ENRICH YOUR CONTENT MARKETING STRATEGY

ESSENTIAL JOURNALISM TO COMPLEMENT YOUR EDITORIAL AND CONTENT STRATEGIES.

ft.com/republishing

With an FT Republishing licence you can share trusted, award-winning journalism with your audience.
WHY FT REPUBLISHING?

Before we partnered with the FT, we had very little content we could distribute. This has been a great way to fill a gap in our marketing, not only to our clients but to new prospects too. The FT now provides a third of our total content.

David Gilmour
Online Marketing Manager, Qtrade

Producing enough relevant, engaging content for your marketing campaigns is no easy task.

Research conducted by Crowd Research Partners revealed the biggest content marketing challenges marketeers face to be:

- Lack of time/bandwidth to create content 46%
- Measuring content effectiveness 42%
- Producing truly engaging content 41%
- Producing enough content variety/volume 41%

With FT Republishing you can complement your own content strategy and creation by hosting award-winning FT news, analysis and video across your digital platforms and marketing assets, such as your newsletters or client portal. It helps you:

- Build your brand and enhance your reputation
- Augment and boost content strategy efficiency and effectiveness
- Provide relevant, trustworthy market intelligence to your prospects, clients and employees
- Increase and engage both new and existing audiences with top-rated content

Our award-winning journalism, comment and analysis will keep your clients and customers engaged and fully informed on the issues that matter to them.

86% of all readers agree that “I can trust what is published in the FT to be unbiased, accurate and important” and 77% of all readers agree that “The FT is my most trusted news source”

FT Global Survey 2020
Depending on your target audience, our team can advise you on what FT content will reach and engage them.

A recent snapshot of the FT’s audience:

**Senior positions**
- 62% are business decision makers,
- 31% are c-suite and 50% are senior management.

**Employment**
- 77% are employed by international companies and 84% are influencers in their industry.

**Average age/net worth**
The average age is 50 with a yearly HH income of £234k, and a net worth of £1.9m.

**What you can republish**
You can host all manner of FT content on your website, intranet or client portal, including:

**Video**
Market analysis, expert business and finance opinion, breaking news, interviews with top CEOs, the arts and travel, documentaries and more.

**Podcasts**
FT podcasts include Behind the Money, Culture Call, Europe Express, FT News Briefing, The Rachman Review, Tech Tonic.

**News**
Award-winning news from the Financial Times, the world’s leading global business publication and named the most trustworthy media brand, in the 2020 Global Business Influencers (GBI) survey by Ipsos.

**Comment**
Sophisticated and thought-provoking commentary from our team of acclaimed columnists, bringing together developments from different markets and disciplines.

**Analysis**
Deliver in-depth, rapid opinion and analysis from Instant Insight from our award-winning columnists. Republish graphics and benefit from the FT’s expertise in using data visualisation to explain complex stories.

Our partnership with the FT has been great, enabling us to develop more valuable and trustworthy content for our clients. In turn republishing has allowed them to engage with, and nurture, their specialist target audience.

**Chloe Trevinal**
Account Manager, Ogilvy One Business

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EASY-TO-USE
REPUBLISHING TOOLS

Our readers depend on the FT to make strategic decisions during a period of global disruption and upheaval. It is our mission to ensure that the FT helps you separate important facts from the noise.

Roula Khalaf
Editor, Financial Times

The FT offers a hassle-free tool that enables your content teams to easily select and republish relevant articles at the click of a button.

This two minute video will show you how easy it is to syndicate content.

Customers can find license-ready content they can embed on their sites to enhance their own original content and extend their editorial mission and keep readers engaged. It will change the way you create, curate, and manage content on your site.

Search for people, topics or organisations that are relevant for your audiences and see which ones are available for republishing and downloading with clear indicators. You can also save articles or videos for later consideration, with prompts to guide you and stay within your quota.

Alongside this, republishing customers also have the option to seamlessly integrate FT content with their own content management systems. The Copyright Cleared Feed (CCF) enables searches to be tailored based on specific topics of interest, and the content delivered automatically in the form of an industry-standard RSS feed.

24/7 customer support and content specialists are available to help with content curation, personalisation and help you reach your business goals.

Learn about or discover something interesting

Agree  Neither  Disagree

97%  2%  1%

Make good judgement calls

80%  17%  3%

Pursue my passions / interests

77%  18%  5%

Impart something of value to others

69%  22%  9%

Be better prepared for the working day ahead

67%  25%  8%

Make investment decisions

58%  31%  11%

Gain a business advantage

50%  34%  16%

Connect with / be part of a community/conversation

49%  33%  18%

Be recognised / build my reputation

30%  43%  27%

REBUILDING THE FT HELPS ME...

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FT Global Survey 2020
About the Financial Times

An FT Republishing licence provides your organisation with high-quality, relevant intelligence for use online or in print, fulfilling the growing worldwide demand for authoritative news and analysis and helping you grow your business.

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