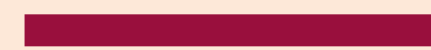


# Financial Times Newspaper ¥



Financial Times Newspaper – Weekday – Guaranteed Position – Colour

<b>Format</b>	<b>Details</b>	<b>Worldwide – ¥</b>	<b>Europe including UK – ¥</b>	<b>UK – ¥</b>	<b>US – ¥</b>	<b>Asia – ¥</b>
<b>Front Page Solus</b>	Front page of section 1	4,836,000	3,471,000	1,950,000	1,279,500	967,500
<b>Back Page Solus –</b>	Back page of section 1 runs Monday – Saturday, back page of section 2 runs Tuesday – Friday	4,992,000	3,838,500	2,250,000	1,935,000	1,620,000
<b>Super Prime - Full Page</b>	Booking a super prime page will remove page 3 to guarantee that this is the first advert in the paper, runs on page 5 only	23,647,500	–	–	–	–
<b>Junior Page</b>	Page 3	18,720,000	13,665,600	8,160,000	–	–
<b>Half Page</b>	Page 3	18,720,000	13,665,600	8,160,000	–	–
<b>Quarter Page</b>	Page 3	18,720,000	13,665,600	8,160,000	–	–
<b>Full Page</b>	Page 5	22,185,000	16,335,000	9,645,000	–	–
<b>Junior Page</b>	Page 5	17,370,000	12,680,100	7,365,000	–	–
<b>Half Page</b>	Page 5	17,370,000	12,680,100	7,365,000	–	–
<b>Full Page</b>	Page 7	21,138,000	15,537,600	9,141,600	–	–
<b>Junior Page</b>	Page 7	15,975,000	11,665,500	6,775,800	–	–
<b>Half Page</b>	Page 7	15,975,000	11,665,500	6,775,800	–	–
<b>Markets Data Strip</b>	Run of Markets section	4,980,000	–	2,111,850	–	–
<b>Double Page Spread</b>	Centre spread	40,650,000	29,550,000	19,200,000	–	–

Financial Times Newspaper – Weekday – Run of Paper – Colour

<b>Format</b>	<b>Details</b>	<b>Worldwide – ¥</b>	<b>Europe including UK – ¥</b>	<b>UK – ¥</b>	<b>US – ¥</b>	<b>Asia – ¥</b>
<b>Full Page</b>	Run of paper, Asia & US sold on a week-commencing basis	20,325,000	14,940,000	8,790,000	4,245,000	2,685,000
<b>Junior Page</b>	Run of paper	12,936,000	9,507,900	5,517,600	–	–
<b>Half Page</b>	Run of paper, r Asia sold on a week-commencing basis	14,700,000	10,804,500	6,270,000	–	1,950,000
<b>Quarter Page</b>	Run of paper, Asia & US sold on a week-commencing basis	7,755,000	5,715,000	3,945,000	1,770,000	1,350,000
<b>Eighth Page</b>	All regions sold on a week-commencing basis & subject to availability	3,877,500	2,857,500	1,972,500	885,000	675,000
<b>Strip</b>	Run of paper	12,450,000	9,150,000	5,370,000	–	–
<b>Fireplace</b>	Run of paper	31,650,000	23,262,750	15,750,000	–	–

Financial Times Newspaper – Weekday – Run of Paper – Custom Sizes – Mono

<b>Format</b>	<b>Details</b>	<b>Worldwide – ¥</b>	<b>Europe including UK – ¥</b>	<b>UK – ¥</b>	<b>US – ¥</b>	<b>Asia – ¥</b>
<b>Mono SCU</b>	Mono run of section advert, minimum 20cm x 2 cols Asia & US will appear in section 1 or 2, subject to availability	47,250	36,000	19,800	10,200	5,250
<b>Mono SCU</b>	Run of section 2	52,500	40,500	24,900	–	–
<b>Floating Rate Notices</b>	Run of section 2	36,600	28,800	19,200	--	–
<b>Contracts &amp; Tenders</b>	Run of paper	32,250	–	–	–	–
<b>Businesses Wanted</b>	Run of paper	30,000	–	–	–	–
<b>Public &amp; Legal Notices</b>	Run of paper	30,000	–	–	–	–
<b>Business for Sale</b>	Run of paper	30,000	–	–	–	–
<b>Commercial Property</b>	Run of paper	15,000	–	–	–	–



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