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The Financial Times is the most read publication according to the 2009 Business Elite: Europe (BE:Europe) survey, and has grown its readership in all global readership surveys this year.

BE:Europe, which gathers opinion on media and marketing from some of Europe's most powerful businesspeople, showed that the FT, in addition to being the most widely read publication, was seen as the most important business read on the survey – an uplift of 20% year on year. Apart from recording a year on year increase in readership, the FT's combined print and website survey scores highlighted that senior European executives regard it as the biggest international media brand – with an on and offline reach of 20.7% of the important business market.

Ben Hughes, Global Commercial Director and Deputy CEO said: "In 2009, The Financial Times has grown its readership globally and the latest BE: Europe survey results further demonstrate that readers turn to trusted brands in a difficult economic climate. Our premium positioning means we have the world's best connection to both the global business community and consumer elite."

Simon Staplehurst, Business Elite Survey Director, added: "Over the course of BE:Europe's 35 year history it has acted as a barometer amongst Europe's most senior and powerful business leaders through both good and bad times. Our findings this year demonstrate that in order to find out about latest business and international news, readers increasingly rely on trusted media brands across an array of fixed and mobile media platforms."

This result comes in a year of good results for the FT. BE:Asia highlighted that the FT is the fastest-growing international business publication in the region, doubling its readership over five years, and the Mendelsohn Affluent Survey 2009 in the US showed that the Financial Times has increased its audience size, now reaching 469,000 affluents in the US. The latest National Readership Survey (NRS) in the UK showed a 15% increase year on year in UK readership, and the pan-European EMS (Europe) survey also revealed strong performance for the FT as a combined media platform.

The FT is launching a European marketing campaign to support the BE:Europe survey results. The campaign features a shot of a fictional boardroom table with the headline "Everyone who's anyone". The boardroom table's distinguished occupants capture the nature of this notoriously hard to reach audience all focused on one chair at the head of the table, the advertiser's chair. This visually arresting image captures the scale and quality of opportunity when advertising in the FT and will be used in press and online from 22nd October. The advertising image was

created by DDB London and will run in Campaign, Media Week, M&M and Brand Republic across press and online from 22 October.