

fDi Intelligence Media Pack 2024 (GBP)




“

Globalisation is at a crossroads. Multinational corporations (MNCs) are reassessing their global footprint to adjust to an ever-evolving geopolitical landscape and make their supply chains more sustainable and resilient...



Jacopo Dettoni
fDi Intelligence Editor
FT Group

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...fDi Intelligence provides unique insight into the momentous adjustment that the global economy is experiencing. Where are MNCs investing? What are the factors determining their site selection decision? How can policy-makers intercept and engage with the main actors of global value chains?

Our unique brand of journalism provides the audience with:

- Data-driven editorial coverage of the latest trends in global investment, based on our proprietary foreign investment databases – [fDi Markets](#) and [fDi Benchmark](#)
- Intelligence on the investment potential of geographies in both developing and developed markets
- Exclusive interviews with decision-makers from both the private and public sector
- A unique business-to-business platform bringing together the investors and the policy-makers tasked with attracting investment.”

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About fDi Intelligence



fDi Intelligence magazine and **website** provide the world's most comprehensive offering of services related to foreign direct investment. We allow our readers to track the companies and sectors making moves and stay up-to-date on investment destinations, current topics, data trends, interviews with leaders and much more, with many of our articles created using data from our world leading data-tools: [fDi Markets](#), [fDi Benchmark](#) and [GIS Planning](#).

Published bi-monthly, **fDi in print** has a circulation of around 11,750 active corporate readers and cross-border investment professionals. We help Investment Promotion Agencies (IPAs) and Economic Development Organisations (EDOs) and other governmental bodies attract inward investment, and help companies and their advisers make informed site selection decisions. This publication is also renowned for reaching C-Suites and Business Decisions Makers (BDMs) - an audience with heavy seniority and huge influencing power.

fDi in digital - [fdiintelligence.com](#) - contains all of the content published in our print edition, a searchable archive of articles and reports, and more. We offer many different digital advertising opportunities across fDi Intelligence, including **fDi Partner Content** online advertorial campaigns, **fDi on Location** video proposition, **fDi Special Reports** (in print and digital), and **fDi Intelligence e-Newsletters**.

In 2023 the FT Group acquired the product and consulting assets of Wavteq, a global strategy consulting firm. Their acquired products joined a newly combined portfolio alongside the above mentioned fDi data-tools - these include the likes of [Amplify](#), [InvestmentFlow](#) and [Influencers](#).



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fDi Intelligence - journalists



Jacopo Dettoni
Editor,
fDi Intelligence

Jacopo leads the fDi's multimedia editorial coverage and strategic development. Prior to joining he lived and reported in Europe, Asia and Latin America, covering some of the world's fastest-growing economies for international media. He is a regular speaker and moderator at events discussing the perks and perils of global trade and investment. He holds a master's degree in economics and finance from the Catholic University of Milan, Italy, where he focused on trade policies and economic welfare.

 Follow Jacopo on [LinkedIn](#)

 Follow Jacopo on [Twitter](#)



Danielle Myles
Senior Editor,
fDi Intelligence

Danielle is our Senior Editor at fDi Intelligence and has a particular interest in economic development, sustainability, and the policies and reforms reshaping the global investment landscape. She is now based in Milan, Italy, after working for more than a decade as a financial journalist in London and New York. Danielle started her career as a corporate lawyer with Clayton Utz in Australia after graduating with a double degree in law and journalism from Murdoch University in Perth, Australia.

 Follow Danielle on [LinkedIn](#)

 Follow Danielle on [Twitter](#)



Alex Irwin-Hunt
Global Markets Editor,
fDi Intelligence

Alex writes a weekly column about data trends concerning global trade and investment. He has written extensively on innovation ecosystems, the international expansion of technology companies, and produced fDi's first Start-up Attraction Index and Venture Capital-powered FDI ranking. He holds an undergraduate degree in International Economics from the University of Leeds, UK, where he took a particular interest in management decision making and macroeconomics.

 Follow Alex on [LinkedIn](#)

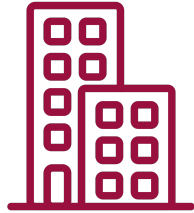
 Follow Alex on [Twitter](#)

fDi Intelligence's readership*



fDi Intelligence readership is made up of **35% C-Suites** - over half of these C-Suites are **CEOs/CFOs**.

This audience is also made up of **72% Purchase Decision Makers**



fDi Intelligence readers work for the following company sizes:

- Large-sized company (40%)
- Medium-sized company (15%)
- Small-sized company (45%)



fDi Intelligence readers spend an average of **45 seconds** on individual fDi Intelligence pages on fdiintelligence.com



66% of fDi Intelligence readers agree that **reading fDi Intelligence helps them to make investment decisions**.

C-Suites are 14x more likely than the average fDi Intelligence reader to **trust sponsored content that appears in the fDi Intelligence magazine or on fdiintelligence.com**.

01

Print advertising

Print: fDi magazines

Published across six bi-monthly editions a year, **fDi in Print** is the go-to resource for senior Business Decision Makers (BDMs) around the globe who are involved in FDI projects. Our print audience is mostly made up of C-Suites, corporates and those working at IPAs/EDOs.

Each issue features a cover theme, a sector focus and a ranking. All editorial themes for 2024 can be found on the following slide.

