

fDi Magazine

THE BUSINESS OF GLOBALISATION



Introduction



Now in its eighth year, **Foreign Direct Investment (fDi) Magazine** is firmly established as the premier publication for the business of globalisation. Produced by the renowned Financial Times (FT) group and published on a bi-monthly basis with an ABC-certified circulation of over 15,000, **fDi Magazine** provides corporate decision-makers with an up-to-date image of the ever-changing global investment map.

fDi Magazine's editorial team – supported by a network of experienced foreign correspondents and benefiting from the highest-level access to market-movers and policy-makers – provides on-the-ground reporting on the issues and developments that impact investment decisions and delivers the kind of detailed, strategic advice and information that is unavailable in mass-market business publications.

Our editorial offering has been given even greater breadth and depth with the 2007 acquisition of two highly respected FDI data resources (now **fDi Markets** and **fDi Benchmark**) and the creation of a dedicated division within Financial Times Business called **fDi Intelligence**. As the flagship publication for the franchise, **fDi Magazine** is in a position to offer unrivalled, invaluable information, news and analysis on cross-border investment. ■

COURTNEY FINGAR

Courtney Fingar



FDI PROVIDES AN UP-TO-DATE IMAGE OF THE EVER-CHANGING GLOBAL INVESTMENT MAP



REGULAR FEATURES

News:

► Updates on companies, markets and investments as well as the latest privatisations and investor/host-country legal disputes

Corporate Strategy:

► The corporate executive's crossborder expansion strategy guide: best practice, company and project profiles, and C-level interviews

Regional Sections:

► News, commentary and data snapshots on Americas, Asia, Europe, Middle East and Africa, followed by in-depth features and reports on the opportunities and risks to be found in these markets

Global Outlook:

► Reporting and analysis of the corporate trends, sector developments and investment patterns that shape global business

Research:

► The numbers and hard facts behind global greenfield investment flows and patterns, with cogent and concise explanation

FDI MAGAZINE HAS AN ABC-CERTIFIED CIRCULATION OF 15,000

Readership

Globalisation influences most business processes today. From R&D to supply chain to sales, companies are constantly innovating to gain a competitive advantage. This means executives are facing ever more complicated corporate expansion decisions, especially when moving into new markets. **fDi Magazine** is purely dedicated to covering the complex and critical issues that executives face when investing in greenfield projects overseas.

fDi Magazine's circulation includes more influencers, researchers, negotiators and deci-

sion-makers from corporates who are active in crossborder investment than any other publication.

fDi Magazine is the only title with access to fDi Markets and the Financial Times' databases.

Based on data from fDi Markets (which tracks all the crossborder greenfield investment projects worldwide), **fDi Magazine's** circulation is biased towards corporates who are most likely to invest overseas in the short-term. ■

BETWEEN 2003 AND 2007, FDI MAGAZINE READERS WERE INVOLVED IN OVER 45,000 GREENFIELD PROJECTS INVESTING AROUND \$2.5TRN

fDi READERSHIP



46%	CEO
34%	CFO
15%	Investment Task Force /Committee
3%	Other

ABC 15,000
July-June 2007
2,777 Requested copies

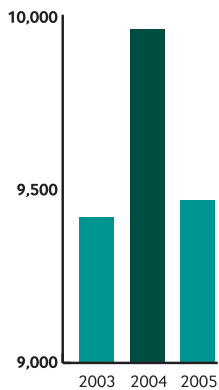
fDi CIRCULATION GEOGRAPHICAL BREAKDOWN



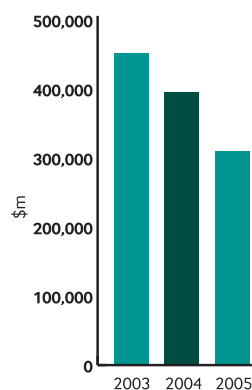
12%	UK
23%	Europe (excluding UK)
39%	North America
4%	South America
18%	Asia (inc Australia, SE Asia & Pacific Rim)
4%	Africa and Middle East

