

FORTUNE

**“ FORTUNE’s mission is to inform, enlighten,
and convene businesspeople everywhere,
giving them tools to succeed and helping make
their organizations a force for good in society. ”**

**Alan Murray
President and CEO, FORTUNE**

FORTUNE

PLATFORM

NEW WEBSITE

NEW APP

PREMIUM VIDEO PORTAL

NEW MAGAZINE

CONTENT + MEMBERSHIPS

REACH

DIGITAL

12.7MM Global Monthly Unique Visitors*

AUDIO

25K Unique Listeners

PRINT

3.4MM Global Audience

NEWSLETTERS

851K Subscriptions

COMMUNITY

LIVE MEDIA

Ultimate A-list CEO Access
(14 Global Events, 3,000+ Attendees)

NEWSLETTERS

13 Newsletters (851K Subscriptions)

GLOBAL SOCIAL AUDIENCE

5.9 MM+ Social Audience

FORTUNE PROFESSIONAL

Launching 2020

BRAND STUDIO

INSIGHTS-DRIVEN CONTENT

VIDEO

BRANDED EDITORIAL

INTERACTIVES

**INFOGRAPHICS + DATA
VISUALIZATION**

RESEARCH

PODCASTS

FORTUNE BRAND INSIGHTS®



THE **FUTURE** OF FORTUNE IS HERE.

THE BEST OF BUSINESS ALL IN ONE PLACE: STRATEGIC INSIGHTS, DEEP-DIVE STORIES AND EXCLUSIVE ACCESS TO WHAT THE C-SUITE IS THINKING.

NEW SITE & APP **NEW VIDEO HUB** **NEW MAGAZINE**

How C-suite and BDMs think, feel, and operate are FORTUNE's business. Our improvements are focused on hyper-serving those audiences and those who aspire to the C-suite, with an overriding emphasis on trust and quality. Every article we publish, every list we compile, every video we shoot, and every conversation we curate has one goal: to help you be a better, sharper, more informed leader.

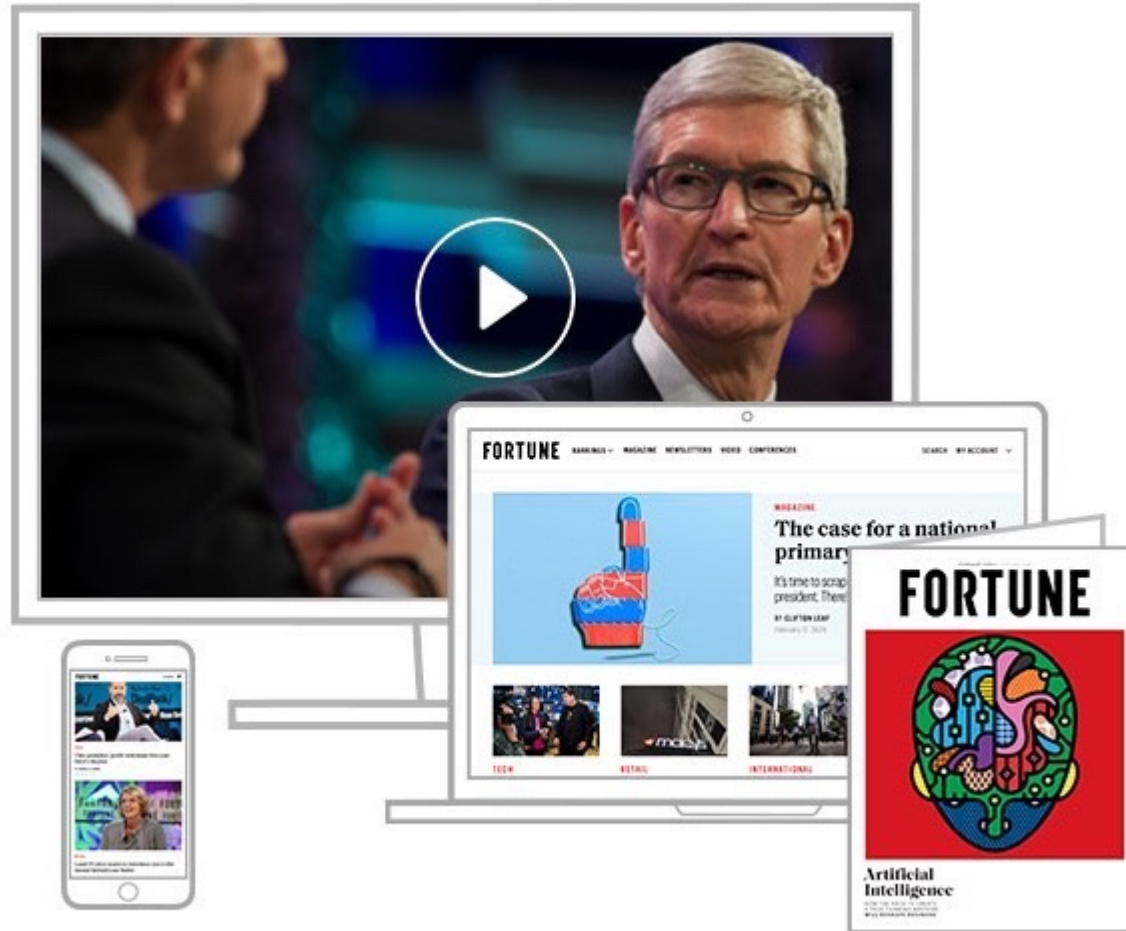
FORTUNE
IT PAYS TO KNOW

THE FUTURE OF FORTUNE IS HERE

In January 2020, Fortune launched a new premium experience – the best of business, all in one place: strategic insights, deep-dive stories, and exclusive access to what the C-suite is thinking.

In an effort to better serve our audiences, Fortune is investing significantly in its journalism and platforms. We recently launched a suite of enhanced premium products, including:

- **New Website:** A redesigned experience featuring subscriber-only stories and commentary, as well as additional benefits like quarterly investment guides and Fortune Analytics research
- **New App:** Real-time feeds of Fortune articles and videos, curated content from newsletters, and access to our magazine archive
- **Premium Video Portal:** Fortune On Demand curates collections of executive insights—the latest and best from our interviews with business leaders, analysis series, and conference sessions
- **New Magazine:** Gorgeous, higher quality covers and paper stock, and a completely upgraded design that hails back to our founding 90 years ago