Here are two examples of recent fDi e-magazine editions:

- [Dec '23/Jan '24 edition: 'The global minimum tax gamble'](#)
'Plans to levy 15% on MNEs' profits: will they pay off?'
- [Oct/Nov 2023 edition: 'Waking up to cyber risks'](#)
'The hidden threats in digital infrastructure are already swaying FDI decisions'

Alongside the six main annual print editions, fDi Intelligence also publishes two to three unique reports per year. One of the biggest is our **'European Cities & Regions of the Future'** - a ranking edition published annually as part of the Feb/Mar print edition.

Advertising print slots available in the fDi Intelligence magazine include **Full Page**, **Half Page** and **Double Page Spread** placements. In 2023 we introduced 'clickable ads' on the e-magazine editions, which will take readers through to a client's chosen landing page.

We can also create bespoke **fDi print Special Report** magazines which would concentrate on a specific theme/topic of your choosing (full info on Slides 20 & 21).



fDi editorial features - 2024

Feb / Mar 2024 edition - 15.02.24

Main theme:	Supercomputers & AI
Editorial concept:	Supercomputers and the development of AI/high-tech clusters, a Mega Series focus on 'Mega FDI Projects' and a regional data focus on nearshoring Europe. Uruguay will be covered in Uncharted FDI
Special Report:	"European Cities and Regions of the Future 2024"

Apr / May 2024 edition - 11.04.24

Main theme:	India / China / Asean Focus
Editorial concept:	Indian election focus in Apr/May & a focus on Feb's Indonesian elections, a Mega Series focus on 'Mega Airports' and a regional data focus on Asean. Cambodia will be covered in Uncharted FDI
Special Report:	"fDi 100 - Top 100 Fastest Growing FDI Locations"

Jun / Jul 2024 edition - 13.06.24

Main theme:	The Summer of Sports
Editorial concept:	A look into sports events and FDI including Twenty20 in USA, West Indies in Jun, Football Euros in Jun, Olympics in Aug and America's Cup in Sep. Mega Series will focus on 'Mega Ports' and they'll be a regional data focus on nearshoring USA. Brunei will be covered in Uncharted FDI
Special Report:	"The FDI Snapshot USA 2024" + "Greenfield Performance Index"

* for more information on any of the above content topics/themes, contact your fDi sales rep.

Aug / Sep 2024 edition - 08.08.24

Main theme:	Follow the Talent
Editorial concept:	Delving into changing the global FDI map, one visa at a time. They'll also be a Mega Series focus on 'Mega Universities' and a regional data focus on the Middle East. A chosen country (TBC) will be covered in Uncharted FDI
Special Report:	"Tourism Report"

Oct / Nov 2024 edition - 10.10.24

Main theme:	The US Elections 2024
Editorial concept:	A focus on the US Elections, a Mega Series look into 'Mega Industrial Sites' and a regional data focus on The Southern Cone. Malawi will be covered in Uncharted FDI
Special Report:	"Global Free Zones of the Future 2024"

Dec 2024 / Jan 2025 edition - 05.12.24

Main theme:	Incentives
Editorial concept:	A cover story around incentives with an FDI focus, a Mega Series look into 'Mega New Cities' and a regional data focus on East Africa. A chosen country (TBC) being covered in Uncharted FDI
Special Report:	"FDI Standouts Watchlist 2024" + "FDI Outlook 2025"

fDi print 2024: dates & rates

fDi print dates - 2024:

Edition	Booking deadline	Copy deadline	Publication date
Feb / Mar 2024	29th January 2024	1st February 2024	15th February 2024
Apr / May 2024	25th March 2024	28th March 2024	11th April 2024
Jun / Jul 2024	27th May 2024	30th May 2024	13th June 2024
Aug / Sep 2024	22nd July 2024	25th July 2024	8th August 2024
Oct / Nov 2024	23rd September 2024	26th September 2024	10th October 2024
Dec 2024 / Jan 2025	18th November 2024	21st November 2024	5th December 2024

fDi print rates, worldwide (subject to availability):

Position	Rates (GBP)
Full Page	£8,044
Half Page	£4,246
Double Page Spread	£16,089
Outside Back Cover (Full Page)	£9,260
Inside Front Cover (Full Page)	£8,819
Inside Front Cover (Double Page Spread)	£17,086

