

National Newspapers

Circulation Certificate

December 2011



Setting the standard

Financial Times

Key information

Certificate type

Print

Metric type

Circulation

ABC headline

333,771 average per issue

Period

28 November 2011 to 1 January 2012

No of issues

25

Market sector

Morning Quality

Contact details

Financial Times Ltd
Number One Southwark Bridge
London
SE1 9HL
020 7873 3000
www.ft.com

Editions

UK and EIRE

Europe

Asia

US

Basic Cover Price

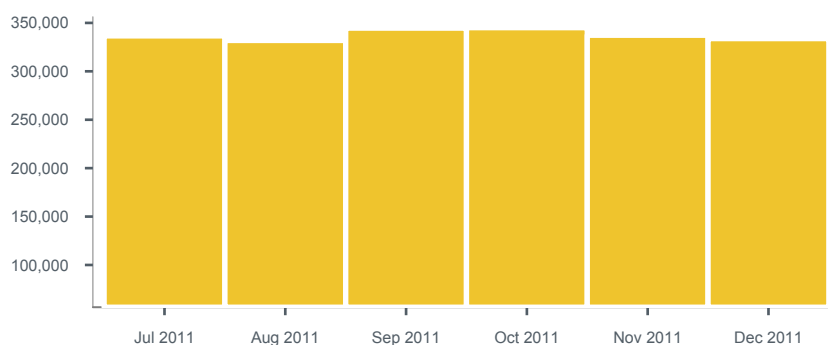
UK: Mon £2.20 Tue £2.20 Wed £2.20 Thr £2.20 Fri £2.20 Sat £2.80

ROI: Mon €2.50 Tue €2.50 Wed €2.50 Thr €2.50 Fri €2.50 Sat €3.00

Excluded issues

26-Dec, 27-Dec, 28-Dec, 29-Dec, 30-Dec

Trend data



This certificate is supported by the following organisations

Financial Times

Certificate of Average Net Circulation for the 25 issues distributed between 28 November 2011 and 1 January 2012

	TOTAL	United Kingdom	Republic of Ireland	Other Countries
Total Average Net Circulation Per Issue	333,771	98,485	3,520	231,766

Total Average Net Circulation Per Issue - by region	England, Wales & N. Ireland	Scotland	Republic of Ireland	Other Countries
		95,015	3,470	3,520
Full Rate Circulation	49,735	2,791	3,185	
Lesser Rate Circulation	2,773	118	121	
Pre-Paid Non-Postal Subscription Sales	8,949	403	-	
Corporate Subscription Sales	2,403	-	-	
Multiple Copy Sales	31,155	158	214	

Basic Cover Price - These are the prices used to determine if an issue is at full rate or a lesser rate.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
United Kingdom	£2.20	£2.20	£2.20	£2.20	£2.20	£2.80	-
Republic of Ireland	€2.50	€2.50	€2.50	€2.50	€2.50	€3.00	-

Excluded Issues - The following issues have been excluded from this certificate

26-Dec-11	Not Published
27-Dec-11	Not Published
28-Dec-11	Xmas/New Year
29-Dec-11	Xmas/New Year
30-Dec-11	Xmas/New Year

Paid Postal Subscription Prices

The range of prices for paid postal subscriptions (shown as annual rates) at the end of the audit period were:

United Kingdom	£468.00
Republic of Ireland	€505.00

Financial Times

Certificate of Average Net Circulation for the 25 issues distributed between 28 November 2011 and 1 January 2012

Pre-Paid Non-Postal Subscription Schemes

The following is a list of schemes currently being fulfilled by the Publisher.

Publications in the Scheme	Issues in the Scheme	Duration	Price
Financial Times	Saturday	13/52 Weeks	£1.80 per week
Financial Times	Saturday	13/52 Weeks	£2.00 per week
Financial Times	Saturday	13/52 Weeks	£2.10 per week
Financial Times	Saturday	13/52 Weeks	£2.30 per week
Financial Times	Saturday	13/52 Weeks	£2.80 per week
Financial Times	Saturday	13/52 Weeks	£3.00 per week
Financial Times	Saturday	13/52 Weeks	£3.80 per week
Financial Times	Saturday	13/52 Weeks	£7.30 per week
Financial Times	Monday to Saturday	13/52 Weeks	£2.50 per week
Financial Times	Monday to Saturday	12/13/52 Weeks	£3.00 per week
Financial Times	Monday to Saturday	13/52 Weeks	£3.60 per week
Financial Times	Monday to Saturday	12/13/52 Weeks	£4.00 per week
Financial Times	Monday to Saturday	12/13/52 Weeks	£5.00 per week
Financial Times	Monday to Saturday	13/52 Weeks	£5.50 per week
Financial Times	Monday to Saturday	13/52 Weeks	£6.00 per week
Financial Times	Monday to Saturday	13/52 Weeks	£7.00 per week
Financial Times	Monday to Saturday	13/52 Weeks	£8.00 per week
Financial Times	Monday to Saturday	13/52 Weeks	£9.00 per week
Financial Times	Monday to Saturday	13/52 Weeks	£10.00 per week
Financial Times	Monday to Saturday	13/52 Weeks	£12.00 per week
Financial Times	Monday to Saturday	13/52 Weeks	£13.00 per week
Financial Times	Monday to Saturday	13/52 Weeks	£14.00 per week
Financial Times	Monday to Saturday	13/52 Weeks	£15.00 per week
Financial Times	Monday to Saturday	4 Weeks	£0.25 per week

Multiple Copy Sales: Analysis by Audience Type - UK/Rol only

Audience Type	Average Net Circulation
Total	31,528
Airside/Int'l Rail	18,879
Hotels	5,483
Trains	1,463
Other Publication Insert	-
Voucher Redemption	-
Sports Event	-
Leisure Centres	1,381
Food/Beverage Outlets	24
Others	4,298

Financial Times

Certificate of Average Net Circulation for the 25 issues distributed between 28 November 2011 and 1 January 2012

Geographic Editions Analysis

Edition Name	Total	Full Rate	Lesser Rate	Pre-Paid Non-Postal Subscription Sales	Corporate Subscription Sales	Multiple Copy Sales
UK and EIRE	102,067					
England, Wales & N.Ireland	95,015	49,735	2,773	8,949	2,403	31,155
Scotland	3,470	2,791	118	403	-	158
Republic of Ireland	3,520	3,185	121	-	-	214
Other Countries	62					
Europe	115,937					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	115,937					
Asia	36,298					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	36,298					
US	79,470					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	79,470					

About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit www.abc.org.uk or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK Tel: +44 (1442) 870 800 or info@abc.org.uk.

About this certificate

This certificate was issued on 13 January 2012. The data included is derived from a return of circulation prepared by the publisher: Financial Times Ltd.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.

This certificate expires on 31 March 2012 unless ABC has issued a new certificate before that date.