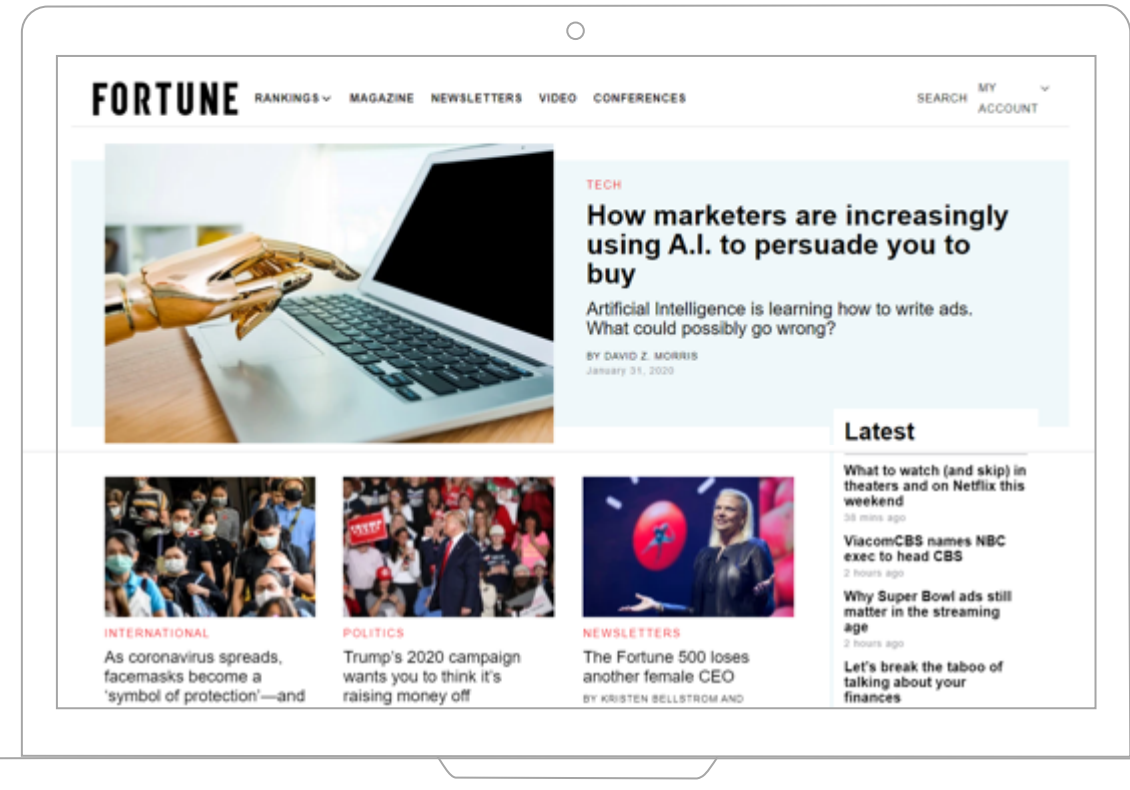
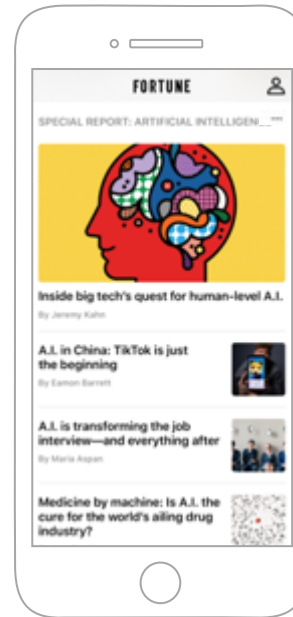
HOW MORE CEOS GET IT DONE

The new FORTUNE is the essential go-to for deep insights, clear analysis and incredible access. Every article we publish, every list we compile, every conversation we curate has one goal: **to help you be a better, sharper, more informed leader.**

THE NEW SITE AND APP INCLUDE:

- Subscriber-only stories and deep analysis
- Quarterly Investment Guides
- FORTUNE Analytics: original research that will gauge perspectives of the business community, informing original content
- Quicker, cleaner, and easier to read and navigate.

14MM
MONTHLY PAGE VIEWS

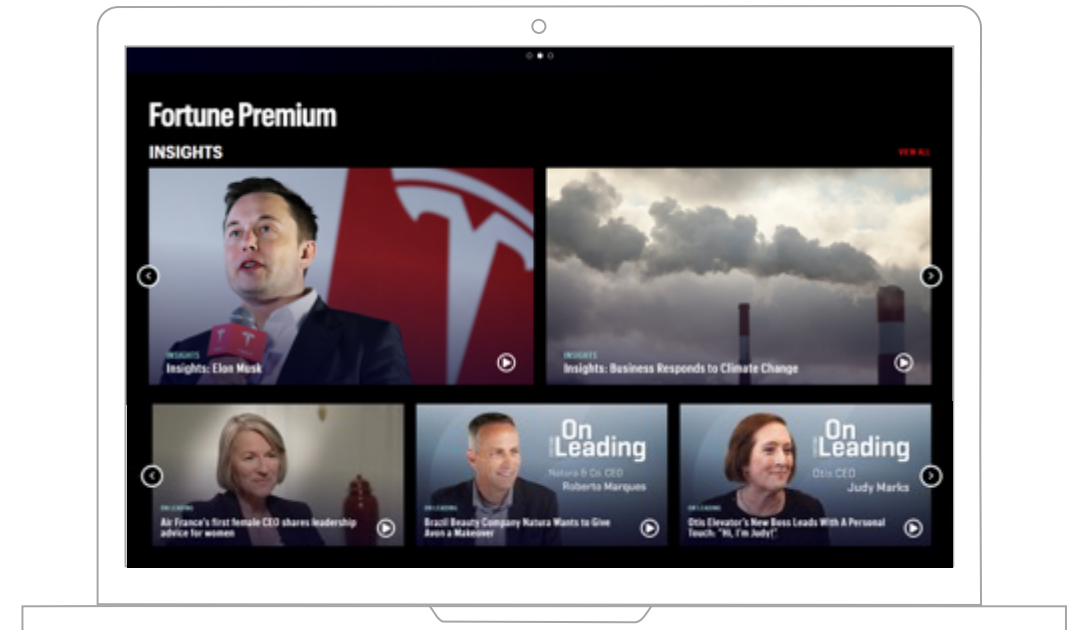
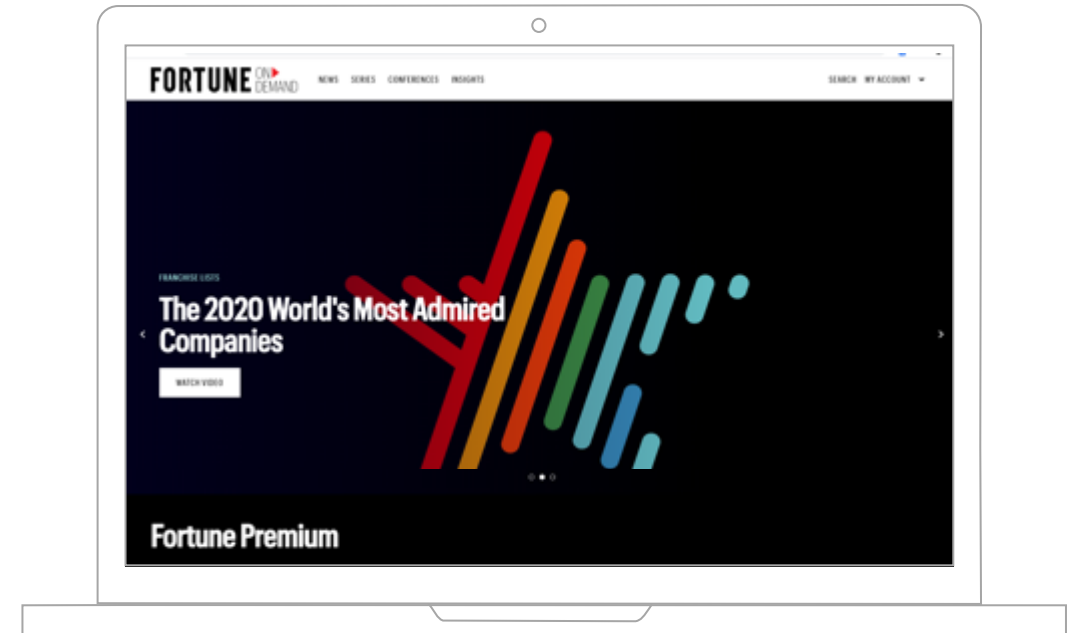


SEE THE BIG PICTURE FROM EVERY ANGLE.

FORTUNE is reimagining how we deliver video content. Our new immersive video portal—*FORTUNE On Demand*—is an innovative new platform featuring curated video collections and playlists that will improve the way our audiences consume content.

- Features extensions of conversations from our elite events and conferences beyond the intimacy of the room, and allows subscribers to watch playlists of main stage panels
- Access curated playlists around topics and themes like design or workforce transformation
- Search video playlists by company, industry, or CEO
- Designed for highly engaged business content consumption for a more productive video-viewing experience (i.e., enlarged video player, simple navigation, advanced search and more.)
- Link [here](#)

6MM
AVERAGE MONTHLY
VIDEO VIEWS



WE'RE A MINDSET, NOT A MAGAZINE.