02

Digital advertising

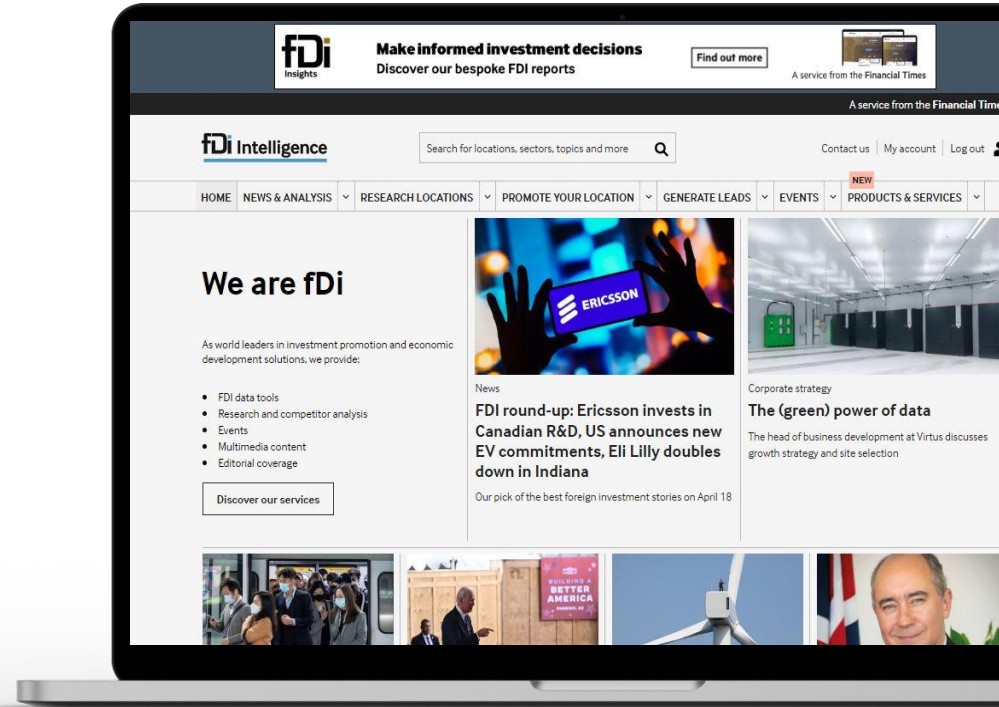
fdiintelligence.com

fdiintelligence.com is regularly updated to be a trusted source of information for investment professionals, alongside covering the current topics of the day - from the Ukraine War, to Sustainability, or Tech Ecosystems. It also covers all the content displayed in the print editions.

The website allows you to place your advert/s on our brand new mobile-responsive website in our prominent billboard, leaderboard, half page and/or MPU positions (specs bottom-right). The website generates average monthly page views of 84,894* and receives a monthly average of 57,809* visitors.

During 2023 we saw a substantial increase in the number of page views on fdiintelligence.com compared with 2022 (a **59% YoY uplift**). Our visitor numbers also increased vs. 2022 (a **60% YoY uplift**). Finally, 'average active minutes on page' increased from 43 secs to **44 secs****.

Furthermore, average ad viewability for 2023 was at a strong **79.5%**.



fDi ad units - specifications:

Billboard (970x250) / Half Page (300x600)
MPU (300x250) / Leaderboard (728x90)



fDi e-Newsletters

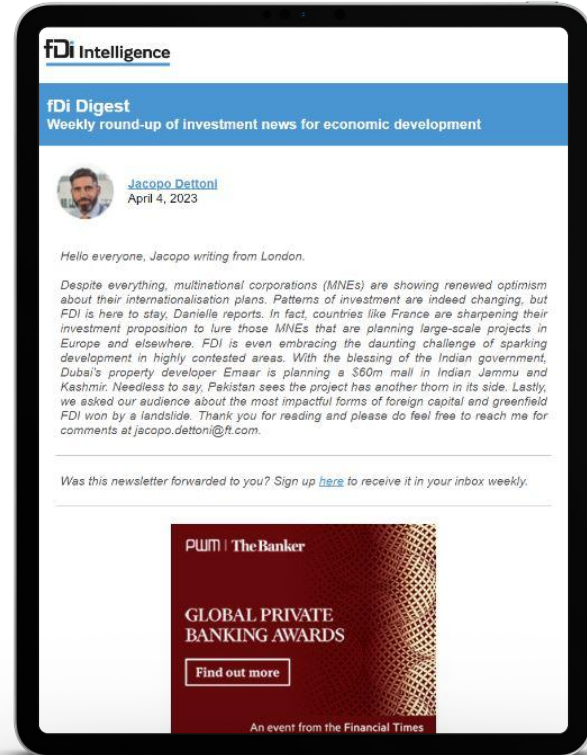
Delivered three times a week (regular editions), the **fDi Intelligence e-Newsletter** allows you to share your message with our engaged fDi subscribers via an **MPU ad position** (300x250) that would sit within the content, halfway down the e-Newsletter. This proposition allows you 100% Share of Voice of the e-Newsletter for a one-month duration.

The two regular fDi weekly e-Newsletters are:

- **fDi Digest** (Tuesdays)
- **fDi Graph Time** (Wednesdays)

fDi e-Newsletters are opt-in only ensuring that you are able to reach a tailored and engaged audience that have specifically elected to receive this fDi Intelligence content. These e-Newsletters are often an fDi reader's first point of contact with FDI content during the working week. Currently the fDi e-Newsletters have around 6,750 subscribers.

With average open rates of 25% and click through rates of 5.5%, the e-Newsletter will yield better engagement than the industry average.



Online rates - fdiintelligence.com

(subject to availability)

fDi Homepage
Takeover

£8k

1x month campaign
duration (100% SOV)

fDi Site
Domination

£12.5k

1x month campaign duration
(an 80% takeover of fDi site)

fDi Homepage Takeover
+ fDi Site Domination

£17.5k

1x month campaign duration (100% SOV
on fDi Homepage + 80% takeover on fDi site)

Online rates - fDi e-Newsletter

(subject to availability)

£7k

1x month campaign duration (min. 2x e-Newsletters a week)



