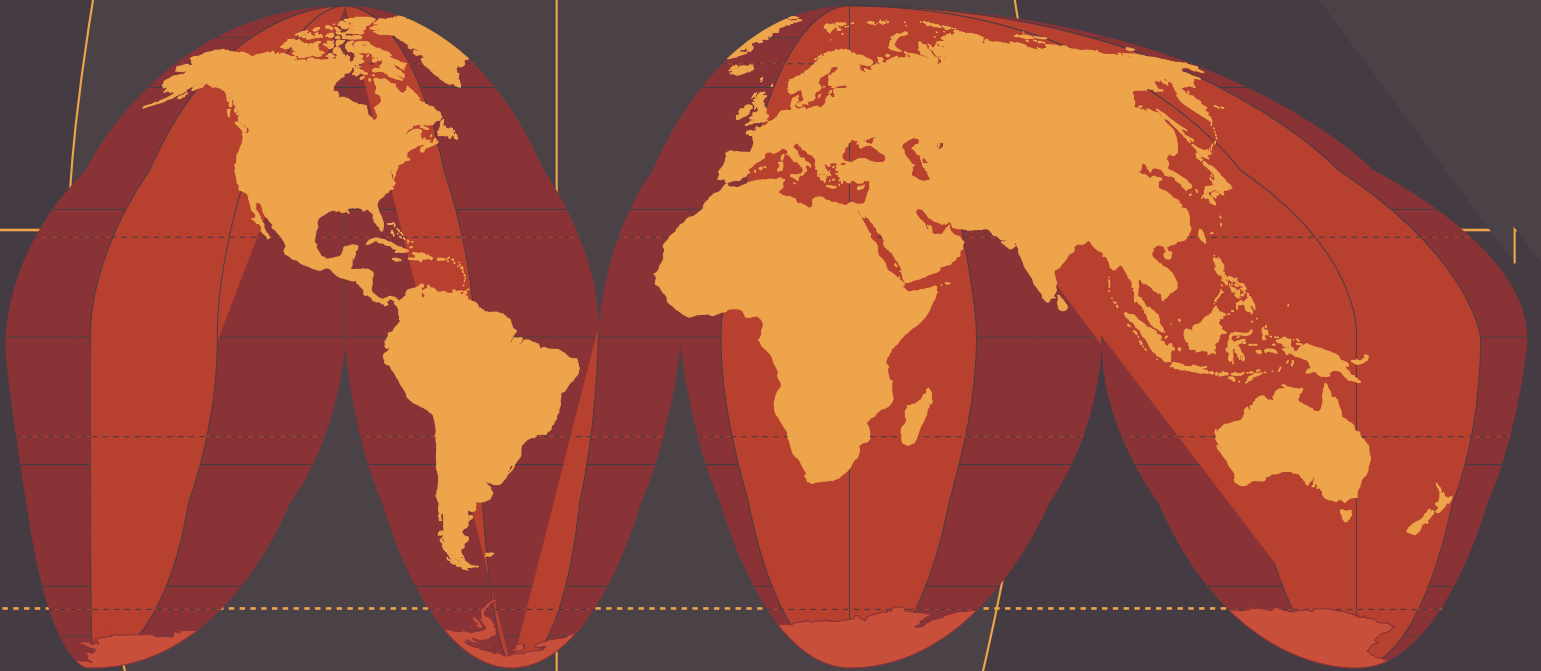


fDi

Foreign Direct Investment



media information

"fDI magazine is now in its third year of publication. From a brave start when fDI flows were in a downturn, the magazine has grown beyond our wildest expectations. fDI is now essential reading for senior company executives, politicians and IPA heads, largely thanks to the high level interviews and exclusive news stories our journalists obtain."

Brian Caplen, Editor

fDI is the premier publication for the business of globalisation, published on a bi-monthly basis with an ABC certified circulation of almost 15,000*. Our experienced journalists are drawn from the four corners of the Earth, and have written for publications including [the FT, WSJ, Economist etc.].

fDI magazine comes with the brand name of the Financial Times Group, and represents a long-term commitment to this vital industry.

Editorial profile

Each issue covers the topics at the heart of the business of FDI. We interview senior figures from the world of international investment – Heads of State, politicians, bankers and business leaders – to provide up-to-the-minute assessment of key regional and sector-specific trends.

News leading-edge reporting and analysis of the multitude of regulatory, legal, environmental, and sector-specific developments facing today's global executive.

Cross-examination top lawyers discuss the complex international laws and agreements affecting global trade.

Sector Overviews industry experts examine sector-specific issues from Aerospace to Automotive, Biotech to Nanotech, Retail to Real Estate.

Regional Surveys/Reports profiling the world's investment hotspots, the benefits to be gained and the challenges companies face in accessing them.

Corporate Interview MNC executives discuss their plans for international expansion. Recent interviews include Nestle, Novartis, and Vodafone.