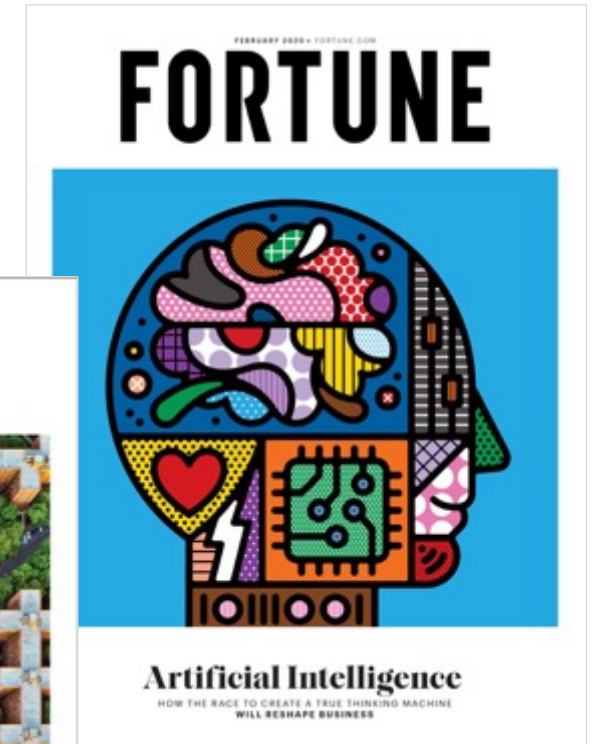
FORTUNE's newly redesigned print experience serves as a monthly curation of FORTUNE's renowned journalism, arresting photography, and sophisticated infographics.

- The magazine serves as an indispensable curation for business leaders—showcasing the stories that matter, providing intimate access to CEOs and companies that are transforming business, crafting deep-dive investigative journalism, and through it all, benchmarking business success with iconic lists
- Recently launched with the February 2020 issue
- More premium experience with a higher quality cover and paper stock
- Features original art cover for every issue
- More stories per issue

61%

ACTIONS TAKEN

#1 VS. *Forbes*, *The Atlantic*,
Wired, *NYT Magazine* and *TIME*



FORTUNE CONNECT: YOU KNOW HOW TO MANAGE, NOW LEARN HOW TO LEAD.

Prepare your high potential employees to navigate disruption with **Fortune Connect** – an all-new membership community that will educate and train today’s brightest leaders for the future. Our mission is to equip professionals with the essential intelligence and tools they need to better lead their industries, grow their businesses, advance their careers, and help make business better.

- Exclusive Articles
- Mobile App
- FORTUNE Archive
- Exclusive List Previews
- Print Magazine
- Investment Guides
- Executive Insights
- Conferences on Demand/Live
- Masterclasses on Demand
- Invitation-only Events

FORTUNE connect

Prepare your employees to navigate disruption with FORTUNE Connect — an all-new membership community that will educate and train today’s brightest leaders for the future. Our mission is to equip professionals with the essential intelligence and tools they need to better lead their industries, grow their businesses, advance their careers, and help make business better.

FORTUNE CONNECT OFFERS A COMPREHENSIVE COLLECTION OF BENEFITS, INCLUDING:

- COMMUNITY**
 Invite-Only Dinners and Roundtable Events
 One Day Local Conferences
 Curated Working Groups
- LEARNING**
 Onsite Training
 On Demand Training from Renowned Executives
 Interactive Monthly Briefings on Critical Business Trends
- INSIGHTS**
 Conference Live Streams— Private Access to 30+ Fortune Conference Sessions Annually
 Conferences On Demand—Every Conference, Every Mainstage Session (150+ C-Level Discussions Annually)
 Toolkits & Templates for SMEs and Industries
- PREMIUM SUBSCRIPTION**
 Access to All Stories and Searchable Archives
 Proprietary Research Each Week
 Exclusive Analysis for All Lists

CONFERENCE ON DEMAND

FORTUNE is your essential go-to for deep insights, clear analysis and incredible access. Every article we publish, every list we compile, and every conversation we curate has one goal to help you be a better, sharper, more informed leader.

Visual elements include: a collage of diverse professionals, a large yellow plus sign, and icons representing community events, on-demand training, live streams, a mobile app, a laptop with an article, and the Fortune magazine cover.

TAKE YOUR CAREER INTO YOUR OWN HANDS

This all-new membership community will connect, educate and train today's brightest leaders for the future. Our mission is to equip professionals with the essential intelligence and tools they need to better lead their industries, grow their businesses, advance their careers, and help make business better.

FORTUNE Connect offers a comprehensive collection of benefits, including:

- Workshops with world-class business leaders, instructors, and practitioners designed to activate a deep conversation, foster practical learning, and build knowledge to further advance our member's companies and careers
- Executive networking opportunities across industries
- Access to 20+ invite-only events each year
- Fortune is your essential go-to for deep insights, clear analysis and incredible access. Every article we publish, every list we compile, and every conversation we curate has one goal: to help you be a better, sharper, more informed leader.



BE THE GOOD KIND OF KNOW-IT-ALL

FORTUNE Premium is your essential go-to for deep insights, clear analysis and incredible access. Every article we publish, every list we compile, and every conversation we curate has one goal: to help you be a better, sharper, more informed leader.

When you sponsor Fortune Premium for your clients or colleagues, it includes subscriber-only deep-dives online, an immersive video hub of exclusive playlists, propriety research, webinars, and much more.

Sponsors are integrated throughout the site as part of the recipients experience on the site.



SUBSCRIPTION TIERS		DIGITAL ACCESS	ACCESS PLUS+	PREMIUM	CONNECT
EXCLUSIVE ARTICLES	10+ Exclusive Stories every day. Original analysis and reporting just for subscribers from across industries	+	+	+	+
MOBILE APP	A user-friendly way to access all of FORTUNE's content including articles, newsletters, and magazine.	+	+	+	+
FORTUNE ARCHIVE	Access the past five years of our exclusive Industry and Company archive.	+	+	+	+
EXCLUSIVE LIST PREVIEWS	Exclusive briefings and insights from each benchmark list emailed to subscribers before launch (includes <i>Fortune</i> 500, Global 500, 100 Best Companies to Work For, Future 50, Change the World, and World's Most Admired Companies).		+	+	+
PRINT MAGAZINE	Our best work packaged in a beautiful print magazine. 12 issues each year (includes double issues).		+	+	+
INVESTMENT GUIDES	Maximize your investments through an exclusive quarterly guide on everything you need to know to make smarter decisions.		+	+	+
EXECUTIVE INSIGHTS					
FORTUNE PREMIERE VIDEO HUB	Exclusive collections of videos around topics, industries, companies, and CEOs.			+	+
PROPRIETARY RESEARCH	Weekly newsletter of business trends based on proprietary research.			+	+
EXECUTIVE WEBINAR BRIEFINGS	Access industry experts and CEOs through an interactive monthly webinars.			+	+
EDUCATION & COMMUNITY					
CONFERENCES ON DEMAND/LIVE	Access all 15+ FORTUNE Conferences via live stream and all sessions available On Demand				+
MASTERCLASSES ON DEMAND	Leading Corporate Executives on topics include leadership, A.I., workforce transformation, and more				+
INVITATION-ONLY EVENTS	Quarterly invitations to specially programmed FORTUNE events including executive discussions and roundtables				+

FIND OUT WHAT THE C-SUITE IS THINKING

FORTUNE drives the conversation about business. With a global perspective, the guiding wisdom of history, and an unflinching eye to the future, we report and reveal the stories that matter today—and that will matter even more tomorrow. With the trusted power to convene and challenge those who are shaping industry, commerce and society around the world, FORTUNE lights the path for global leaders—and gives them the tools to make business better.

