an editorial partnership option - an in-depth **fDi Special Report** and stand-alone supplement, that delve into important topics and cover FDI hot spots in greater detail.

Written by fDi correspondents and presented in a variety of formats, fDi Special Reports immerse the reader through compelling in-depth content, enabling senior executives to connect with relevant content to help them make informed business decisions.

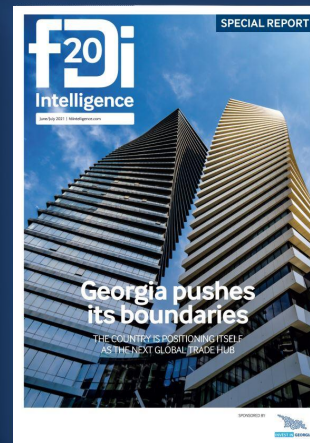
We will focus on the themes and topics you suggest, whilst also suggesting our own themes/topics. This gives you the opportunity to present key facts and highlights about performance, and showcase your services. This content will remain online for the foreseeable future, providing longevity.

(example: [“Challenging perceptions: Brazil makes a comeback”](#))

**Special Report Rates** (subject to availability):

## fDi Special Report (Print & Digital) - £36,000

- 12x page print magazine report (total, including covers)
- Magazine includes 3x features & 2x interviews
- 3x client ads in print / 2-page interview with 1x client spokesperson
- 1x content hub on [fdiintelligence.com](https://fdiintelligence.com) (hosted for 1x month)
- Content hub contains PDF of full report and individual article pages
- 100% SOV in magazine / 100% SOV of digital ads around the Special Report
- PDF hosted on [fdiinsights.com](https://fdiinsights.com) / worldwide print distribution / est. 2.5k page views
- 1x solus email e-Newsletter promotion / organic & paid social promotion



# fDi Intelligence events

# fDi events

Our **fDi events** allow you to partner with our expert in-house team which has a 360-degree approach to the design and execution of each event. From content to marketing, to sales and event delivery, events are curated and chaired by fDi Intelligence's Editor, Jacopo, or our fDi Intelligence leading journalists.

Below are a few key metrics from past FT Live webinars\*:

- 541 = average number of registrations
- 230 = average number of live viewers
- 33 = average numbers of questions asked

These fDi events include the opportunity to generate leads for your sales team post-event, demonstrate your knowledge and expertise in discussion with influential decision makers, and provide post-event analytics with detailed feedback.

The fDi Intelligence events we can offer are as follows:

- **Roundtable event** - a thought-leadership content-led 75-minute discussion (digital: 60-minute discussion)
- **Webinar event** - a live one-hour online bespoke panel event, which includes a panel discussion followed by a Q&A
- **Briefing event** - a two-hour content-led discussion with live audience.

Source: \* FT Live events 2021





# fDi events rates

**fDi Intelligence events Rates** (subject to availability):

**Roundtable (Digital) - starting from £32,500**

**Roundtable (in-person) - starting from £45,000**

- 75-minute discussion (60-minute digital) / 8-10 leading public or private sector figures
- 1x sponsor representative / networking time built in (in-person only)
- FT Live & fDi will work on securing client 'wish list' to take part in the discussion
- 1x Full Page advertisement in our fDi Intelligence Magazine

**Webinar (Digital) - starting from £39,950**

**Webinar (in-person) - starting from £45,000**

- Bespoke 1x hour event / panel discussion followed by Q&A
- Panel will include client's representative and 2x people from the industry
- Chaired by fDi Editor or journalist / Client branding included on all pre-event promotion
- fDi event team to provide event overview, agenda and speaker suggestions
- Sponsor branding on event website with company profile
- Full footage of event provided post-event
- Opt-in list of attendees provided post-event (incl. name, job title, organisation and email)
- 1x Full Page advertisement in our fDi Intelligence Magazine

