

Media Pack 2019



The magazine

fDi Magazine provides an up-to-date image of the ever-changing global investment map

Published bi-monthly with an ABC audited circulation of 15,289 active corporate readers and crossborder investment professionals, **fDi** Magazine is a central part of the **fDi** Intelligence portfolio of investment products and services from the Financial Times.



fDiIntelligence.com

The online home of **fDi** Magazine

fDiIntelligence.com combines a searchable archive of all articles and reports published in the magazine with data-driven insights from our portfolio of investment tools.



fDi Intelligence portfolio

fDi Magazine is part of the **fDi** Intelligence and GIS Planning portfolio of investment products and services from the Financial Times. Specialising in all areas relating to foreign direct investment and investment promotion, the suite – in addition to **fDi** Magazine – includes:

fDi Markets

The most comprehensive online database of crossborder greenfield investments available, covering all countries and sectors worldwide. It provides real-time monitoring of investment projects, capital investment and job creation with powerful tools to track and profile companies investing overseas.

fDi Benchmark

A platform to benchmark the competitiveness of countries and cities in more than 65 sectors. Its comprehensive location data series covers the main cost and quality indicators for more than 900 locations around the world.

GIS Planning

Using Geographic Information System (GIS) software, which provides real estate, demographic, and industry data, our innovative GIS Planning applications allow businesses and site selection professionals select optimal geographic locations through powerful online mapping analysis.



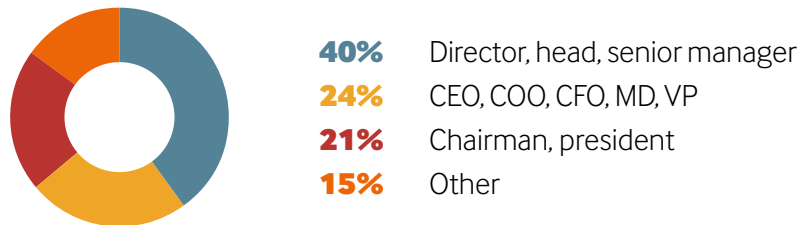
Readership

fDi Magazine

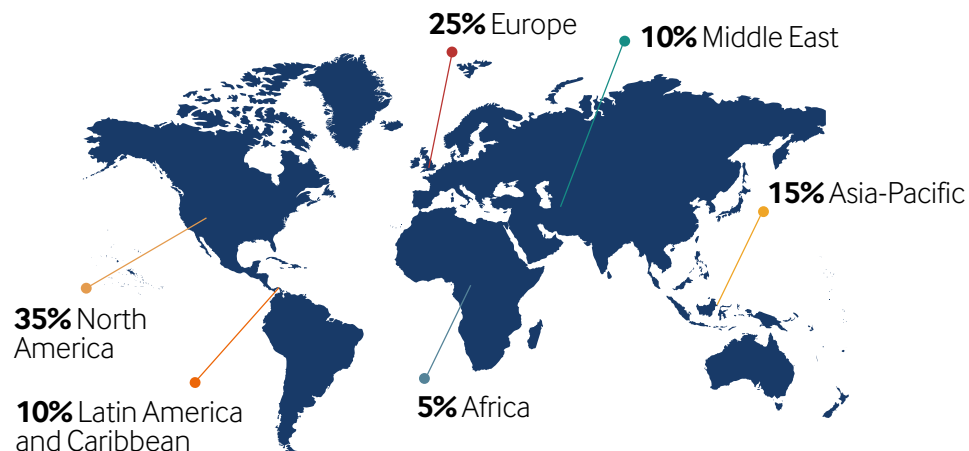
Corporates and crossborder investment professionals who are actively involved in FDI projects

Our circulation is biased towards active investors and executives involved in the intelligence gathering and decision-making process. According to **fDi** Markets, between 2011 and 2015, our audience was responsible for almost \$1.2tn (33%) of capital investment, across 24,239 (36%) greenfield FDI projects globally. This guarantees a higher ROI for advertisers when compared to other titles.

fDi Magazine circulation by job function:

