

**FT.com ¥**



**FT Readers – Standard Display & News by Email**

<b>Format</b>	<b>CPM Rate – ¥</b>
January - February	6,600
March - June	8,250
July - August	6,600
September	8,250
October - December	8,250

**FT Readers – Rich Media Formats**

<b>Format</b>	<b>Seasonal CPM Rate – ¥</b>				
	January - February	March - June	July - August	September	October - December
<b>Half-Page Expandable</b>	7,950	9,450	7,950	9,450	9,450
<b>Outstream Video</b>	9,450	11,250	9,450	11,250	11,250
<b>Responsive Adverts</b>	7,950	9,450	7,950	9,450	9,450
<b>Video Pre-Roll</b>	11,250	14,100	11,250	14,100	16,950
<b>Vertical Mobile</b>	11,250	13,500	11,250	13,500	13,500

**Live Contextual – Standard Display & News by Email**

<b>Format</b>	<b>CPM Rate – ¥</b>
January - February	9,000
March - June	11,250
July - August	9,000
September	11,250
October - December	12,450

**Live Contextual – Rich Media Formats**

<b>Format</b>	<b>Seasonal CPM Rate – ¥</b>				
	January - February	March - June	July - August	September	October - December
<b>Half-Page Expandable</b>	10,350	12,450	10,350	12,450	13,650
<b>Outstream Video</b>	12,900	15,600	12,900	15,600	17,100
<b>Responsive Adverts</b>	10,350	12,450	10,350	12,450	13,650
<b>Video Pre-Roll</b>	Only available for FT Readers targeting	–	–	–	–
<b>Vertical Mobile</b>	15,600	18,750	15,600	18,750	20,700

**Behavioural Segments – Standard Display & News by Email**

<b>Format</b>	<b>CPM Rate – ¥</b>
January - February	9,000
March - June	11,250
July - August	9,000
September	11,250
October - December	12,450

**Behavioural Segments – Rich Media Formats**

<b>Format</b>	<b>Seasonal CPM Rate – ¥</b>				
	January - February	March - June	July - August	September	October - December
<b>Half-Page Expandable</b>	10,350	12,450	10,350	12,450	13,650
<b>Outstream Video</b>	12,900	15,600	12,900	15,600	17,100
<b>Responsive Adverts</b>	10,350	12,450	10,350	12,450	13,650
<b>Video Pre-Roll</b>	Only available for FT Readers targeting	–	–	–	–
<b>Vertical Mobile</b>	15,600	18,750	15,600	18,750	20,700

**Demographic Targeting – Standard Display & News by Email**

<b>Format</b>	<b>CPM Rate – ¥</b>
January - February	10,500
March - June	13,200
July - August	10,500
September	13,200
October - December	17,250

**Demographic Targeting – Rich Media Formats**

<b>Format</b>	<b>Seasonal CPM Rate – ¥</b>				
	January - February	March - June	July - August	September	October - December
<b>Half-Page Expandable</b>	12,150	14,700	12,150	14,700	19,350
<b>Outstream Video</b>	15,150	18,450	15,150	18,450	24,150
<b>Responsive Adverts</b>	12,150	14,700	12,150	14,700	19,350
<b>Video Pre-Roll</b>	Only available for FT Readers targeting	–	–	–	–
<b>Vertical Mobile</b>	18,150	22,200	18,150	22,200	28,950

**Bespoke Targeting – Standard Display & News by Email**

<b>Format</b>	<b>CPM Rate – \$</b>
January - February	12,600
March - June	15,750
July - August	12,600
September	15,750
October - December	20,700

**Bespoke Targeting – Rich Media Formats**

<b>Format</b>	<b>Seasonal CPM Rate – \$</b>				
	January - February	March - June	July - August	September	October - December
<b>Half-Page Expandable</b>	14,700	17,700	14,700	17,700	23,250
<b>Outstream Video</b>	18,150	22,200	18,150	22,200	29,100
<b>Responsive Adverts</b>	14,700	17,700	14,700	17,700	23,250
<b>Video Pre-Roll</b>	Only available for FT Readers targeting	–	–	–	–
<b>Vertical Mobile</b>	21,750	26,700	21,750	26,700	34,650



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