03

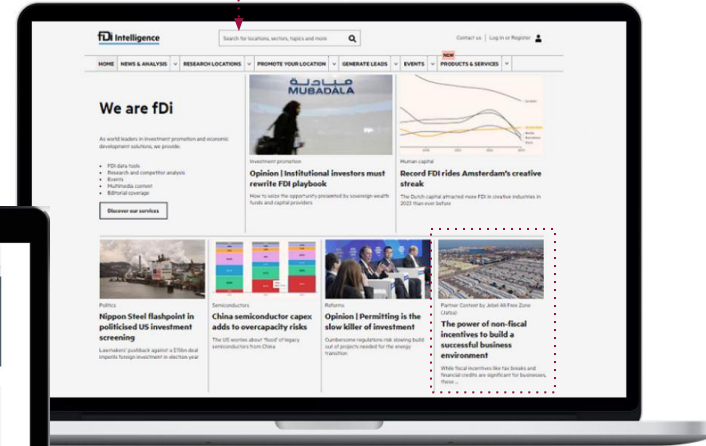
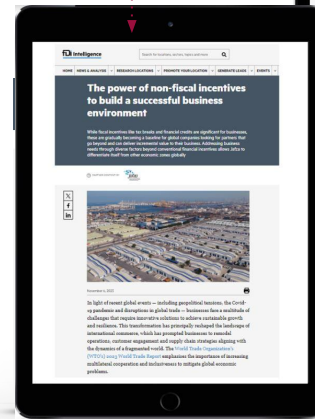
Partnership opportunities

fDi Partner Content: online article/s

A standard **fDi Partner Content** campaign will allow you to showcase your own content - or content created by our in-house experts - to fDi Intelligence's powerful audience on its own unique content page/s on fdiintelligence.com.

Marked as "Partner Content by (client name)", your content will be surfaced on the fDi Intelligence Homepage and advertorial section of the site. It will then be fully searchable alongside fDi Intelligence editorial and promoted in our fDi e-Newsletters and social channels. These campaigns will be placed online to give it strong exposure to our engaged audience of C-Suites, Government investors and influencers, analysts, and leading economists exploring FDI investment opportunities.

fDi Partner Content example: '[Jebel Ali Free Zone - power of non-fiscal incentives](#)'



* visuals are a representation of how fDi Partner Content may appear and are subject to change

fDi Partner Content - rates

(subject to availability)

1x online article

£15k

- 4-week campaign duration
- Client-supplied content
- 1x online article on fdiintelligence.com
- Homepage, e-Newsletter & social promotion
- Est. 600 page views

2x online articles

£20k

- 4-week campaign duration (per article)
- Client-supplied content
- 2x online articles on fdiintelligence.com
- Homepage, e-Newsletter & social promotion
- Est. 1,200 page views

Amplification with banners
on Partner Content page/s

£5k

Amplification in
print magazine

£5k

Amplification with
banners & print

£8k

** if you would like to have the content created by our content studio team, speak to your fDi sales rep. about additional costs*



fDi Partner Content - video propositions

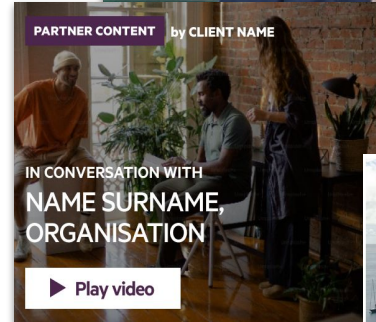
We offer a range of fDi video options to suit a clients needs. These include:

fDi **"In Conversation With"**: a one-to-one interview between a client spokesperson and an experienced host, filmed in the FT's Studios at our Bracken House Head Office in London, or on location (additional costs apply)

"fDi On Location": a promotional-style video shot on location discussing the investment and business opportunities of the host geography

fDi **"Animated Video"**: a team of highly skilled animation specialists will deliver state-of-the-art video content.

** if you would like to have more information on these propositions, speak to your fDi sales rep.*



* the above visual is a screenshot used for a previous "In Conversation With" Partner Content interview

* the above visual is the template used for the "In Conversation With" Partner Content in-house traffic driver0



* the above visual is a previous template used for the "fDi On Location" Partner Content Video proposition

fDi Partner Content - video rates

(subject to availability)

£40k

- 1x month campaign duration
- 1x 3-minute highlights video hosted on fdiintelligence.com
- 1x 10-minute video provided to client post-campaign
(“In Conversation With” & “fDi On Location”)
- Partner Content page to feature video and 700-word article from client
- Homepage & e-Newsletter promotion
- Social promotion
- Est. 15,000 video views

** additional production & travel costs may apply*



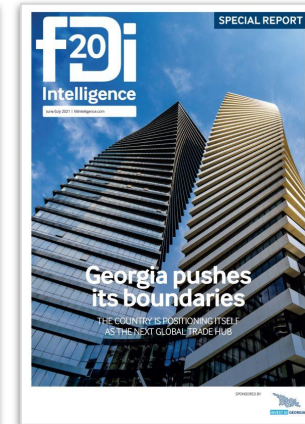
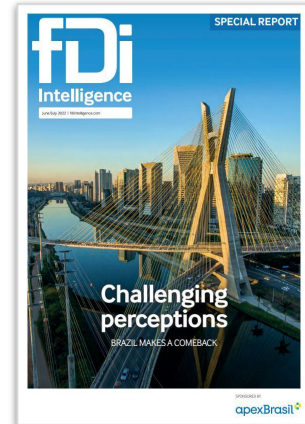
fDi Special Report

In addition to regular features and editorial coverage, fDi Intelligence also offers an editorial partnership option - an in-depth **fDi Special Report** and stand-alone supplement that delves into important topics and covers FDI hot spots in greater detail.

