

# Digital Rate Cards ¥ Financial Times

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FT.com ¥

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RATE CARDS

FT.com – ¥

Format	Targeting	CPM Rate – ¥
High Impact	Demographic	¥22,500
	Bespoke	¥27,000
	Behavioural	¥15,900
	Contextual	¥15,900
	FT Readers	¥11,400
	Section	¥17,250

Format	Targeting	CPM Rate – ¥
Sponsorship	Section	¥19,050

Format	Targeting	CPM Rate – ¥
Outstream	Demographic	¥28,050
	Bespoke	¥33,900
	Behavioural	¥19,800
	Contextual	¥19,800
	FT Readers	¥14,250
	Section	¥ 21,600

Prices shown are the maximum rates throughout 2023\*  
\*single ad formats, not wrapped prices

RATE CARDS

FT.com – ¥

Format	Targeting	CPM Rate – ¥
Vertical Mobile	Demographic	¥33,900
	Bespoke	¥40,500
	Behavioural	¥23,700
	Contextual	¥23,700
	FT Readers	¥17,100
	Section	¥25,950

Format	Targeting	CPM Rate – ¥
Promoted Content	Demographic	¥24,900
	Bespoke	¥29,700
	Behavioural	¥17,400
	Contextual	¥17,400
	FT Readers	¥12,450
	Section	¥19,050

Prices shown are the maximum rates throughout 2023\*  
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RATE CARDS

FT.com – ¥

Format	Targeting	CPM Rate – ¥
Social Display	Demographic	¥33,900
	Bespoke	¥40,500
	Behavioural	¥23,700
	Contextual	¥23,700
	FT Readers	¥17,100
	Section	¥25,950

Format	Targeting	CPM Rate – ¥
Blended	Demographic	¥19,800
	Bespoke	¥23,760
	Behavioural	¥13,860
	Contextual	¥13,860
	FT Readers	¥9,900
	Section	¥15,120

Prices shown are the maximum rates throughout 2023\*  
\*single ad formats, not wrapped prices



FT.com/HTSI ¥

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RATE CARDS

HTSI.ft.com – ¥

Format	Targeting	CPR Rate – ¥
High Impact	Run of HTSI	¥17,250
	Contextual	¥27,000
	Audience	¥27,000

Format	Targeting	CPR Rate – ¥
Outstream	Run of HTSI	¥21,600
	Contextual	¥33,900
	Audience	¥33,900

Format	Targeting	CPR Rate – ¥
Vertical Mobile	Run of HTSI	¥25,950
	Contextual	¥40,500
	Audience	¥40,500

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RATE CARDS

HTSI.ft.com – ¥

Format	Targeting	CPR Rate – ¥
Promoted Content Unit	Run of HTSI	¥19,050
	Contextual	¥29,700
	Audience	¥29,700

Format	Targeting	CPR Rate – ¥
Social Display	Run of HTSI	¥25,950
	Contextual	¥40,500
	Audience	¥40,500

Format	Targeting	CPR Rate – ¥
Shoppable	Run of HTSI	¥19,050
	Contextual	¥29,700
	Audience	¥29,700

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