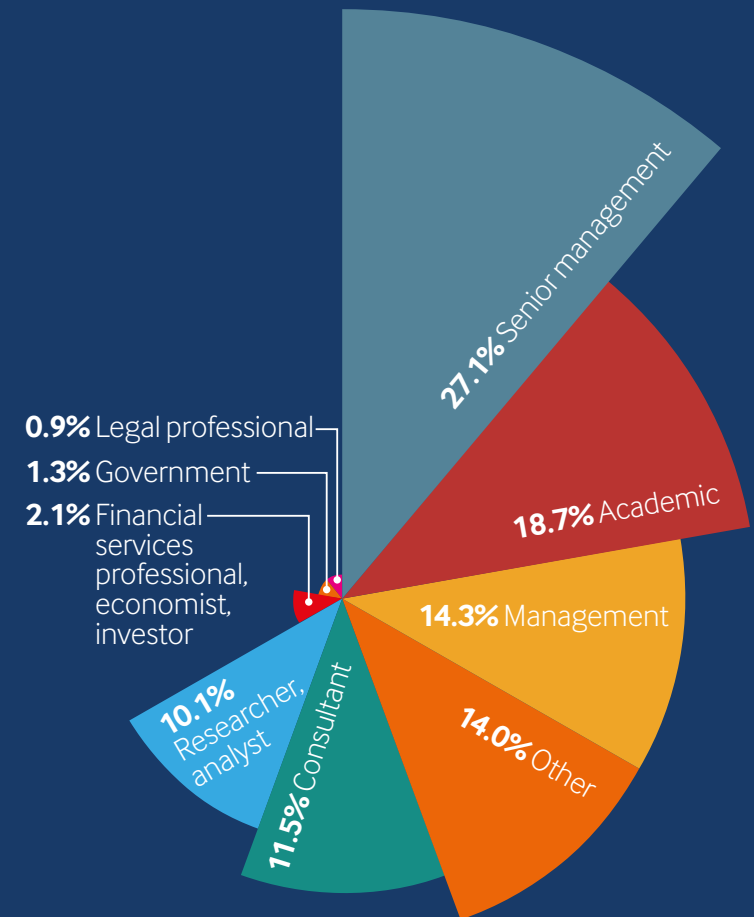


Global circulation by region:



fDiIntelligence.com

Audience breakdown:



The magazine

Editorial themes

News

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

Global outlook

Reporting and analysis of the corporate trends and investment patterns, along with C-level interviews.

Regional sections

Global news, commentary and data snapshots, followed by in-depth features and reports on key foreign direct investment (FDI) markets.

Sectors

Global updates on key FDI sectors, including data, rankings, feature articles and spotlight location guides highlighting successful clusters.

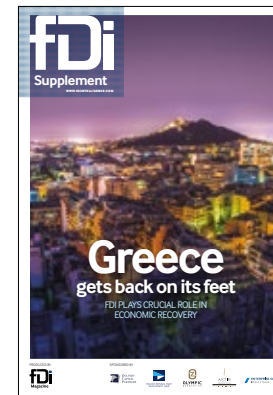
Research

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

Special reports

FDI hot spots in greater detail

In addition to regular features and editorial coverage, **fDi** Magazine also publishes in-depth special reports and stand-alone supplements that delve into important topics and cover FDI hot spots in greater detail.



"The special report on RAKIA published by **fDi** Magazine added credibility to our communication and marketing messages...The report comprehensively covered Ras Al Khaimah's growing appeal as an investment destination...this independent report helped many investors make informed choices as far as investment was concerned."

**General Manager, Marketing and Promotion
RAK Investment Authority (RAKIA)**

"Thank you for hosting our delegation for the 'Investing in Wisconsin' boardroom briefing. This meeting allowed us to better understand concerns that companies face when expanding abroad and provide us with insight to better attract more investment".

Governor State of Wisconsin

Editorial features 2019

FEBRUARY/MARCH 2019

Key theme:	Brexit
Rankings:	Reinvestment Rankings 2019, Polish Cities of the Future 2019/20
Sector focus:	Renewable energy
Distribution at:	MIPIIM 2019
Bonus distribution:	2019 Spring Meetings of the World Bank Group and the IMF, IEFA 2019 World Strategic Forum, Annual Investment Meeting (AIM Dubai) 2019, IEDC 2019 Federal Economic Development Forum

APRIL/MAY 2019

Key theme:	Industry 4.0
Rankings:	Biotech Locations of the Future 2019/20, Smart Locations of the Future 2019/20
Sector focus:	Manufacturing
Special report:	MICE as a mechanism for FDI
Distribution at:	Hannover Messe 2019
Bonus distribution:	EBRD Annual Meeting and Business Forum 2019, 52nd ADB Annual Meeting, IEFA: Conference of Montreal, 2019 SelectUSA Investment Summit, CAIPA: Outsource to the Caribbean Conference 2019, IEDC: 2019 Economic Future Forum