Produced by fDi correspondents and presented in a variety of formats, fDi Special Reports immerse the reader through compelling in-depth content, enabling senior executives to connect with relevant content to help them make informed business decisions.

Prior to partnership launch the client and fDi editorial team will agree on the topics and themes for the fDi Special Report. Once agreed, the fDi editorial team will create the content in isolation to ensure editorial independence. This content will remain on fdintelligence.com for the foreseeable future, providing longevity.

fDi Special Report digital example: [“Tanger Med's rise as a nearshoring hub”](#)



fDi Special Report - rates

(subject to availability)

£36k

Print:

- 12x page print magazine report (total, including covers)
- Magazine includes 5x features, incl. 2x interviews (industry spokespeople)
- 3x Full Page client ads included in magazine
- Worldwide print distribution & 100% SOV in magazine

Digital:

- 4-week campaign duration
- Content hub featuring fDi Special Report articles on fdiintelligence.com
- 100% SOV of digital ads around the fDi Special Report content hub
- 1x promotional email & e-Newsletter promotion
- Paid social promotion (demo-targeting included)
- Est. 2.5k page views



04

fDi intelligence events



fDi events

Our **fDi events** allow you to partner with our expert in-house team which has a 360-degree approach to the design and execution of each event. Events would be curated and chaired by a member of the fDi Intelligence editorial team.

These fDi events include the **opportunity to generate leads** for your sales team post-event, demonstrate your knowledge and expertise in discussion with influential decision makers, and provide post-event analytics with detailed feedback.

The fDi Intelligence events we can offer are as follows:

- **Roundtable event** - a thought-leadership content-led 75-minute discussion (digital - 60-minute discussion)
- **Digital dialogue (webinar) event** - a live one-hour online bespoke panel event which includes a panel discussion, followed by a Q&A
- **Briefing event** - a two-hour content-led discussion with a live audience.



fDi events - rates*

(subject to availability)

Roundtable (digital)

£32k

- 75-minute discussion moderated by a member of the fDi editorial team (60-minute digital)
- 8-10 leading public or private sector figures
- 1x sponsor representative
- Networking time built in (in-person only)
- FT Live & fDi will work on securing client 'wish list' of organisations and preferred job titles to take part in the discussion

Added Value

- 1x Full Page insertion in the fDi Intelligence magazine

Roundtable (in-person)

£42k

Digital dialogue (webinar)

£42k

- Bespoke 50-minute event - 10-minute panel and 10-minute Q&A
- Panel will include 2x guests & 1x sponsor
- Chaired by fDi editor or journalist
- Full footage of event provided post-event
- Opt-in list of attendees provided post-event (incl. name, job title, organisation and email)

Added Value

- 1x Full Page insertion in the fDi Intelligence magazine

Briefing (digital)

£53k

- 2x hour of content - 2x live panels with 2x guests and 1x sponsor
- All sessions to conduct a live audience Q&A or polling where appropriate
- Expert interviews or panel debates conducted by fDi editor or journalist

Added Value

- 1x Full Page insertion in the fDi Intelligence magazine

Briefing (in-person)

