



FT US Audience

# FT Reader Profile

In the United States

\$255k

Average Personal Income

\$420k

Average HH Income

\$2.4M

Average HH Net Worth

Male/Female  
74%/26%

Age  
43 (avg.)

Education  
88% Bachelors Degree+  
52% Masters Degree+

Business Executives  
49% Top Management Job Title  
34% C-Suite Job Title  
67% C-Suite Job Function  
71% Business Decision Maker

Opinion Leaders  
74% Consider themselves an  
Opinion Leader

Financial  
\$1.3M Avg. Liquid Assets  
71% Own Mutual Funds/ETFs  
13% make 20+ Securities  
Transactions/year

Luxury  
48% Prefer to Buy Designer/  
Luxury Brands

Travel  
72% Typically stay in  
Luxury/Boutique, Five-Star or  
Four-Star hotels  
39% 11+ round trips in past year

# The Most Powerful Unique Audience

*Financial Times' unique US readers & visitors total 489,000*

This FT audience does not read the WSJ or NYT; this unique audience is comprised of decision-makers you can't afford to miss out on.

	FT Exclusive Audience	WSJ Exclusive Audience	NYT Exclusive Audience
Top Management	48%	30%	23%
C-Suite	37%	8%	8%
Chief Officer Job Function	73%	28%	26%
Business Decision Maker	71%	45%	40%