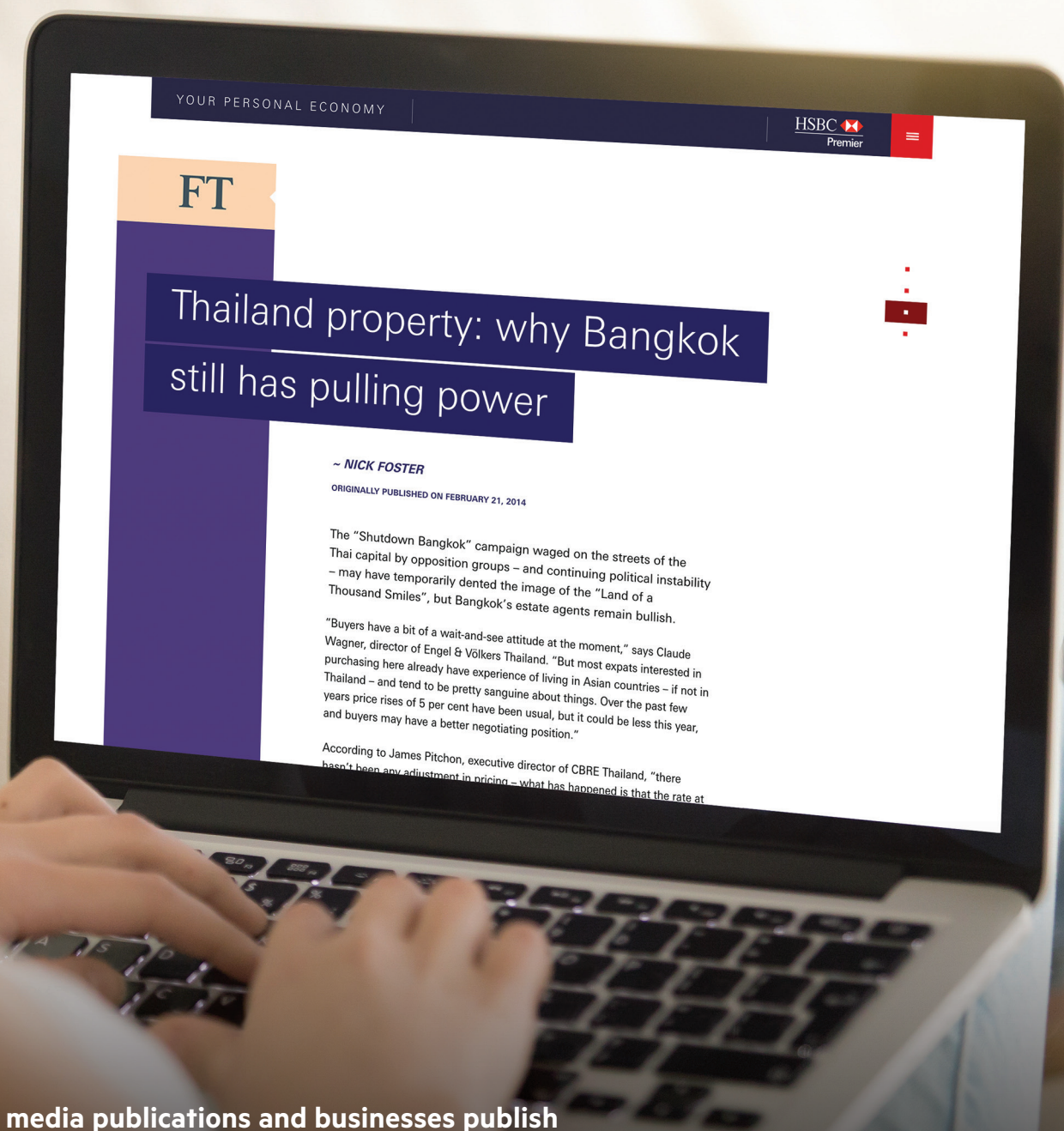


Enrich your content marketing strategy

Essential journalism to complement your editorial and content strategies

ft.com/republishing



Over 100 media publications and businesses publish and host the FT to drive engagement and revenues

Why FT Republishing



Before we partnered with the FT, we had very little content we could distribute. This has been a great way to fill a gap in our marketing, not only to our clients but to new prospects too. The FT now provides a third of our total content.



David Gilmour
Online Marketing Manager, Qtrade

Producing enough relevant, engaging content for your marketing campaigns is no easy task.

Research conducted by Crowd Research Partners revealed the biggest content marketing challenges marketers face to be:

Lack of time/bandwidth to create content	46%
Measuring content effectiveness	42%
Producing truly engaging content	41%
Producing enough content variety/volume	41%

With FT Republishing you can compliment your own content strategy and creation by hosting award-winning FT news, analysis and video across your digital platforms and marketing assets, such as your newsletters or client portal. It helps you:

- Build your brand and enhance your reputation
- Augment and boost content strategy efficiency and effectiveness
- Provide relevant, trustworthy market intelligence to your prospects, clients and employees
- Increase and engage both new and existing audiences with top-rated content

Our award-winning journalism, comment and analysis will keep your clients and customers engaged and fully informed on the issues that matter to them.