Multi-lateral action analysis of the cross-border initiatives that are poised to transform the way global companies do business.

Regional Boss regional leaders and IPA practitioners provide insight into how they are successfully attracting FDI inflows.

Think Tank prominent business minds discuss the concepts that have the potential to transform the business of globalisation.

Free Zones this section provides up-to-date news and stories of free zones.

Data Bank comprehensive coverage of the FDI industry's vital statistics, benchmarking the world's top investment destinations.

fDi is must read for corporate executives and IPA practitioners alike. An invaluable reference tool, it is no surprise that over 90% of copies of fDi magazine are passed on to colleagues or filed for future use**.



“Editorial in fDi magazine has directly influenced my decision making for direct overseas investment.”

— 2004 Reader Survey

Editorial Schedule & Events Diary

Editorial Schedule:

fDi takes a sector-by-sector, country-by-country approach, providing a comprehensive viewpoint on the FDI industry. We get to the heart of issues affecting today's global companies, in the level of detail they need – 84% of readers agree that this depth of coverage meets their demanding needs**.

October/November 2004	Sectors	ICT, Optics & Medical Devices
	Country Reports	Pakistan (tbc), Puerto Rico
	Features	Hi-tech Capital Raising & European Cities/Regions of the Future Part 2
December/January 2005	Sectors	Automotive – design/advanced and Manufacturing
	Country Reports	Kuwait (tbc)
	Features	fDi "Deals of the Year"
February/March 2005	Sectors	Logistics, Environmental Technologies, Real Estate
	Country Reports	Ghana
	Features	Real Estate cost comparisons in Europe
April/May 2005	Sectors	Life Sciences
	Country Reports	tbc
	Features	VC in Biotechnology, Aftercare & American Cities of the Future – Part 1
June/July 2005	Sectors	Aerospace/Aviation
	Country Reports	tbc
	Features	American Cities of the Future – Part 2 & Rebuilding Devasted Economies
August/September 2005	Sectors	Call Centres, Shared Service Centres & Nanotechnology
	Country Reports	tbc
	Features	Intelligent Cities
October/November 2005	Sectors	ICT, Optics & Medical Devices
	Country Reports	tbc
	Features	Technology Transfer

Events:

If we are not interviewing businesses' movers and shakers, we are often sharing the conference platform with them. In conjunction with our media partners – location adviser IBM-PLI, information provider Oxford Intelligence and events company Red Hot Locations – fDi magazine will be hosting a series of investment seminars at major events throughout 2004 and 2005.

October/November 2004	Investors of the Future (Hong Kong)	IPA event
	Cityscape (Dubai)	Real Estate
December/January 2005	SAE	Automotive
	Davos	Economic
	WAIPA	IPA event
February/March 2005	MIPIIM (Cannes)	Real Estate
	ITB (Berlin)	Tourism
	SITL (Paris)	Logistics
April/May 2005	BIO 2005 (Philadelphia)	Biotechnology
	World Free Zone Convention (Turkey)	Free Zones
	IPA World Forum	IPA event
	EBRD Meeting	Economic
June/July 2005	Paris Air Show	Aerospace
August/September 2005	Nanofair (St Gallen, Switzerland)	Nanotechnology
	Call Centre Expo	Call Centres
	IMF/World Bank Meetings	Economic
October/November 2005	COMDEX Fall	ICT
	Cityscape (Dubai)	Real Estate
	ITU Telecom	Telecoms

Readership & Circulation

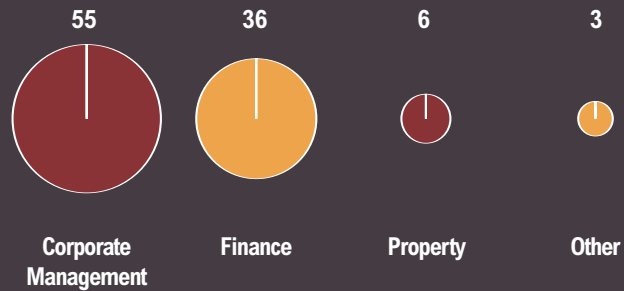
fDI magazine is read by senior decision-makers across the spectrum of companies involved in overseas investment – from Pharma to Finance, and SMEs to MNCs. Independently conducted research shows that our readers represent companies that on average have 10 offices across 7 countries, employing a worldwide staff of 4000 with turnover in excess of \$1bn**.

These individuals make the decisions that could bring some of the world's most successful companies to your region.