**FORTUNE
has a higher
concentration
of business
leaders**



MOST LIKELY TO REACH

C-suite

Chief Executive Officer

Chief Sustainability Officer

Business Decision-Maker

Expert Peer

HHI: \$500K+

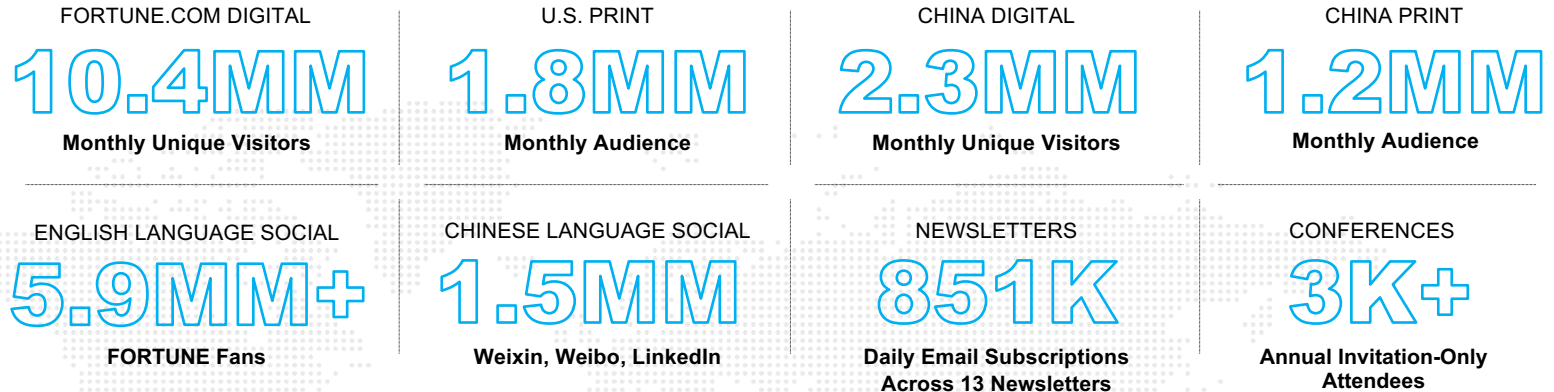
HHI: \$1MM+

VS

Bloomberg Businessweek
Forbes
The Wall Street Journal
The New York Times
The Economist
The Atlantic
BusinessInsider

FORTUNE is an iconic brand with a strong global influence in China and throughout the world.

MULTIPLATFORM REACH AND INFLUENCE



DIGITAL

10.4MM Global Audience

PRINT

3.4MM+ Global Audience
 English Language Editions
 1.8MM – U.S. (HHI \$125k+ base)
 98k – EMEA
 130k – Asia Pacific

Local Language Edition
 1.2MM – China

LICENSED EDITIONS (LOCAL LANGAUGE)
 219,000 – India, Italy, Mexico, Turkey, Greece, Korea

INTERNATIONAL

2.3MM FORTUNE CHINA DIGITAL

FORTUNE.COM MONTHLY Top International Countries by Unique Visitors

- 5.19% – Canada
- 4.35% – India
- 2.93% – U.K.
- 1.94% – Australia
- 1.26% – Singapore

THE POWER OF FORTUNE

FORTUNE is an iconic brand with a strong global presence in China and throughout the world.

DIGITAL:

12.7MM

10.4 MM – FORTUNE.com Global UVs
2.3MM – FORTUNE China Digital UVs

PRINT:

3.4MM+

GLOBAL AUDIENCE

ENGLISH LANGUAGE EDITIONS

1.8MM – U.S. (HHI \$125k+ base)
98k – EMEA
130k – Asia Pacific

LOCAL LANGUAGE EDITION

1.2MM – China

LICENSED EDITIONS (LOCAL LANGUAGE)

219,000 – India, Italy, Mexico,
Turkey, Greece, Korea



FORTUNE.COM TOP COUNTRIES BY UNIQUE VISITORS

- 5.19% Canada
- 4.35% India
- 2.93% U.K.
- 1.94% Australia
- 1.26% Singapore

STATUS-CEMENTING RANKINGS

1.7B
TOTAL PR
IMPRESSIONS
(2019)

Q1

FORTUNE
WORLD'S
MOST
ADMIRED
COMPANIES

FORTUNE
100
BEST
COMPANIES
TO WORK FOR®

Q2

THE
WORLD'S
GREATEST
LEADERS

FORTUNE
500

Q3

FORTUNE
GLOBAL
500

CHANGE
THE
WORLD

4040
40 UNDER 40

Q4

FORTUNE
MPW
MOST POWERFUL WOMEN

THE FUTURE
50

BPOY
BUSINESSPERSON OF THE YEAR

BEST-IN-CLASS CONFERENCES

12.2B TOTAL PR IMPRESSIONS (2019)

14 TENTPOLE EVENTS REACHING 3,000+ GLOBAL BUSINESS ELITE



MPW EVENING WITH . . . SERIES

New York, NY | TBD

MPW SUMMIT

Laguna Niguel, CA | Sept. 30–Oct. 2, 2020

MPW NEXT GEN

Laguna Niguel, CA | Dec. 1–2, 2020

MPW INTERNATIONAL

Singapore | Dec. 8, 2020



BRAINSTORM TECH AT CES

Las Vegas, NV | Jan. 6, 2020

BRAINSTORM TECH LEAD UP DINNER

San Francisco, CA | Mar. 10, 2020

BRAINSTORM HEALTH

Virtual Event | July 7, 2020

BRAINSTORM TECH

Aspen, CO | July 13–15, 2020

BRAINSTORM DESIGN

New York, NY | Oct. 19–20, 2020

Singapore | Dec. 9–10, 2020

BRAINSTORM A.I.

Boston, MA | TBD



CEO DINNER: DAVOS

Davos, Switzerland | Jan. 23, 2020

THE CEO INITIATIVE

TBD

GLOBAL FORUM

San Francisco, CA | Oct. 26–27, 2020

GLOBAL TECH FORUM

Guangzhou, China | Nov. 19–20, 2020

START YOUR DAY SMART

FORTUNE CONVERSATION & COMMUNITY

eNewsletters are a daily, weekly, or monthly touch point for our communities often born from our key franchises or conferences. The emails deliver a roundup of notable stories from around the web, as well as original reporting and interviews, offering insights and analysis around leadership trends and business news that impact subscribers.