88% of all readers agree that “I can trust what is published in the FT to be unbiased, accurate and important” and 79% of all readers agree that “The FT is my most trusted news source”

FT Global Survey 2017

FT comment

Our regular Nutmegonomics series looks at the figures conundrums. Informed, opinionated, irreverent and, we think, as official financial advice



Financial advisers fail to publish fees –
ent from the FT
an two-thirds of independent financial advisers
publish fees and [read more...](#)

How to get started
Comment from the

For many people in the
free existence in a rea



after 'advice gap' becomes a
om the FT
financial prod



Our partnership with the FT has been great, enabling us to develop more valuable and trustworthy content for our client. In turn this [republishing] has allowed them to engage with, and nurture, their specialist target audience.



Chloe Trevinal
Account Manager,
Ogilvy One Business

Reach your target market

95% of all readers agree that “the FT offers me something I cannot get from other news sources” and 90% agree that “I can trust what is published in the FT to be impartial, accurate and important”

FT Global Survey 2017

Depending on your target audience, our team can advise you on what FT content will reach and engage them.

A recent snapshot of the FT's audience:



Senior positions

60% are business decision makers, 31% are c-suite and 49% are senior management. ¹



Employment

73% are employed by international companies and 60% have budget responsibilities. ¹



Average age and net worth

The average age is 48 with a net worth of £785k and 18% are millionaires. ¹

What you can republish

You can host all manner of FT content on your website, intranet or client portal, including:



Video

Market analysis, expert business and finance opinion, breaking news, interviews with top CEOs, the arts and travel, documentaries and more.



Podcasts

FT podcasts include Alphachat, Banking Weekly, Big Read, Brexit Unspun, Everything Else, FT Investigations, FT Money Show and Hard Currency.



News

Award-winning news from the Financial Times, the world's leading global business publication.



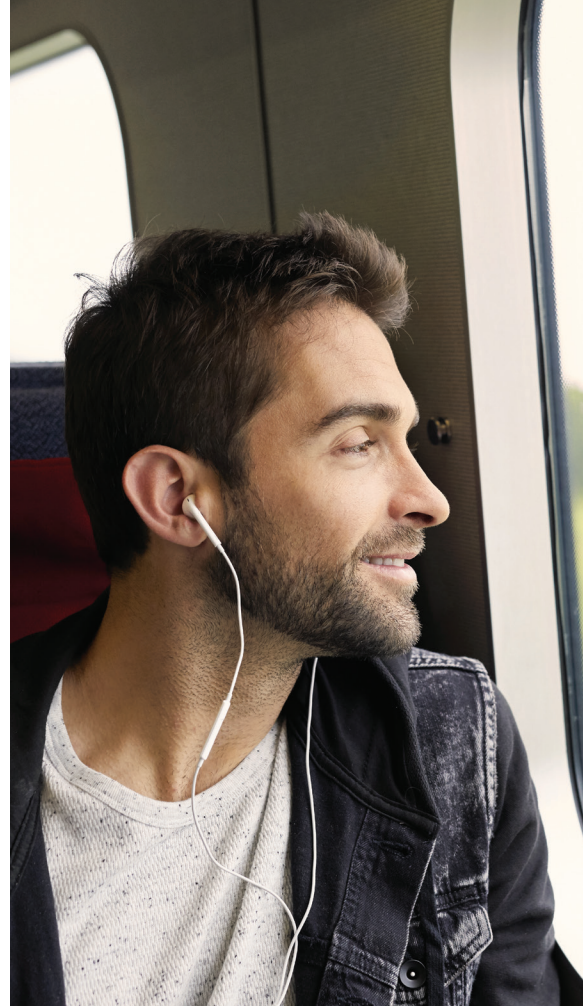
Comment

Sophisticated and thought-provoking commentary from our team of acclaimed columnists, bringing together developments from different markets and disciplines.



Analysis

Deliver in-depth or rapid opinion and analysis from Instant Insight on the biggest news stories of the day from our award-winning columnists.



The FT's audio articles continue to post the highest engagement metrics across the NOA platform.



Gareth Hickey
CEO, News Over Audio

An easy-to-use Republishing tool



FT Republishing permits us to differentiate ourselves in the French market and reinforce our selling points, both for our subscribers and advertisers.



Henri Nijdam
Editor-in-Chief, Le Nouvel Economiste

The FT offers a hassle-free tool that enables your content teams to easily select and republish relevant articles at the click of button.

Search for people, topics or organisations that are relevant for your audiences and see which ones are available for republishing and downloading with clear indicators. You can also save articles or videos for later consideration, with prompts to guide you and stay within your quota.

24/7 customer support and content specialists are available to help with content curation, personalisation and help you reach your business goals.



Reading the FT helps me...

Strongly agree **Somewhat agree**

Learn about or discover something interesting
72% **23%**

(Net 95%)

Make good judgement calls
34% **43%**

(Net 77%)

Pursue my passions / interests
39% **37%**

(Net 75%)

Impart something of value to others
26% **39%**

(Net 65%)

Be better prepared for the working day ahead
31% **33%**

(Net 64%)

Make investment decisions
22% **36%**

(Net 57%)

Gain a business advantage
21% **30%**

(Net 51%)

Connect with / be part of a conversation
17% **29%**

(Net 46%)

Be recognised / build my reputation
10% **21%**

(Net 31%)

FT Global Survey 2017



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