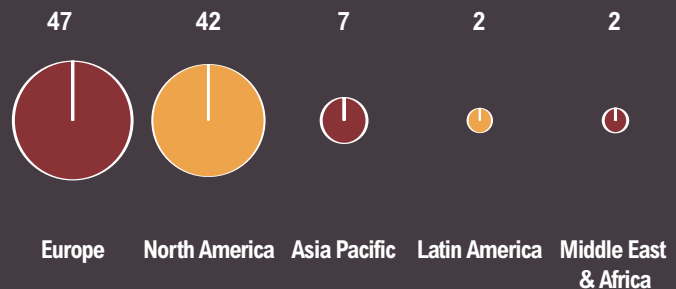
fDI is a controlled circulation title with an ABC audited circulation of 14,768 per issue* - with 3.2 readers per copy total readership is over 47,000.

Circulation by Job Title %



Source: fDI circulation database

Circulation by Region %



Source: fDI circulation database

Recent reader research shows that:

100% of these board-level executives are actively involved in the FDI decision-making process**

96% rate fDI magazine as important in helping them make these mission-critical decisions**

Recipients are cherry-picked from the highest quality lists available, including the Financial Times Group database, the Banker magazine and other international sources. As a result of a unique partnership with Oxford Intelligence we are also distributed to high-quality corporate contacts on their extensive 'Corp Tracker' database.

* Audit Bureau of Circulation 2003

** fDI magazine 2004 Reader Research - independently conducted by Market Management

Promotional Opportunities

fDi is more than just a magazine – it is a comprehensive and cost-effective marketing solution to help you target the hard-to-reach executives driving the world of overseas investment.

fDi Factfile

This is the annual guide fDi produce at the end of year highlighting the key investment destinations. This guide has a 12 month shelf-life and is distributed at all the events we attend throughout the calendar year. The Factfile is designed to allow the senior decision-makers to compare and contrast different regions.

fDi's Website – (www.fdimagazine.com)

fDi's website has been up and running since Q2 of 2003 and is currently generating in excess of 600,000 hits and 25,000 unique users a month from corporations and IPAs around the world. The website provides IPAs a great chance to drive traffic to their own sites.

fDi – Client Briefing Days

fDi can host events for IPAs in any geographical market. FT Business has more than 20 years experience in organising events and will organise the whole event from arranging the programme to marketing the event through a broad range of FT titles (including the FT newspaper). fDi/FTBusiness will invite between 40-60 potential investors (these will be senior executives with target companies).



Opportunities within the magazine outside of R.O.P advertising includes:

Corporate Showcase

It is widely accepted that investors in your jurisdiction are the best people to sell your region. This is an opportunity to allow 5-6 companies to outline the reasons behind their decision to invest in your region and the experiences they have had. An fDi journalist will write this across two pages in a specially marked section. **Cost: £10,000**

Investment Manifesto

An Investment Manifesto is a 4, 8, 10 or 12 page report focusing on the macro-economic stability, critical investment criteria and regulatory environment. These Manifesto's have proved very popular - The IPAs gain credibility by being involved in these FT endorsed reports. **Cost: £15,000 - £36,000**

Cover Wraps

In 1997, US researchers found that people make positive or negative appraisals of new information within 200 milliseconds. Historically, the majority of the FDI industry has considered the emotional characteristics of brand as "soft issues". The functional uniqueness of any FDI brand – qualities like availability of land and labour, market access and infrastructure have been the selling points. However, in a world where almost anything can be made or managed from almost anywhere and in which quality of life matters more than ever, building instant emotional bridges can deliver competitive advantage. In an age of growing competition this is critical. The Cover Wrap, with your message around the outside of the magazine, will offer you the opportunity to gain that important competitive advantage. **Cost: £10,000**

For more information on sector report sponsorship and other tailored opportunities, please contact David East or Claire Sharp in the London office.

Technical Information & Contact Details

Advertising Rates:

	Colour	Black & White
Double Page Spread	£14,000	--
Inside Front Cover +1	£16,000	--
Belly Wrap	£11,500	--
Outside Back Cover	£8,200	--
Inside Front Cover	£7,300	--
Inside Back Cover	£7,100	--
Full Page	£6,950	£4,100
Half Page	£3,700	£2,200
Half Page Spread	£6,950	--
Guaranteed Positions	+10% Surcharge	
Agency	+10% Commission	
Regional Survey Sponsorship	12 pages (6 advertorial/6 fDI editorial + branding) - £36,500	

n.b. for US\$ rates please contact our US representatives
for € rates please contact David East or Claire Sharp

Mechanical Details:

	Bleed (mm)	Trim (mm)	Text (mm)
Double Page	303 x 426	297 x 420	266 x 380
Single Page	303 x 216	297 x 210	266 x 178
Vertical Half Page	266 x 86	--	--
Horizontal Half Page	131 x 178	--	--

n.b. ISDN digital artwork to Louise Cant on +44(0)207 382 4460/5207/3391 or 0207 382 9200
or email material to lousie.cant@ft.com

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We also have representatives in Australia, Austria, Canada, India, Korea and Portugal.
Please contact David East or Claire Sharp for further information.