

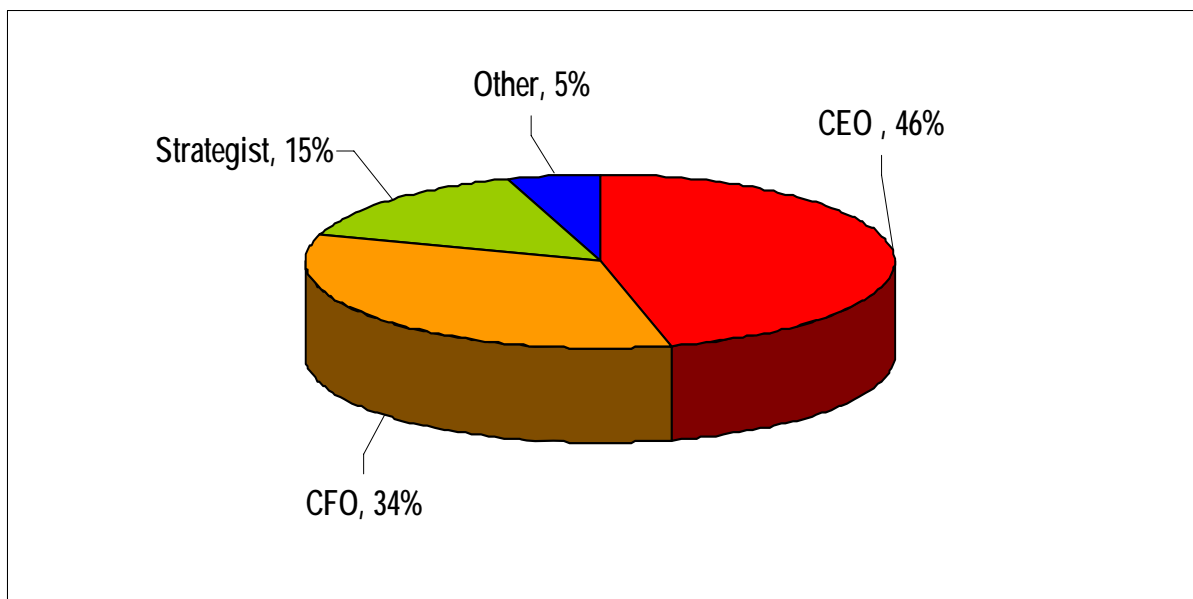
# fDi ForeignDirectInvestment

By

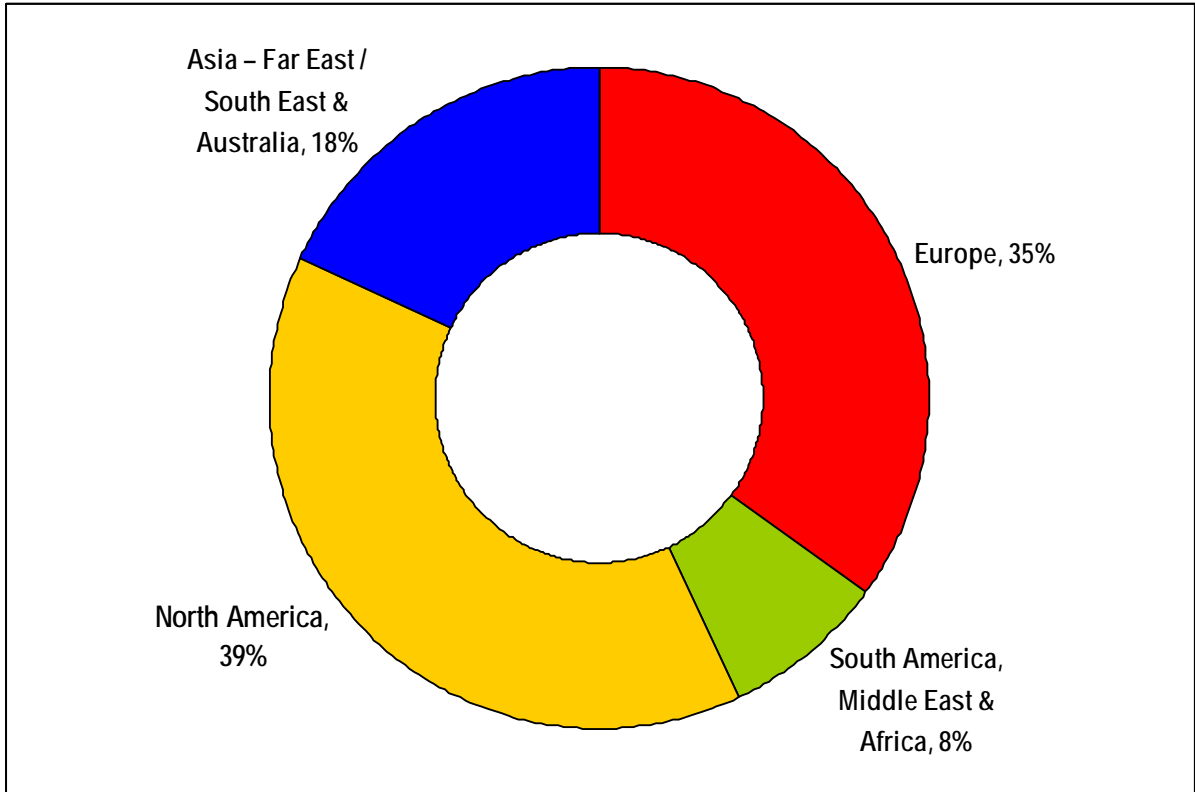


- **Readers represent companies that on an average have...**
  - 10 offices across 7 countries.
  - Employing a worldwide staff of more than 4,000.
  - With turnover in excess of USD 1 Billion.
- **Highly Targeted Readership...**