JUNE/JULY 2019

Key theme:	Economic diversification
Rankings:	American Cities of the Future 2019/20, Island Economies of the Future 2019/20, fDi Diversification Index 2019 - Island Economies
Sector focus:	Aerospace
Special report:	Tier 2 cities
Distribution at:	Paris Air Show 2019
Bonus distribution:	World FZO 5th Annual International Conference & Exhibition

AUGUST/SEPTEMBER 2019

Key theme:	The blue economy
Rankings:	Asia-Pacific Cities of the Future 2019/20, Fintech Locations of the Future 2019/20, fDi Diversification Index - Commodity Economies, Greenfield Performance Index 2019
Sector focus:	Fintech
Special report:	Africa's future champions, Agribusiness and agritech
Distribution at:	2019 Annual Meetings of the World Bank Group and IMF
Bonus distribution:	EXPO REAL 2019, MIPIIM UK 2019, Sibos 2019, IEDC 2019 Annual Conference

OCTOBER/NOVEMBER 2019

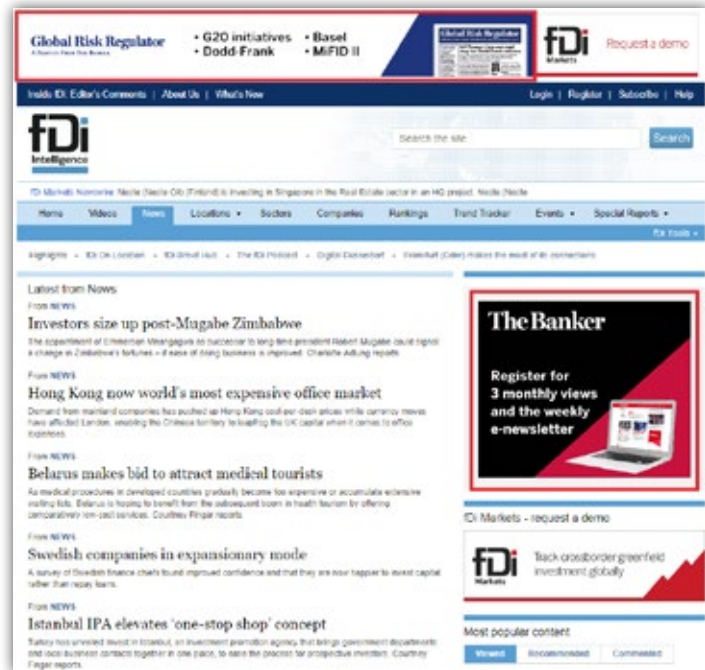
Key theme:	Site selection
Rankings:	Global Free Zones of the Year 2019, International Financial Centres Index 2019
Sector focus:	Logistics and transport
Special reports:	The UK's new global growth, Investing in emerging Europe
Distribution at:	MIPIIM Asia Summit 2019
Bonus distribution:	IEFA: Conference of Paris, IEFA: Toronto Global Forum 2019

DECEMBER 2018/JANUARY 2019

Key theme:	Resilient cities
Rankings:	fDi Strategy Awards 2019, Tourism Locations of the Future 2019/20
Sector focus:	Tourism
Special report:	Investing in Central Asia
Distribution at:	World Economic Forum Annual Meeting 2020 (Davos)
Bonus distribution:	IEDC 2020 Leadership Summit

fDiIntelligence.com

Feature your advert on our website in our prominent leaderboard and MPU positions.