£74k

* prices are minimum guide prices only and can increased based on deliverables

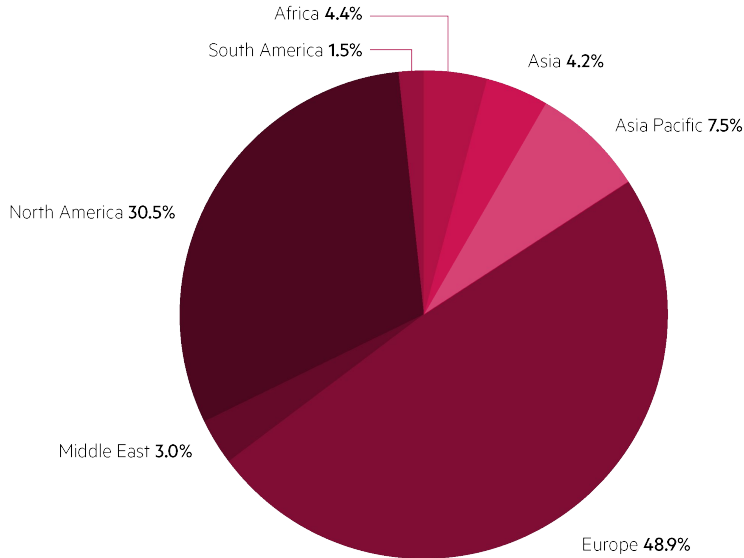
05

Our first-party audience

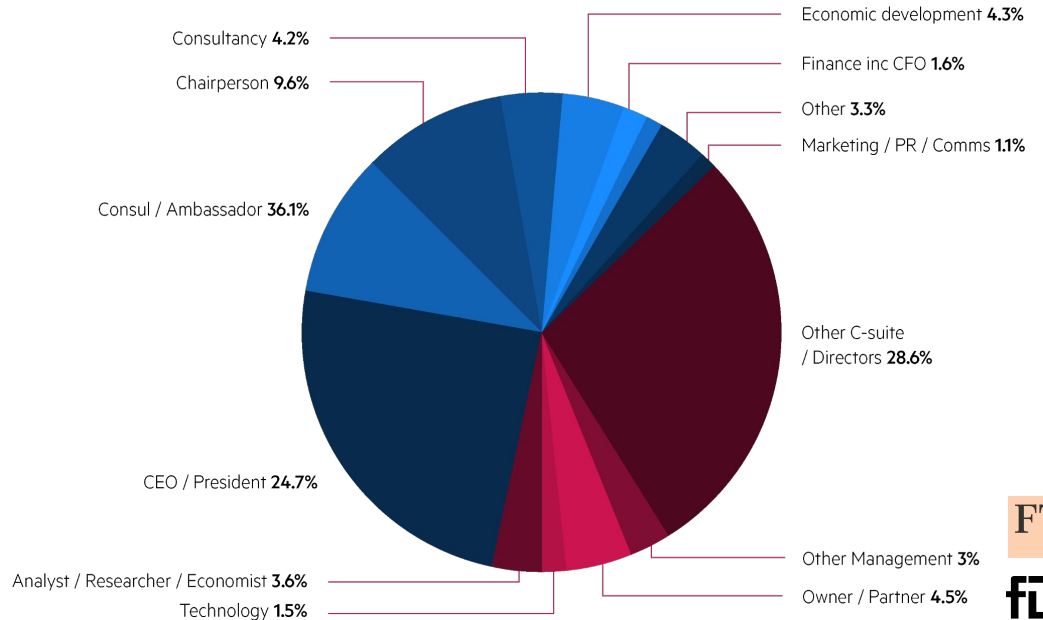
Our audience - in print

Our audience have heavy seniority, which gives them strong influencing power.

Region:



Job function:

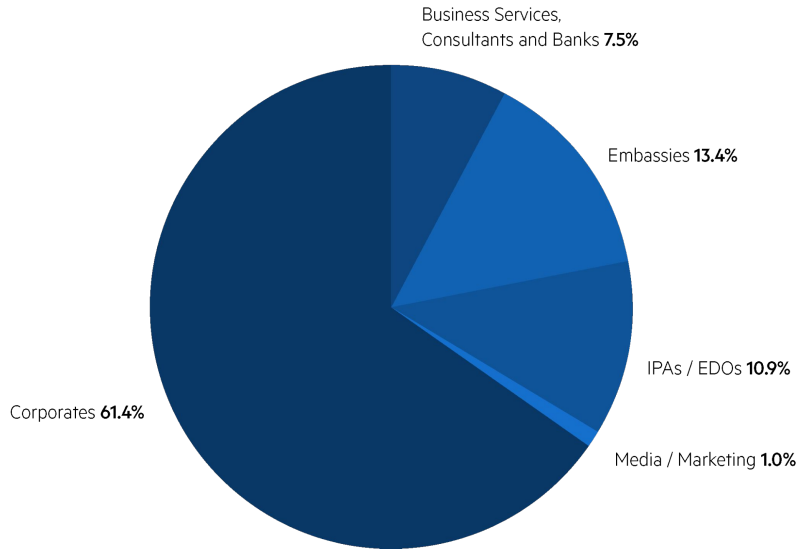


Source: fDi Intelligence registration first-party data

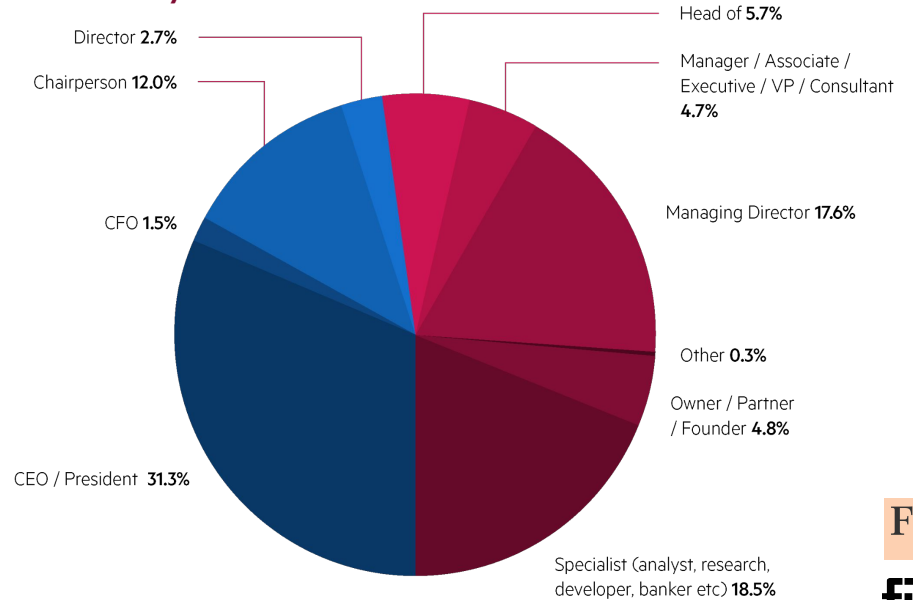
Our audience - in print (cont.)

Strong reach to decision makers within embassies, IPAs/EDOs and C-Suites.