46% OF FDI'S READERSHIP IS MADE UP OF CEO'S

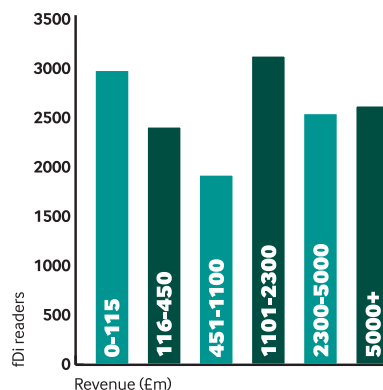
NUMBER OF GREENFIELD PROJECTS



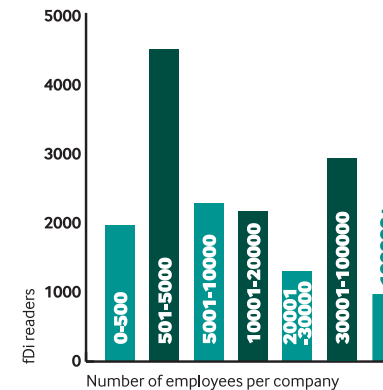
CAPITAL INVESTMENTS



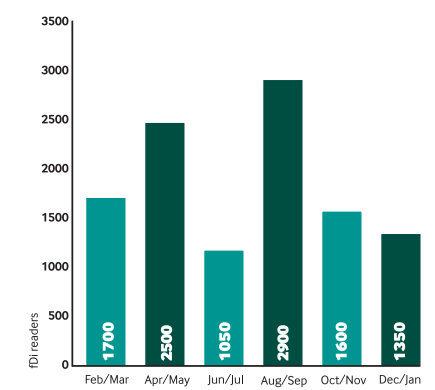
fDi CIRCULATION REVENUE - BREAKDOWN



fDi CIRCULATION COMPANY DENSITY



BONUS DISTRIBUTION



Features

OCTOBER/NOVEMBER 2008:

FEATURES: The Crisis in Investment Arbitration; Corporate Taxation Trends; Healthcare Hubs; International Financial Centres

SECTOR SPOTLIGHTS: ICT; Creative Industries

REGIONAL REPORTS:
Americas US Pacific Coast

Europe Iberian Peninsula

Asia Korea

Africa and ME Bahrain

SUPPLEMENT: Cityscape Dubai

Bonus Distribution (Q - Cityscape Dubai, CFO Strategies India, World Free Zone Convention (Malaysia))

DECEMBER 2008/JANUARY 2009:

FEATURES: The Credit Crunch and Crossborder Expansion; Supply Chain Management: Moving Goods Around the World; New Trade Routes: Air, Land and Water

SECTOR SPOTLIGHTS: Automotives; Logistics; Transport Equipment

REGIONAL REPORTS:
Americas Chile; New England States

Europe Mediterranean Rim; Nordic Green Technologies

Asia India

Africa and ME Qatar; Mideast IPA Directory; South Africa

RANKINGS: Middle East Cities of the Future and Special Economic Zones of the Future

Bonus distribution (Q World Economic Forum (Davos))

FEBRUARY/MARCH 2009:

FEATURES: Commercial Real Estate: Owning vs Leasing; Corporate Finance; Funding International Expansion; Education Hubs: The New Knowledge Cities

SECTOR SPOTLIGHTS: Real Estate and Construction; Financial, Business and Professional Services

REGIONAL REPORTS:
Americas Brazil; Great Lakes Region

Europe UK; Eastern Europe Property

Asia Hong Kong; Asia finance centres

Africa and ME Egypt; Kuwait; Airport and Port Free Zones Directory; Mideast Renewable Energy

Bonus distribution (Q MIPIM (Cannes), WAIPA)

APRIL/MAY 2009:

FEATURES: Research & Development for the Life Sciences Sector; The Borderless Workforce: A 'How To' Guide for Relocating Employees Overseas

SECTOR SPOTLIGHTS: Life Sciences, Shared Services and Call Centres

REGIONAL REPORTS:
Americas North American Manufacturing Report

Europe Germany and Benelux

Asia Malaysia

Africa and ME Mideast Media Free Zones; Mideast Green Buildings Strategies; Southern Africa Call Centres

SUPPLEMENT: Cityscape Abu Dhabi

RANKINGS: North American Cities of the Future

Bonus distribution (Q BIO 2008, Shared Service Week 2008, Cityscape Asia, Cityscape China, Cityscape Abu Dhabi, EBRD, CFO Strategies Europe)

JUNE/JULY 2009:

FEATURES: Managing Crossborder Functions: The 'Multilocal' Approach; Investing in Infrastructure; Airport Cities

SECTOR SPOTLIGHTS: Aerospace/Aviation; Advanced Engineering

REGIONAL REPORTS:
Americas Caribbean and Central America; US Defense/Homeland Security Investment

Europe France

Asia Thailand

Africa and ME United Arab Emirates; Saudi Arabia; Mideast Free Zones; Libya

Bonus distribution (Q Farnborough Air Show, World Forum for Direct Investments)

AUGUST/SEPTEMBER 2009:

FEATURES: Global Guide to Outsourcing and Offshoring; Corporate Reputation and Social Responsibility for Foreign Investors; Investing in Post-Conflict Countries; Emerging Markets Report

SECTOR SPOTLIGHTS: Energy; Renewables and Environmental Technologies; Sub-sea Technology

REGIONAL REPORTS:
Americas Midwestern States

Europe Russia

Asia Philippines

Africa and ME Mideast Oil and Gas; Mideast Industrial Free Zones

SUPPLEMENT: Investing in Africa

RANKINGS: African, Caribbean and Central American Countries of the Future

Bonus distribution (Q IMF/World Bank Meeting, MIPIM Horizons, ACCE)

OCTOBER/NOVEMBER 2009:

FEATURES: Global Branding: Introducing Products and Services to New Markets; Salvaging a Foreign Investment Gone Bad; What Makes a Cluster?

