

A DAY IN THE LIFE OF...

A business development professional

WHY THE FINANCIAL TIMES?

- ✓ **Award-winning global news:** for in-depth understanding of client's business and industry
- ✓ **Insightful commentary and analysis:** identify risks and opportunities to adapt advice to clients
- ✓ **Over 600 journalists across 50 countries:** unparalleled coverage to keep you fully informed

6AM 7AM 8AM 9AM 10AM 11AM NOON 1PM 2PM 3PM 4PM 5PM 6PM 7PM

6am – 9.00am

Early morning and Commute



STAY WELL-INFORMED

- **Lex** incisive expert opinion and analysis
- **Companies and Global Economy** latest economic coverage and in-depth company news
- **World News** international headlines to stay informed
- **FT Clippings** store articles for later sharing

Morning and lunch break



BE PREPARED FOR CLIENT MEETINGS

- **Comment and Analysis** thought-provoking opinion by authoritative FT journalists
- **Markets** latest share and stock prices, and commodities performance information
- **Business and Management** for wider business context, discussion topics, and to identify potential prospects
- **FT APIs and RSS** content feeds directly to intranet portals or preferred platform

Afternoon



WIN AND RETAIN BUSINESS

- **Management** for understanding of client risks and opportunities to provide more relevant advice
- **FT Gift articles** courtesy-share stories with clients and stakeholders
- **Interactive charts and Portfolio tool** track company and markets data

5.30 – 7.00pm

Commute



CAREER AND LEISURE

- **Entrepreneur and MBA** career development advice and features
- **Life & Arts** leisurely cultural, lifestyle and personal interest reading
- **Special Reports** wide range of topics for general interest and awareness

62% of FT news is consumed between 6am and 2pm

31% of FT news is consumed between 2pm and 7pm

For more information please visit www.ft.com/corporate or email licensing@ft.com

FINANCIAL TIMES *It is what you know*