Organisation Type:



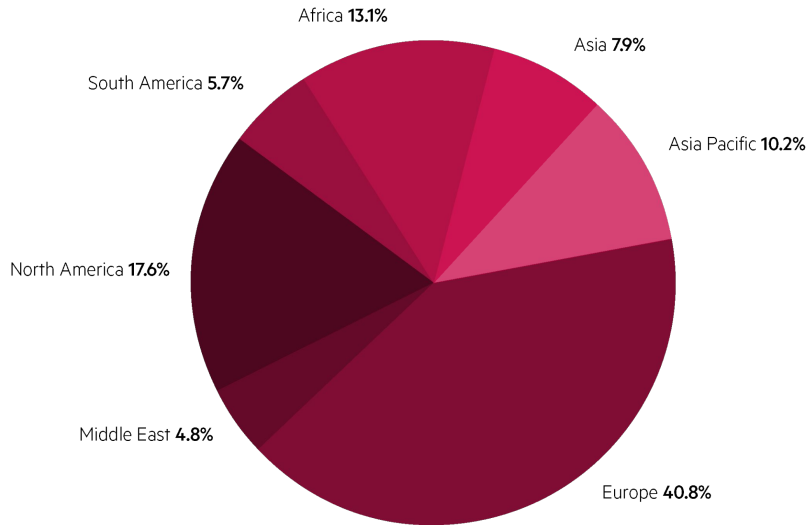
Seniority:



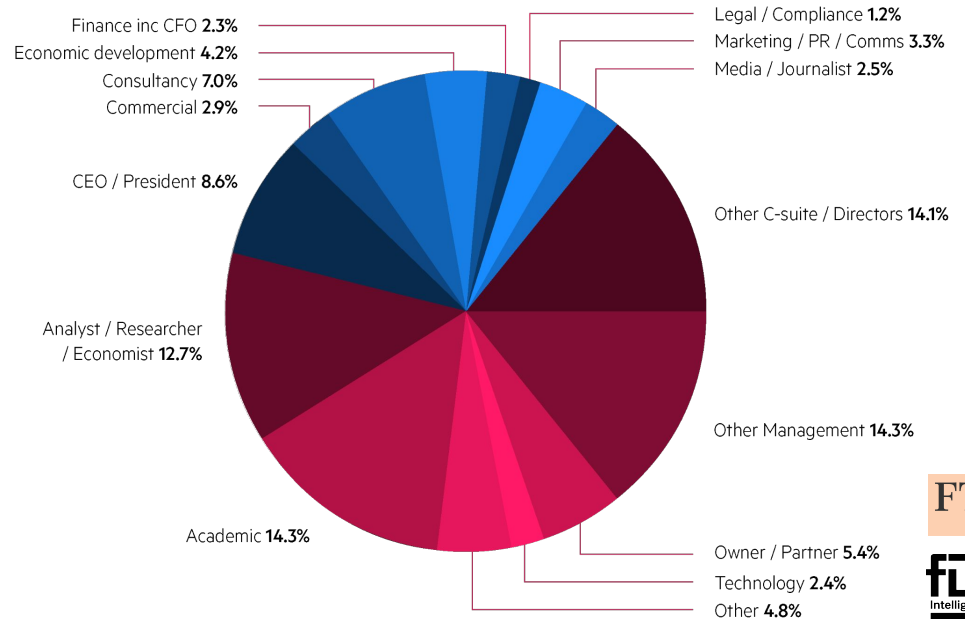
Our audience - in digital

Strong reach to an international audience of senior economists and C-Suites.

Region:



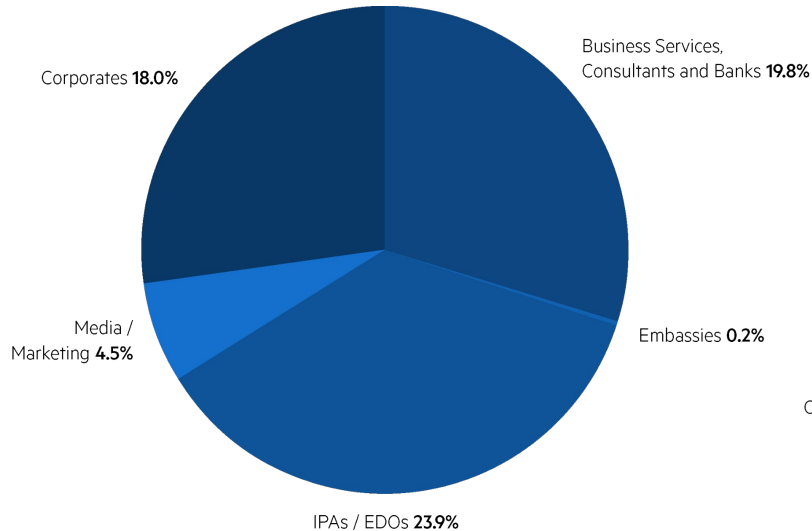
Job function:



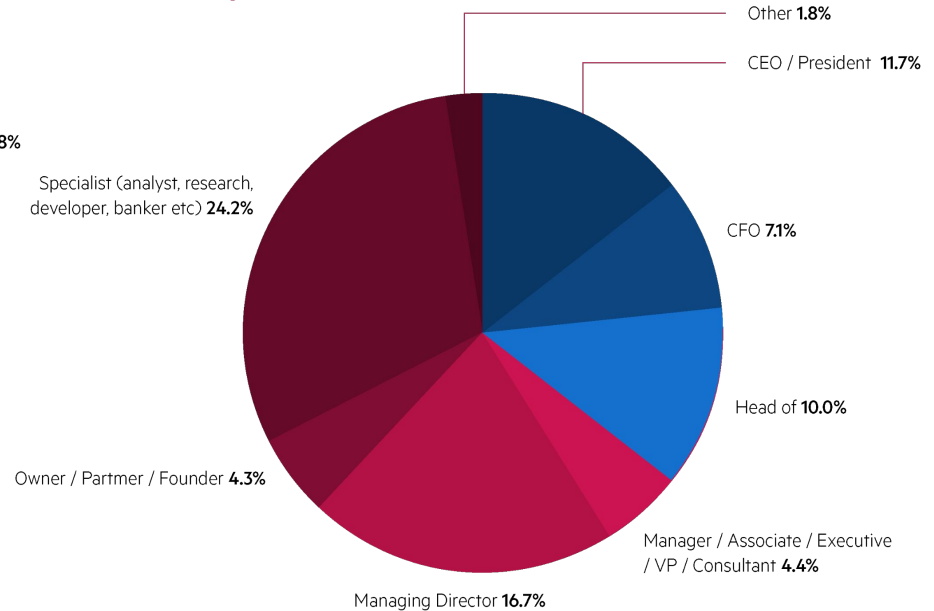
Our audience - in digital (cont.)