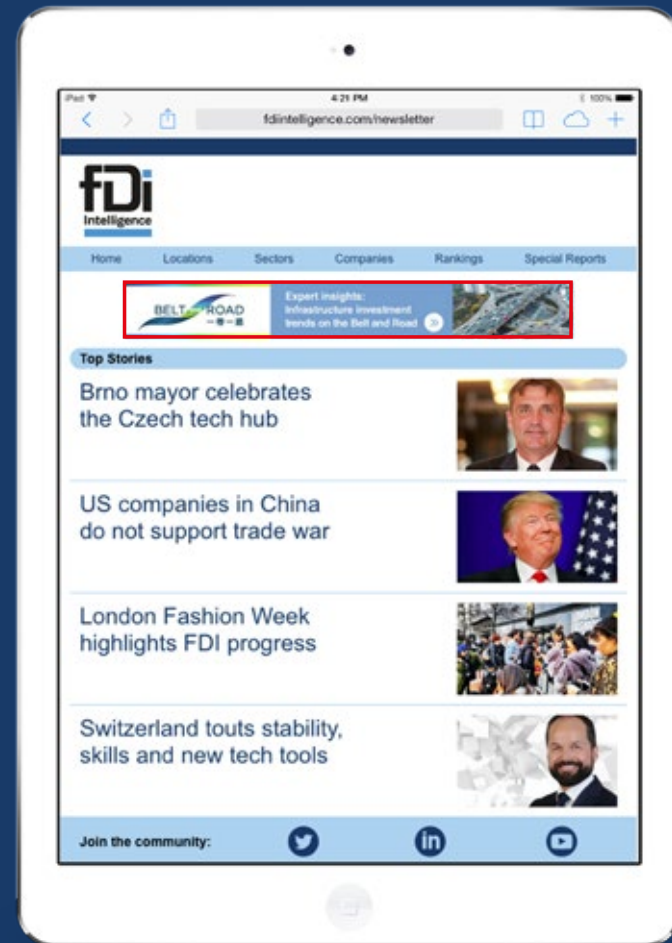


► Leaderboard

► MPU

fDi Intelligence e-newsletter

Delivered bi-weekly, the **fDi** Intelligence e-newsletter allows you to share your message with over 25,000 professionals via leaderboards, and promo blocks.



► E-news banner

fDi events

Meet investors at your own fDi event

An **fDi** event is your opportunity to meet the decision-makers that matter to you in the setting of your choice, whilst promoting your organisation throughout our print and online channels. We have recently organised **fDi** events for the Governments of Nigeria, Turkey, China, Brazil and Poland.

Run on a topic that will explore your location and organised by our specialist conferences arm, the event can include video-recording (an edited version will appear on our website) and promotion through a diverse range of titles and websites from the Financial Times Group.

fDi's – The Delegation

Mirroring a trade, tourism or finance delegation, this innovative new platform will provide in essence a virtual road show for sponsors to connect with investors around the world through this exciting new digital channel.

Filmed at the FT headquarters in London, selected ministers, government officials and other delegates will be interviewed by a **fDi** Editor about the individual aims of each ministry or agency about what their strategic aims are for the year ahead and more importantly, how foreign investors can benefit from these plans. This will then be divided into relevant chapters of 4-5 minutes each along specific content themes.

The Delegation will be presented by our editorial team and aired on fDiIntelligence.com, and can also be hosted on your own website and emailed to potential investors.

fDi On Location

Exploring your investment destination

fDi On Location is our video series exploring investment destinations worldwide. Presented by our editor-in-chief, an **fDi** On Location video investigates your destination, including its key strengths and attraction points for investors.

- Independent assessment and publication of the key benefits of doing business at your destination.
- Distribution of video to over 25,000 professionals.
- Upload the video on your own website, use at events or send to your own contacts.
- A robust case-study for proactively reaching investors.



"We wanted to increase awareness of investment opportunities in Jamaica and to present the country in a personal, authentic and impactful way. The (**fDi** On Location) campaign's success and ROI were easy to track based on key metrics such as views, impressions and attributable enquiries."

Vice President, Investment and Promotions, Jamaica Promotions Corporation (JAMPRO)

Rates

PRINT: DISPLAY	1 INSERTION \$	2 INSERTIONS \$	3 INSERTIONS \$	6 INSERTIONS \$
Full-page	11,310	10,460	9,620	7,920
1/2 page	5,970	5,520	5,080	4,180
DPS	22,620	20,930	19,220	15,840
Outside back cover	13,020	12,040	11,070	9,110
Inside front cover	12,400	11,470	10,540	8,680
Inside FC spread	23,760	21,980	20,200	16,630
Regional SCT leader	11,630	10,760	9,880	8,140

PRINT: REPORT	\$
8pp report (plus cover)	43,400
12pp report (plus cover)	55,800
16pp report (plus cover)	65,100

ONLINE: FDI INTELLIGENCE.COM	CPM \$W
MPU (300 x 250)	110
Leaderboard (728 x 90)	130

TECHNICAL SPECIFICATIONS (MM)	TYPE	TRIM	BLEED
Full page	182x266	210x297	216x303
DPS	266x380	297x420	303x426
Half page horizontal	131x182		
Half page vertical	86x266		
Half DPS	131x380		

Formats

High res PDF – all fonts and pictures embedded.
Note that special Pantone colours must be matched out of four colour process.

Transfer

We have an FTP/Internet Gateway facility available and details of this can be made available on request.
If emailing your advert please ensure that the file is no larger than 9MB. Please also ensure to ZIP the file.

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