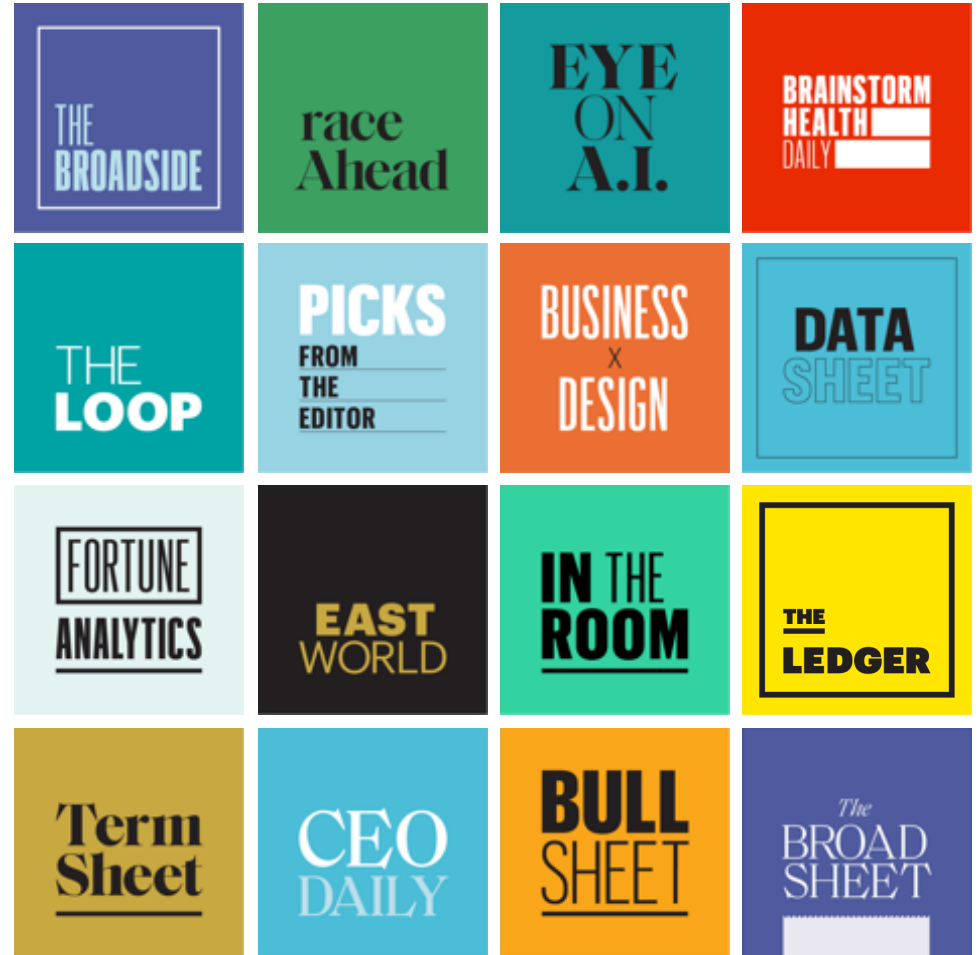
COMING SOON: *Eastworld*, *Balance Sheet*

861k

NEWSLETTER
SUBSCRIPTIONS
(+125% YOY)

30%

AVERAGE UNIQUE
OPEN RATE
(vs. 18% INDUSTRY
AVERAGE)



OUR JOB IS TO MAKE YOU ESSENTIAL AT YOURS

RANKINGS

- World's Most Admired Companies
- 100 Best Companies to Work For
- 50 Greatest Leaders
- *Fortune* 500
- Global 500
- Change the World
- Most Powerful Women
- 100 Fastest-Growing Companies
- Future 50
- Businessperson of the Year
- 40 Under 40

LUXURY + LIFESTYLE

- Passions
- Luxury Radar
- Holiday Gift Guide
- See, Stream, Skip
- 100 Greatest Designs Continuity Series

LEADERSHIP

- NEW Conversations
- NEW Careers (Entry Level, Work Space, Work It Out)
- Executive Read
- World Economic Forum: Davos

INSIGHTS

- NEW C-level Surveys (with FORTUNE Analytics)
- NEW The Future of Global Cities
- NEW 100 Greatest Designs of Modern Times
- NEW Climate Change
- Crystal Ball

FINANCE

- NEW Quarterly Investment Guides
- Global Outlook
- State of the Market
- Market Intelligence
- Investor's Guide

TECH + INNOVATION

- Brainstorm Tech
- Inside A.I.
- World Summit A.I.
- CES
- Future of
- Digital Health
- Business by Design
- Connected Series

CONFERENCE MEDIA

- MPW International
- MPW Evening With Series
- MPW Summit
- NextGen
- Brainstorm Tech at CES
- Brainstorm Tech Lead Up
- Brainstorm Design
- Brainstorm Health
- Brainstorm A.I.
- Brainstorm Finance
- Brainstorm Tech
- CEO Initiative
- Global Tech Forum
- Global Forum

FOLLOW THE STORY, LEAD WITH EVERYTHING ELSE

LEADERSHIP

- On Leading
- Trailblazers
- Out of the Office
- #LikeABoss
- CEOi Membership Interviews
- Conference Playlists

TECH + FINANCE

- What the Tech
- Tech Debate
- Balancing the Ledger
- Future Of (Money, Tech, etc.)
- A.I. Minute

LUXURY + LIFESTYLE

- Luxury Radar
- Holiday Gift Guide
- See, Stream, Skip
- 100 Greatest Designs Continuity

TOPIC TRAYS

- News
- Design
- Energy
- Entertainment
- Finance
- Health
- International
- Leadership
- Luxury
- Politics
- Real Estate
- Retail
- Tech
- Travel

NEWS + INSIGHTS

- Fortune Radar
- Fortune Insights
- Fortune Explains
- Fortune Features

INCREDIBLE ACCESS

25k

UNIQUE LISTENERS



FORTUNE 500 DAILY

A daily, two-minute download on what you need to know about Walmart, Apple, and the other U.S. companies on our signature list of U.S. companies ranked by annual revenue.



LEADERSHIP NEXT (LAUNCHING MARCH)

Each week, Alan Murray sits down with stars of business for intimate conversations about the new rules of leadership. The leaders of the world's most successful companies discuss how accelerating technological change and rising demands from stakeholders are leading them to put a new sense of purpose at the center of their enterprises.

FEATURING

- Satya Nadella, CEO, Microsoft
- Kevin Johnson, CEO, Starbucks
- Ginni Rometty, CEO, IBM
- Ed Bastian, CEO, Delta
- Brian Moynihan, CEO, Bank Of America
- Eileen Fisher, CEO, Eileen Fisher and more....

1 in 4

OF FORTUNE'S C-SUITE
AUDIENCE LISTENS TO A
PODCAST

HYPER- SERVING YOUR AUDIENCE

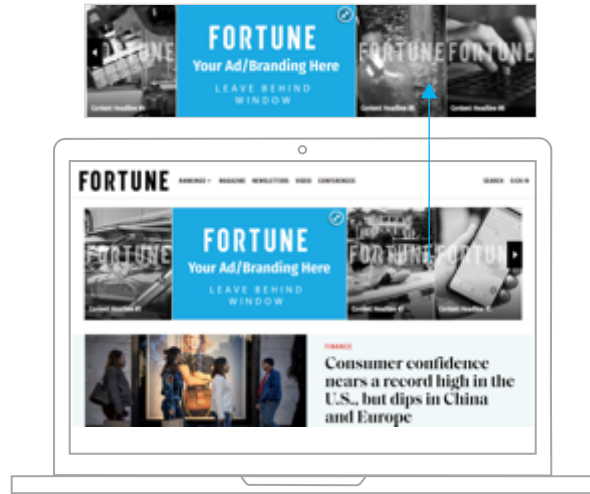


CROWN

A custom-built, rich media, cross-screen experience created just for your brand. Creative sticks as a static unit as the user scrolls down the page. The Crown unit can include video, animation, or static brand ads. Demo [here](#)

.60%

BEST PERFORMING CTR



CAROUSEL

A custom-built, high-impact, cross-screen unit featuring multiple tiles. Engage your key audience with an interactive ad unit with multiple points of engagement content. Demo [here](#).

1.6–3.3%

AVERAGE ENGAGEMENT RATE

44–54%

AVERAGE VCR



EXPLORER

Highlights points of interest through a configurable and interactive display (map, timeline, automobile, etc.).

.30–.80%

AVERAGE CTR*

40–58%

AVERAGE VCR*

HOW C-SUITE AND BDMS THINK, FEEL, AND OPERATE ARE FORTUNE'S BUSINESS.

The most influential business leaders come to FORTUNE for cutting-edge content and exclusive insider access—giving them the competitive edge to bring their companies into the future.

Your brand will have the opportunity to target assets to key audience segments or topics of interest with precision and scale.

TARGETING OPPORTUNITIES

Audience

- Reach key audiences like BDM, C-suite, and Business Owners
- Opportunity to create FORTUNE custom segments with Oracle:
 - *Expert Peers*: Business influencers within an organization that C-suite and BDMS rely on before making key decisions. They have a voracious appetite for knowledge, a broad active social network to voice their opinions, and are the “go-to” person for trusted advice.