A high ranking audience, from professional sectors and economic development boards.

Organisation Type:



Seniority:



06

Specifications

fDi specifications

Print specifications:

- Full Page - Type (266x178) / Trim (297x210) / Bleed (303x216)
- Double Page Spread - Type (266x380) / Trim (297x420) / Bleed (303x426)
- Half Page - Type (131x178)
- Outside Back Cover - Type (266x178) / Trim (297x210) / Bleed (303x216)

fDiIntelligence.com specifications:

- Leaderboard (desktop/tablet): 728 x 90 - rotating
- MPU (all devices): 300 x 250 - rotating
- Half Page (desktop): 300x600 - rotating
- Billboard (desktop): 970x250 - rotating

Partner Content - click [this link](#) to see our Partner Content FT Specialist guidelines

Advertising T&Cs - click [this link](#) to see our FT Specialist titles' T&Cs

Formats:

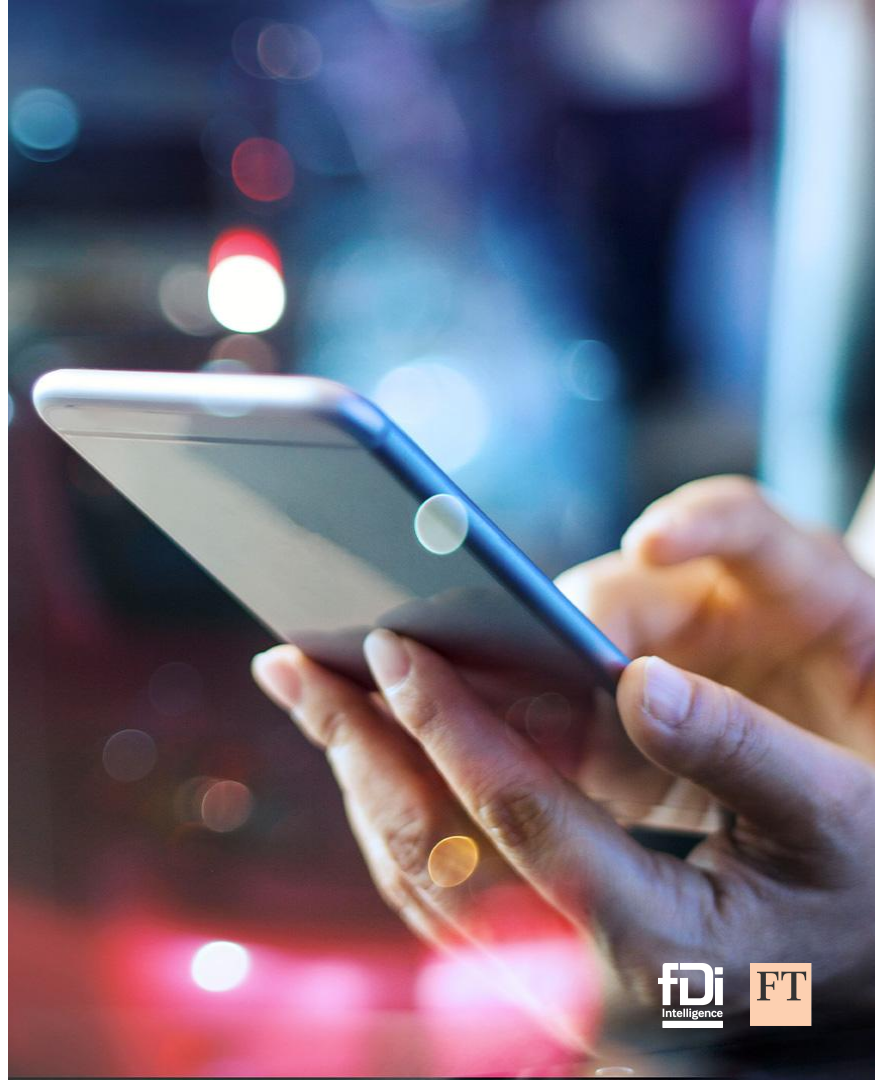
- High Res PDF (300dpi) - all fonts and pictures embedded.
- Please supply the copy with bleed.
- Note that special Pantone colours must be matched out of four colour process.

Transfer & Advertising Production Manager:

If emailing your advert/s please ensure that the file is no larger than 20MB.

Please also ensure to ZIP the file.

Sophie Horton T: +44 (0)20 7873 4830 E: sophie.horton@ft.com





Thank you

For more information, please contact:

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