**Briefing (in-person) - starting from £85,000**

- 2x hour of content / 2x live panels (2x guests and 1x sponsor)
- All sessions to conduct a live audience Q&A or polling where appropriate
- Networking included (in-person or hybrid-only)
- Expert interviews or panel debates conducted by fDi editor or journalist
- Average digital attendance of 200-300, or circa 50 in-person delegates (depending on topic)
- 1x Full Page advertisement in our fDi Intelligence Magazine



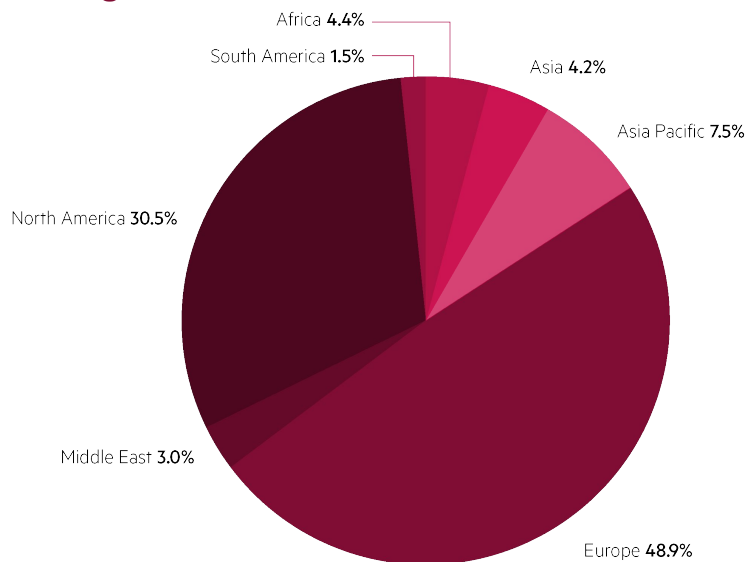
# Our first-party audience

An audience built from first-party data.

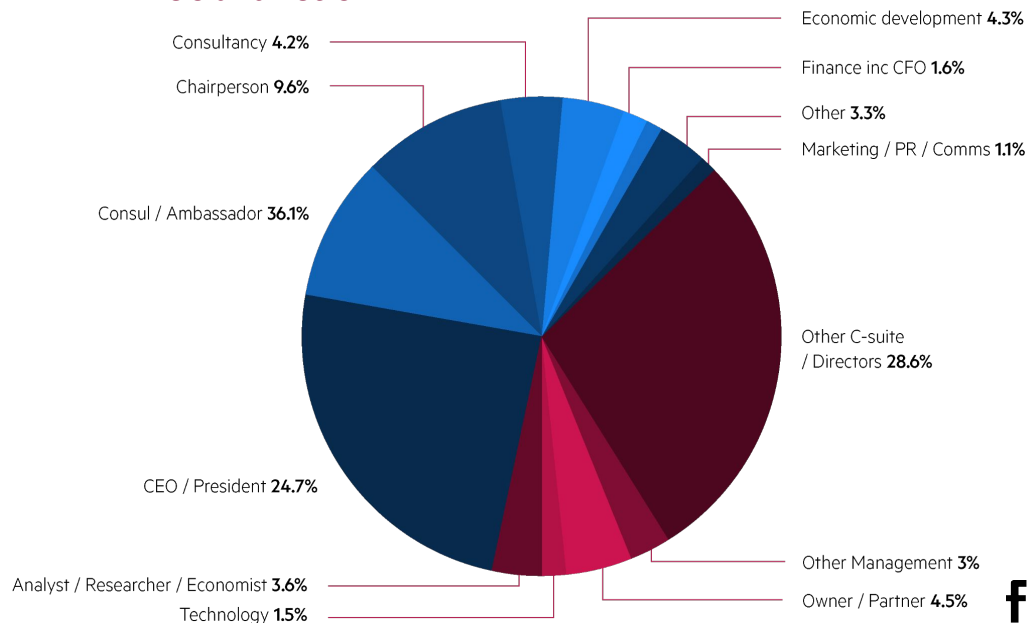
# Our audience - in print

Our audience have heavy seniority, which gives them strong influencing power.