Contextual

- Align with relevant topics like Leadership, Health, Tech, Finance, and more



FORTUNE BRAND STUDIO

We're a best-in-class content studio for a global business audience.

Our nimble team makes meaningful brand stories come to life in digital, video, and print.

Our premium-quality work upholds the highest creative, editorial, and legal standards.



BRANDED EDITORIAL

INTERACTIVE HUBS \$250K+

Immersive multimedia digital experiences

DIGITAL AND PRINT ARTICLES \$50K+

Spotlights, long-form, multi-sponsor

PROPRIETARY WHITE PAPERS \$150K+

Research + content + social

FORTUNE BRAND INSIGHTS® PACKAGE \$25K +

Edited/templated client whitepapers

DATA VISUALIZATION \$25K +

Infographics, animations

CUSTOM VIDEO

DOCU-STYLE VIDEO \$200K+ (scalable)

Capturing leaders in their element

MOTION GRAPHIC VIDEO \$150K+

Explainers, deep dives, social-first

GIFS & CINEMAGRAPHS \$50K+

Digital and social

PREMIUM VIDEO PACKAGE \$500K+

3- to 5-minute digital video series supported by a brand that tackles issues affecting major industries

BRANDED CONTENT AT FORTUNE CONFERENCES \$150K

On-site video, audio, photography

NEW CONTENT

PODCAST SERIES \$150K / \$200K

Roundtable discussions / Brand stories

HIGH-IMPACT UNITS \$ priced on request

Print, digital

SOCIAL ASSETS \$ priced on request

Video cut-downs, custom packages

ORIGINAL PHOTOGRAPHY \$ priced on request

Portraits, photojournalism

ILLUSTRATION \$ priced on request

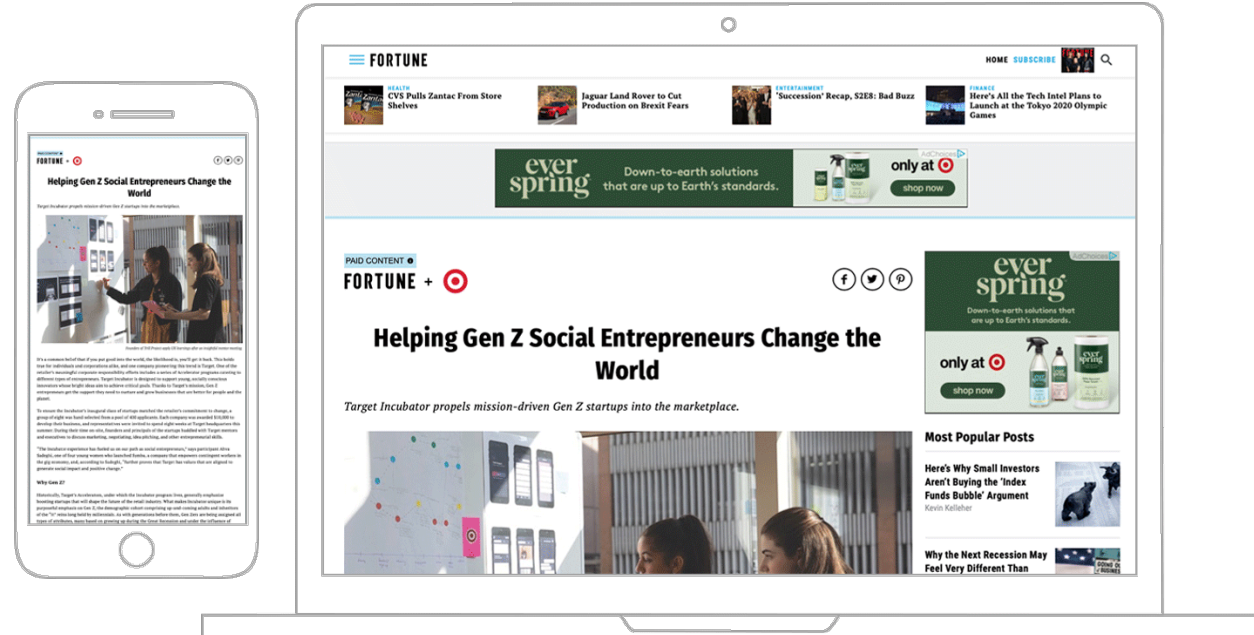
Print, digital

FORTUNE BRANDSTUDIO + TARGET

TARGET INCUBATOR PROGRAM

GOALS: Drive awareness of Target's CSR efforts and shine a spotlight on Everspring and Incubator programs

SOLUTIONS: Kicking off our exciting new partnership with Target, FBS created a series of native articles aligned with our Change the World and Most Powerful Women franchises. The stories highlighted Target's values and meaningful corporate responsibility efforts through its private-label Everspring products and its groundbreaking Incubator program. This is the first time Target has run a branded content program with FORTUNE.



#1

ACTION TAKEN AD
(recalled brand and **took action** to find out more information)

+20.6%

ENGAGEMENT RATE
(+67% above benchmark)

123

SECONDS
(+137% above average time spent benchmark)

341K

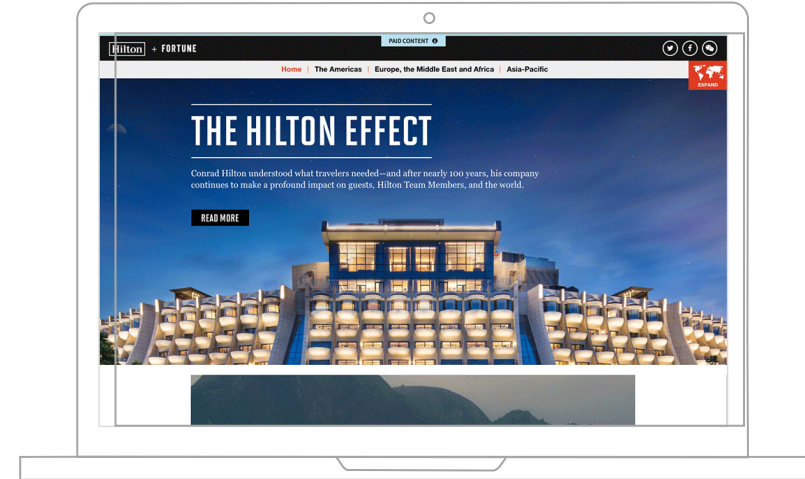
PAGEVIEWS
(+225% over delivery)

FORTUNE BRANDSTUDIO + Hilton

THE HILTON EFFECT

GOALS: Celebrate Hilton's 100th anniversary in a high-impact, meaningful way throughout 2019.

SOLUTIONS: Hilton wanted to develop a holistic brand relationship between the FORTUNE and Hilton brand that extended far beyond standard advertisements. The initiatives included Hilton's 100th Anniversary, 100 Best Companies Honoree, Executive Leadership Hospitality Values and Sustainability Agenda. FBS created a year-long partnership, including: high-impact print gatefolds, immersive digital hub (videos, infographics, and articles), FORTUNE Global Sustainability Forum sponsor and host hotel, and organic editorial video with CEO.