SECTOR SPOTLIGHTS: ICT and Electronics; Creative Industries

REGIONAL REPORTS:
Americas Mexico; US Mountain States

Europe Balkans/Southern Europe

Asia Korea

Africa and ME Bahrain; Jordan; Mideast Logistics Service Providers; Nigeria

Bonus distribution (Q Cityscape Dubai, Expo Real)

Rates

DISPLAY	1 INSERTION			2 INSERTIONS			3 INSERTIONS			6 INSERTIONS		
	€	\$	€	€	\$	€	€	\$	€	€	\$	€
Full-page	7,300	14,600	10,800	6,750	13,500	9,990	6,205	12,410	9,180	5,110	10,220	7,560
1/2 page	3,850	7,700	5,700	3,560	7,120	5,265	3,275	6,550	4,850	2,695	5,390	3,985
DPS	14,595	29,190	21,600	13,500	27,000	19,980	12,400	24,800	18,350	10,220	20,440	15,125

SPECIAL POSITIONS	1 INSERTION			2 INSERTIONS			3 INSERTIONS			6 INSERTIONS		
	€	\$	€	€	\$	€	€	\$	€	€	\$	€
Outside Back Cover	8,400	16,800	12,430	7,770	15,540	11,500	7,140	14,280	10,565	5,880	11,760	8,700
Inside Front Cover	8,000	16,000	11,840	7,400	14,800	10,950	6,800	13,600	10,060	5,600	11,200	8,288
Inside FC Spread	15,330	30,660	22,690	14,180	28,360	20,985	13,030	26,060	19,285	10,730	21,460	15,880
Regional Sct Leader	7,500	15,000	11,100	6,940	13,880	10,270	6,375	12,750	9,435	5,250	10,500	7,770

REPORTS	€	\$	€
8 page report	28,000	56,000	41,440
12 page report	36,000	72,000	53,280
16 page report	42,000	84,000	62,160

TECHNICAL SPECIFICATIONS	TYPE (mm)	TRIM (mm)	BLEED (mm)
Full page	182 x 266	210 x 297	216 x 303
DPS	266 X 380	297 X 420	303 X 426

Half page horizontal	131 x 182
Half page vertical	86 x 266
Half DPS	131 X 380

FORMATS:

- High re PDF/High res EPS (300 dpi) - all fonts and pictures embedded
 - Line screen = 150 or
 - All files must be compatible with Quark 6 running on Apple Mac
 - All fonts and pictures, which must be CMYK (not RGB) must be included
 - JPEGs must be clearly marked (including EPS encoded as JPEG)
- (please note that special Pantone colours must be matched out of four colour process)

TRANSFER:

We also have an FTP/Internet Gateway facility available and details of this can be made available on request.
 E-mail: denise.macklin@ft.com
 If e-mailing your advert please ensure that the file is no larger than 9MB. Please also ensure to ZIP the file.

Online: (www.fdimagazine.com)

fDimagazine.com is the internet portal for fDi Magazine, containing all the past articles featured in the publication since its launch issue in November 2001. All articles are available in full, allowing visitors to take advantage of the independent, in-depth editorial free of charge.

Site traffic is expanding and the website is evolving quickly, with a new look scheduled to be unveiled in late-2008. Currently, we deliver over 80,000 impressions a month to over 32,000 unique users (and growing). The website itself has been optimized for performance and can be viewed from any device – ensuring that advertisements are displayed properly. An in-house traffic manager oversees each campaign and ensures that advertisements are being displayed at the most effective time and date.

Drive traffic to your website and brand your organisation/jurisdiction along with the most respected crossborder investment-related editorial, whether online or offline. The available formats are below:

	SIZE (PIXELS)	COST (CPM)		
		€	\$	€
Skycraper:	120 x 600	60	120	88
Banner:	468 x 60	50	100	74
Button	120 x 90	35	70	52
MPU (in-article ad)	200 x 200	70	140	103

Please contact us for queries about micro-sites, expandable banners and other promotional uses of the website.

fDiAtlas.com

fDi Atlas aims to connect corporates with Investment Promotion Agencies/Economic Development Organisations worldwide.

According to a recent independent study, over 65% of corporates involved in crossborder greenfield investments do NOT use the services of IPAs/EDOs.

fDi Atlas offers a unique and credible platform for IPAs/EDOs to promote their services to potential investors and attract investment.

Part of the fDi Intelligence portfolio, fDi Atlas is in an authoritative position to offer a substantial platform to meet this demand. Now in its second year, fDi Atlas has established itself as 'the incentive navigator' among corporates.

fDi Atlas offers investors relevant data points and enables them to access specific regions or sectors using an interactive flash powered map.

IPA/EDO partners have the unique opportunity to have up to 5 pages to raise awareness of their services among this captive audience. Partners can also benefit from other promotional activities that are carried out as part of the fDi Intelligence portfolio. For more information, please contact us.

For rates, please see below:

	€	\$	€
1 Year:	3,000	6,600	5,289
2 Years	5,400	11,880	9,520
3 Years	7,500	16,500	13,223



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