## Region:



## Job function:



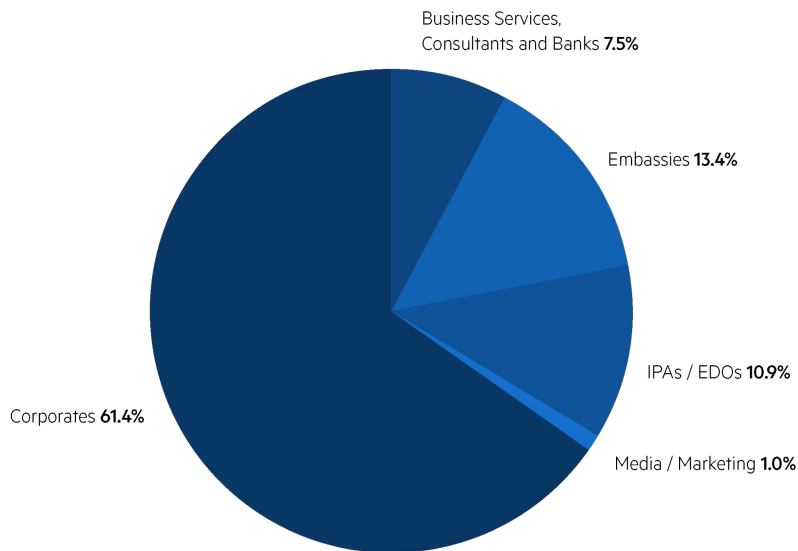
Source: fDi Intelligence registration data - first-party



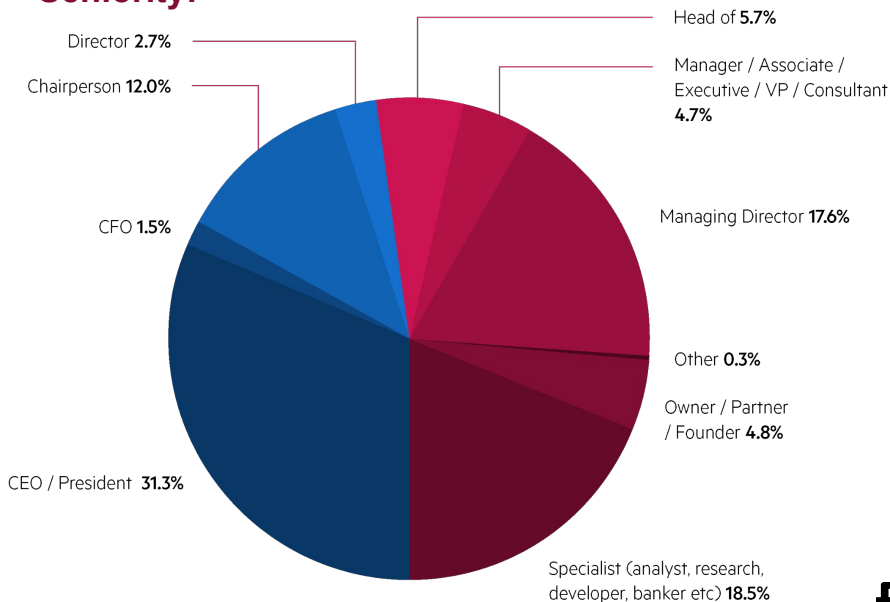
# Our audience - in print (cont.)

Strong reach to decision makers within embassies, IPAs/EDOs and C-Suites.