#1

ACTION TAKEN AD
(recalled brand and **took action** to find out more information)

+20.6%

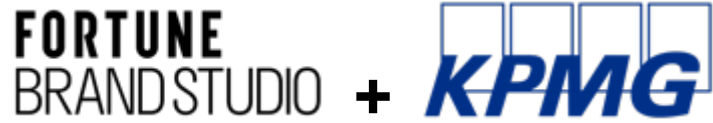
ENGAGEMENT RATE
(+67% above benchmark)

123

SECONDS
(+137% above average time spent benchmark)

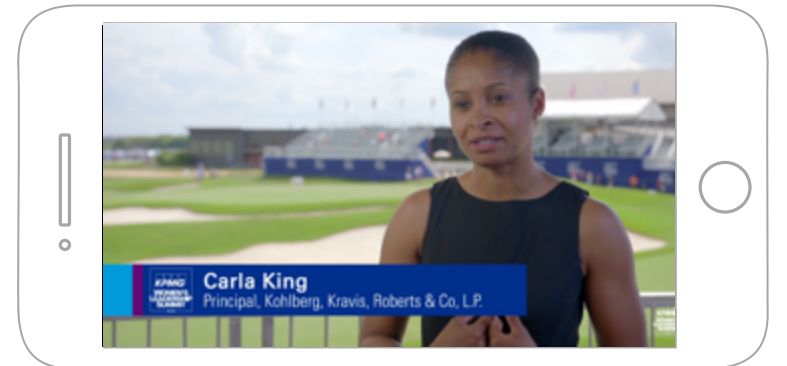
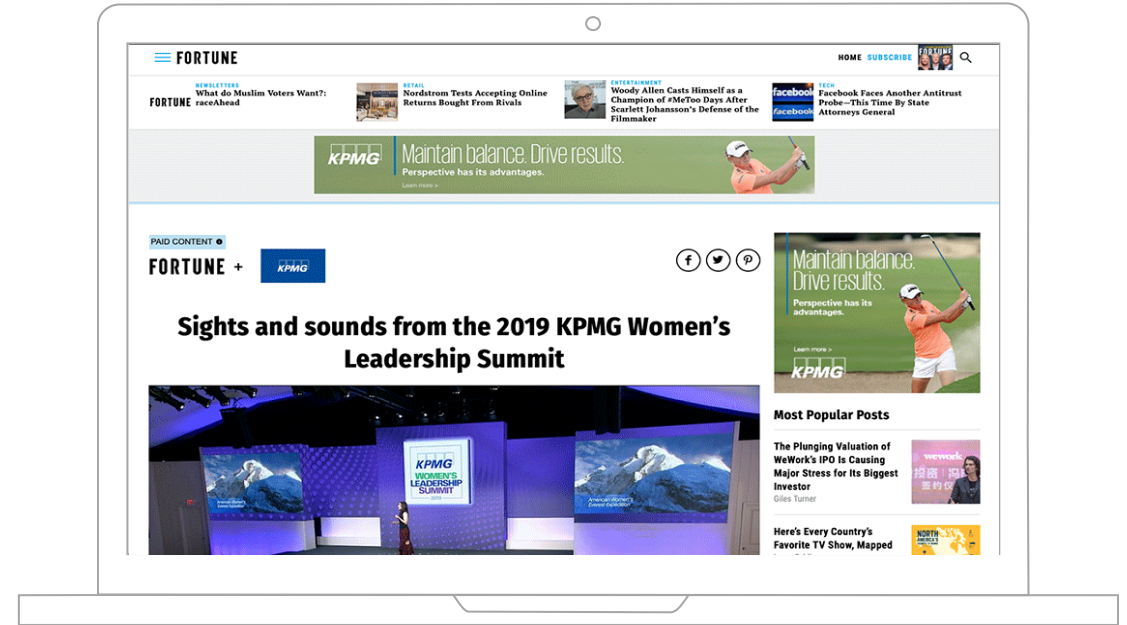
341K

PAGEVIEWS
(+225% over delivery)



GOALS: Drive awareness of KPMG’s women’s leadership summit event and initiatives

SOLUTIONS: Continuing a longstanding partnership, Fortune Brand Studio created a series of videos and articles spotlighting the KPMG Women’s Leadership Summit and KPMG Future Leaders Program and distributed them to a target audience across Fortune.com digital and social platforms, including hosting a livestream of the mainstage event feed on our Facebook handle.



63%

**ONSITE
ENGAGEMENT RATE**
(+26% above benchmark)

3.4MM

VIDEO VIEWS
(+25% benchmark engagement)

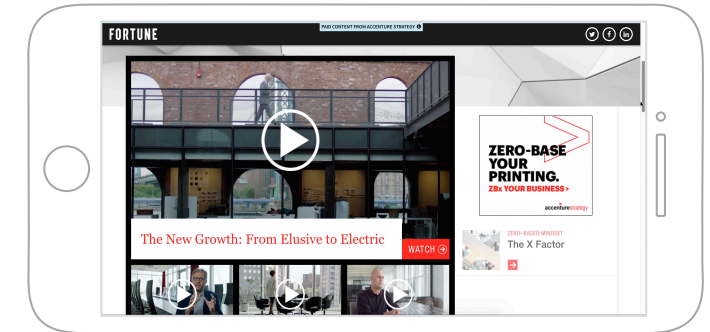
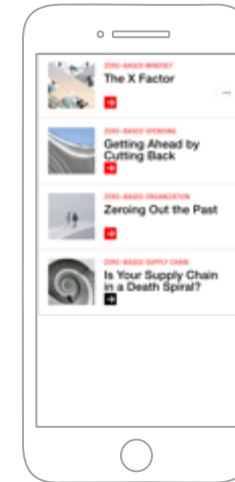
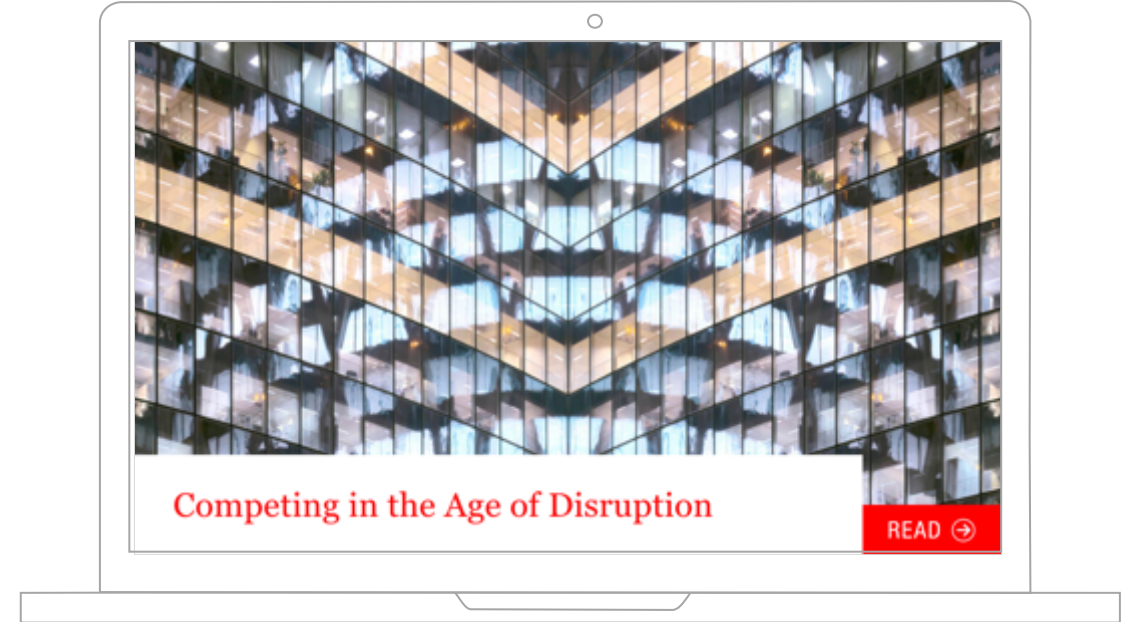
31.6s

**AVERAGE TIME
SPENT ARTICLES**
(+1.7x above benchmark)

ACCENTURE: ARC OF AGILITY

GOALS: Further awareness and understanding of ZBx and the role agility plays in business transformation.

SOLUTIONS: FORTUNE created a custom content hub (articles, video, high-impact social and digital units) centered on the “Arc of Agility”. Videos featured C-Suite talent to tell the story and were targeted to Accenture’s targeted BDM audience.