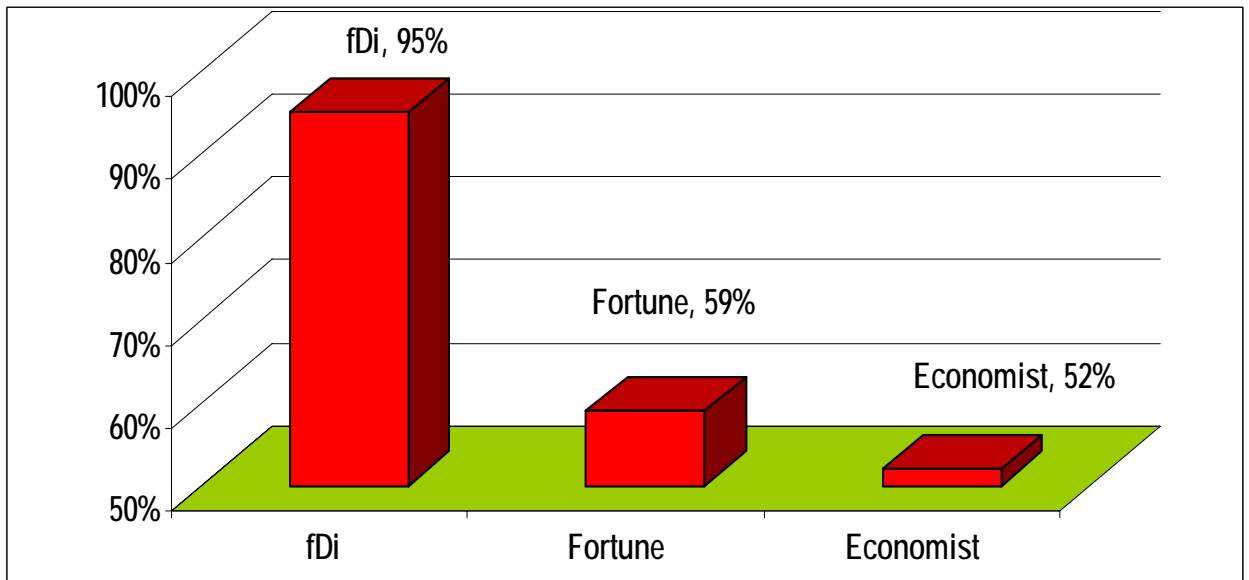
**Readership Profile of fDi, FT Business**



## Readership Profile Region wise of fDi, FT Business



## Top Level Decision Makers out of Total Readership – fDi, FT Business



## **fDi Magazine - Print Edition & Website...**

- Published bi-monthly therefore long shelf life.
- [www.fdimagazine.com](http://www.fdimagazine.com), dedicated and related to foreign investment community, monthly visitors 1,000,000 out of which more than 30,000 are unique visitors.
- Readership of 47,000, 100% of **senior executives** are actively involved in the Foreign Direct Investment (FDI) decision-making process.
- Independent survey have shown that **96% of fDi readers** find the fDi magazine **'very useful'** or **'of some use'** in making Foreign Direct Investment (FDI) decisions.

# Testimonials

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"Finally, a magazine that has given us some concrete interest- we will be working with you again"

**(Head of Marcomms - Invest Hong Kong)**

"We would like to express our gratitude and appreciation for FDI's assistance in communicating our investment opportunities to your readers. We have received some interesting enquiries from companies and consultants (on behalf of companies) asking for more information and expressing an interest."

**(Marketing Director - Arizona Department of Commerce)**

"We have noted a significant increase in traffic on our website since we started our campaign in FDI - This has been greatly appreciated and I will continue this in 2006"

**(SNR Project Manager - Invest in Germany)**

"Dyson is growing fast and we're always looking to new territories. fDi's insightful international market facts, trends and business case studies are a great reference point."

**(Martin McCourt, CEO, Dyson)**

"I love the fresh coverage in fDi... It's really useful when we are exploring new expansion ideas."

**(Mario Armero, President, General Electric - Iberia)**

"Articles from fDi magazine often turn up on google searches on topics I am researching for various clients, such as FDI trends, special economic zones, and much more. Almost invariably, these articles are well researched and well-written"

**(Charles Krakoff, Managing Partner, Koios Associates LLC -  
Emerging Markets Investment & Trade)**

# Contact Details

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**Useful Resources** : [http://www.fdimagazine.com/info/contact\\_us.php](http://www.fdimagazine.com/info/contact_us.php)

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- [www.jvdheldden.com](http://www.jvdheldden.com)
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**Note:** We have taken adequate precautions in compiling, grouping and presenting the facts, figures, even though we do not hold any responsibility about the accuracy for the same.

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