

News Fuse

International Newsletter
August 2009

Dear friend of FINANCIAL TIMES DEUTSCHLAND,

News from Germany

“German exports are back on top”

According to the German federal institute of statistics, the tide is finally turning: in June 2009, Germany has sold more goods abroad than in recent months and gained the biggest growth in exports within the last 3 years. Germany’s most important export market remains the EU.

According to Andreas Rees, German chief economist at Unicredit, the German export champion has managed an astonishing comeback. Commerzbank are of the same opinion– that the recession seems to be close to its final stages and given the German economy’s aptitude for the export of capital goods, it should now be one of the first to see profit from the end of the crises despite one of the worst hit in its early stages.

After a year of recession, the German economy is growing for the first time since 2008 – partly thanks to the help of various state initiatives.

Economists are now predicting 3% growth by 2010, representing a relief both for the federal budget and the employment market.

The president of the German Chamber of Commerce Axel Nitschke summarized his country’s status as being “out of the ICU, but still on a hospital bed”.

“Germans Newspapers in new tabloid trend”

There has been much recent coverage in the German press on the subject of newspaper formats. Handelsblatt and Die Welt are to make a decision within the next few weeks over whether or not to make the change to tabloid.

However this does not mean that publishers are likely to reduce the rates accordingly – does advertising lose some of its effect in this reduced format?

Strong arguments for booking FTD

- FTD is different from other German dailies: bolder, more innovative and investigative – with its direct style, modern layout, clear structure – and selective commentary
- FTD is the only national daily featuring a continuous increase in coverage, especially within the group of senior business decision-makers*

- Benefit from the global brand and make use of additional savings with the 10% Euroleader discount by including FTD into your media plan.

READERSHIP

FTD offers a particularly high-quality readership structure:

More than half of FTD readers are decision-makers for financial investments*
 62% enjoy the highest socio-economic status (level 1+2)**
 65% of FTD readers do not read any other newspaper**
 89% exclusive readers versus main competitor Handelsblatt**
 FTD readers are not just trendsetters, most of them are opinion leaders**

Source:

*LAE 2009 – Germany’s survey on senior business decision-makers

**AWA 2008 – equivalent to TGI

Recent FTD success stories

In spite of the current climate our circulation has now risen to an all time high (104,584 paid copies – IVW Q2 09).

The new MA survey results (German equivalent of NRS) for 2009 have just been released and once again the FTD has increased its coverage, registering a 5% rise.

This follows on from a highly successful performance in the LAE 2009 Survey of German Decision Makers (EOLS = UK equivalent) where the quality of this audience really shone through. According to the new figures (published every two years) a higher percentage of FTD readers are C-suites, graduates and high earners (€100k or more per annum) than either FAZ or Handelsblatt readers*.

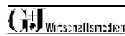
*Sources: MA 2009 + LAE 2009

Relaunch of FTD.DE – FT Deutschland are launching a brand new-look website to go live on August 31st

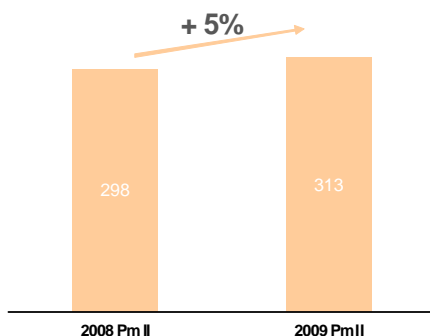
The new FTD.DE will become more innovative and user-friendly, allowing our audience to choose the way in which they receive their news. 4 different set-ups will now be available to choose between – ‘Fast Reader’, ‘Traditional’, ‘Opinion Leader’ and ‘Multimedia’ mode – facilitating every ftd.de user’s news consumption.

New ad formats will also be available. More information to follow, watch this space !

The FTD has increased its coverage again

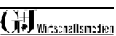


Coverage in '000



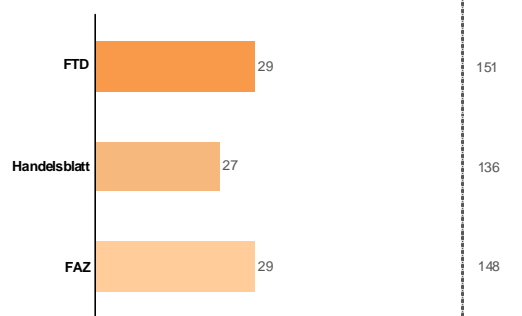
Source: ma 2009 pm II, total population on 64.82 million, ma 2008 pm II total population on 64.87 million

FTD readers in C-Suite



Board member / General manager / Director

Structural value in %



Source: LAE 2009, figures stated in per cent based on RPI – Index: 100 = Total decision makers (2.39 million) *occupational group of executive employees

HOW TO SPEND IT 2009



October (Superior Interiors) – PD: 08.10.09 – BD: 03.09.09

- Caffe dell'arte (Espresso, Latte Macchiato etc.) trends and latest style plus presentation of the most important machines, brands covered will be De'Longhi, Gaggia amongst others
- Also: designer Anoushka Hempel from London, focus on luxury-bathrooms, focus on special carpets, the mineral water hype etc.

November (Jewellery and Watches) – PD: 05.11.09 – BD: 03.09.09

- We present the most elegant faces of the watch industry, brands covered will be Breitling, Cartier etc
- Sir Rocco Forte, chairman of international luxury hotel chain
- Sightseeing in San Sebastian with famous chef Martin Berasategui with Tapas and Tamurra (Also: Atlantic cruise on the MS Europa, knitwear trends, focus on expensive vinegars

December (Celebrate) – PD: 03.12.09 – BD: 05.11.09

- Travel special: Margaret River, Australia – the hot spot for surfers, how to get a personal surfing buddy
- Watches: more and more Swiss watch manufacturers are creating /re-opening their own factories, brands to be covered, subject to change: Hublot, Breitling, Bucherer, Montblanc.
- Champagne glasses, breads to be covered amongst others- Riedel
- Ferrari special and test drive
- Travel : Mauritius and its best Spas, we will cover Guerlain Spa /Hotel Le Prince Maurice; Givenchy Spa / Hotel Le Touessrok; Shiseido Pavillon / Hotel Belle Mare Plage; Shanti Ananda Mauritius; Payot Spa / Beau Rivage Hotel.

More detailed synopses on request.