## Organisation Type:



## Seniority:

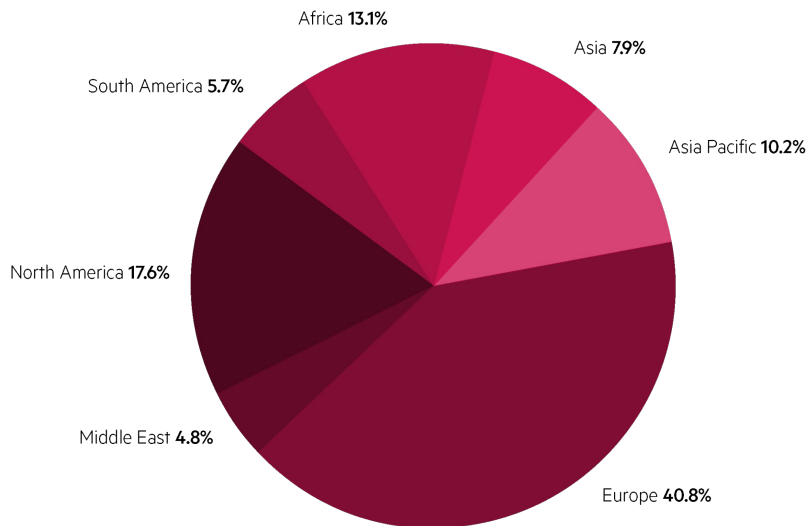


Source: fDi Intelligence registration data - first-party

# Our audience - in digital

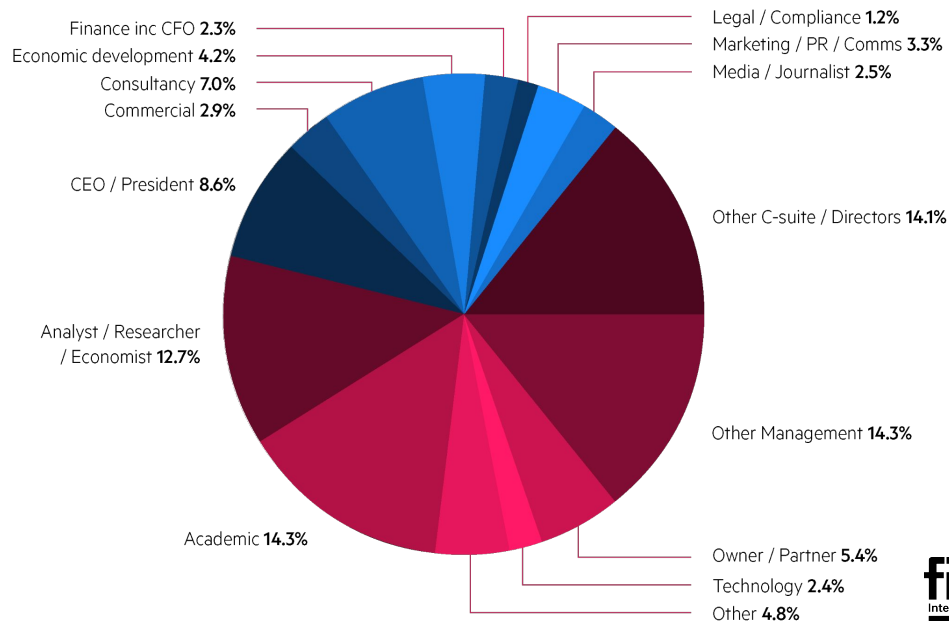
Strong reach to an international audience of senior economists and C-Suites.

## Region:



Source: fDi Intelligence registration data - first-party

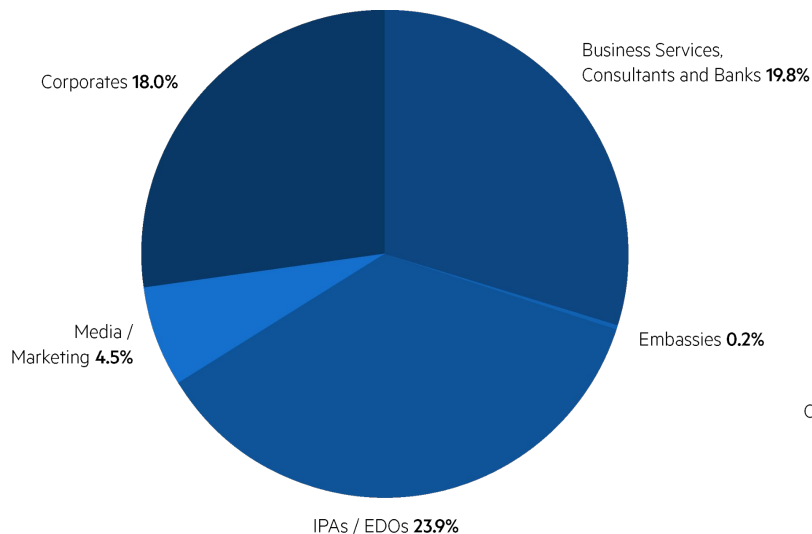
## Job function:



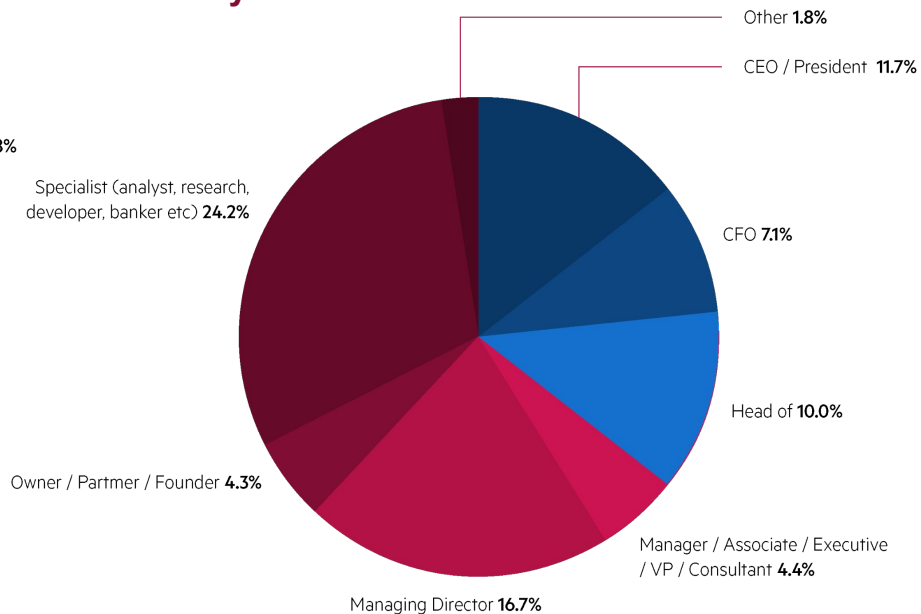
# Our audience - in digital (cont.)

A high ranking audience, from professional sectors and economic development boards.

## Organisation Type:



## Seniority:



Source: fDi Intelligence registration data - first-party



# Thank you

For more information, please contact:

**Paul Holman**

Head of fDi Intelligence Advertising

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[paul.holman@ft.com](mailto:paul.holman@ft.com)



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## Print Specifications

Full Page - Type (266x178) / Trim (297x210) / Bleed (303x216)

Double Page Spread - Type (266x380) / Trim (297x420) / Bleed (303x426)

Half Page - Type (131x178)

Outside Back Cover - Type (266x178) / Trim (297x210) / Bleed (303x216)

Inside Front Cover (Single) - same as Full Page specs

Inside Front Cover (Double) - same as Double Page Spread specs

## fDiIntelligence.com Specifications

Leaderboard (desktop/tablet): 728 x 90 - rotating

MPU (all devices): 300 x 250 - rotating

Half Page (desktop): 300x600 - rotating

Billboard (desktop): 970x250 - rotating

Partner Content - Click [this link](#) to see our Partner Content FT Specialist guidelines

Advertising T&Cs - Click [this link](#) to see our FT Specialist titles' T&Cs

## Formats

High Res PDF (300dpi) - all fonts and pictures embedded.

Please supply the copy with bleed.

Note that special Pantone colours must be matched out of four colour process.

## Transfer

If emailing your advert/s please ensure that the file is no larger than 20MB. Please also ensure to ZIP the file.

## Advertising Production Manager

Sophie Horton    T: +44 (0)20 7873 4830    E: [sophie.horton@ft.com](mailto:sophie.horton@ft.com)