

FT Special Report on Business & Water

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- A FT special report on Business & Water, which assesses the impact and business opportunities related to the scarcity of Water on business globally and provides practical advice and best practice for companies in response to the worldwide Water crisis. The FT report will also provide case studies, reviewing company programmes from around the world and across all sectors to provide examples of best practice from the world's leading companies, as well as major ngo initiatives, projects and partnerships.
- Published in conjunction with the **International Business Leaders Forum**, the international non-profit organisation that works with global companies to promote responsible business practices in the communities in which they operate, this FT report will be published in all copies of the FT worldwide.
- With average global sales of the FT at 446,786 copies per day (ABC Jan-Jun06) delivering over 1.4 million FT readers, the FT special report on Business & Water will reach senior business leaders, opinion formers, trade leaders, professional investors, community leaders and NGOs worldwide.
- The FT Report is timed to co-incide with World Water Day on 22 March 2006 and copies will be mailed direct to IBLF's targeted list of senior opinion formers in the private sector, intergovernmental agencies, national governments, civil society organisations, academia and the press.
- The FT Report will also be distributed at key business and social responsibility events in the USA, Asia, Africa and Europe, and will also be used throughout the year at key IBLF events.
- The FT special report on Business & Water will also be available on FT.com from day of issue, providing advertisers with added value branding within the report site over a period of 12 months, at no extra cost.
- The FT special report on Business & Water will be published as a tabloid supplement with full colour throughout.
- A wide range of advertising opportunities are available:

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No FT, no comment.