[VISIT WEBSITE HERE](#)

.13%

CLICK-THRU RATE
ON TOUTS

(+40% over delivery)

7.3%

CONTENT
ENGAGEMENT RATE

(+385% over delivery)

350K

VIDEO VIEWS

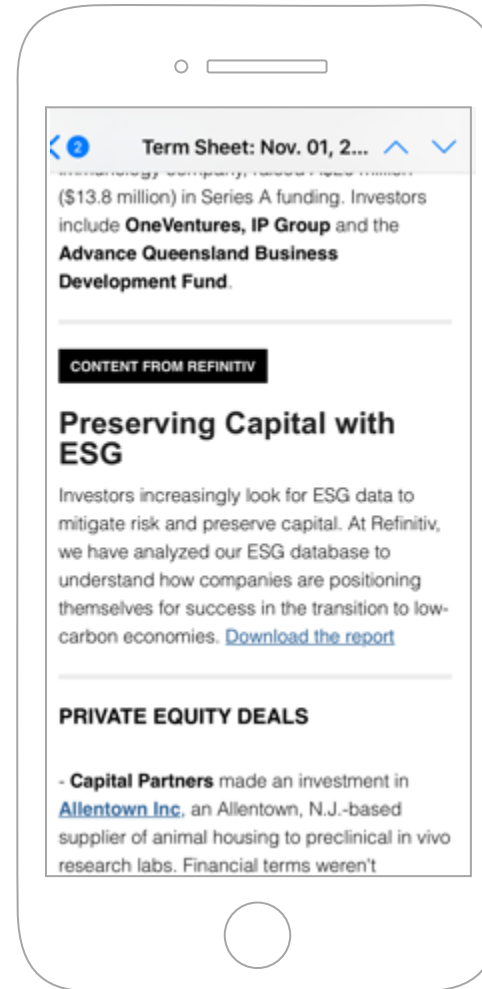
(+193% over delivery)

Brand Case Studies

REFINITIV

GOALS: Position Refinitiv top of mind among BDMs through a first-ever data integration partnership that will leverage Refinitiv’s ESG data powering FORTUNE high-profile lists (Change the World and Future 50)

SOLUTIONS: In a first-of-its-kind partnership, Refinitiv and FORTUNE collaborated to power our most high-profile and relevant franchise lists with Refinitiv ESG data. The program was supported by Refinitiv messaging on FORTUNE platforms, including *Fortune* 500 print, *Fortune* 500 digital sponsorship, multiple HPTO/FITO, Term Sheet newsletter, and conferences (Brainstorm Finance, Global Sustainability Forum, and MPW Summit).



9.3%

OVERALL BRAND LIFT

124.2%

10+ EXPOSURES LIFT

3 IN 4

NOTERS OF THE PRINT AD TOOK ACTION

(#5 AMONG 96 ADS IN ISSUE)

THE FUTURE
50

**CHANGE
THE
WORLD**

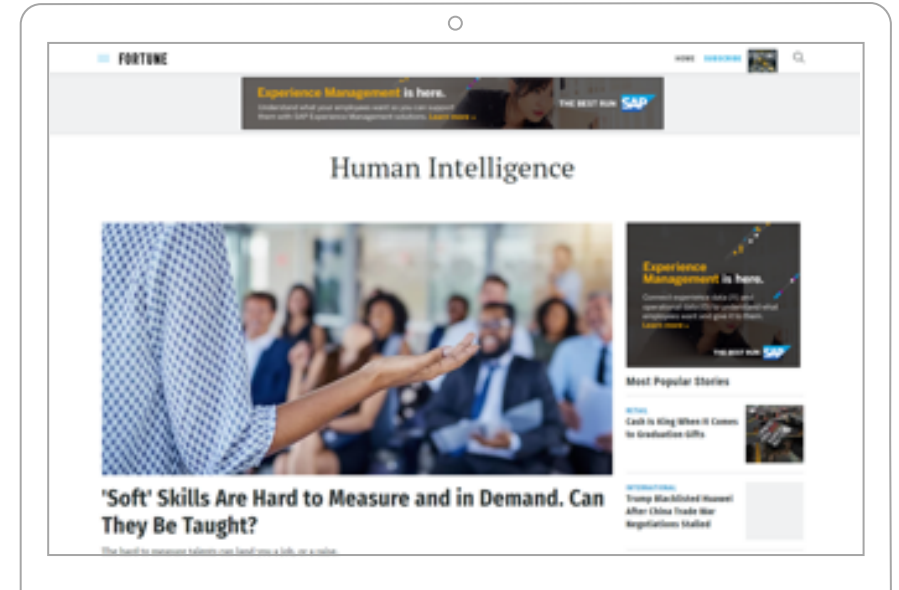


GOAL: Utilize Fortune’s ranking expertise to help SAP and Thrive strategize, develop, and launch a brand-new business ranking spotlighting SAP XM products.

SOLUTIONS: SAP partnered with FORTUNE to launch the first-ever index linking people experience to business performance.

The index was announced at Brainstorm Health 2019 and the list will be published across FORTUNE platforms in Q2 2020.

The partnership includes: XM inspired content in the form of video series, franchise alignments, newsletters, conference media, and press through Q1 2020.



21MM

PR IMPRESSIONS
(generated for Thrive XM Index at Brainstorm Health announcement)

+1862%

OVER DELIVERY
(GTD Impressions)

.38%

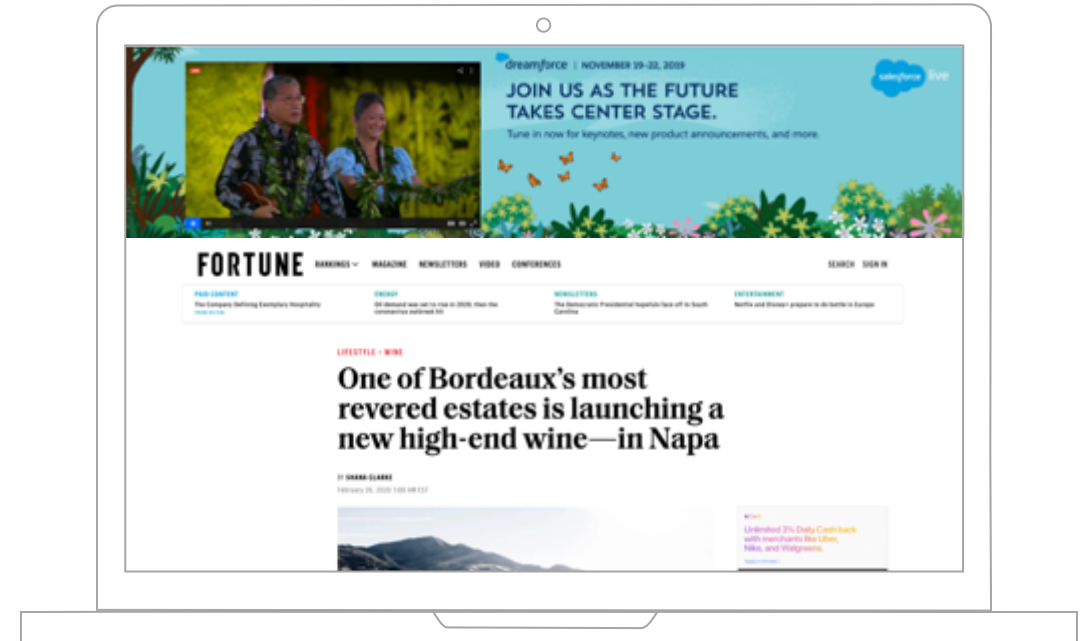
CTR
(New HI edit series engagement)

SALESFORCE DREAMFORCE

GOAL: Bring Dreamforce partnership to the next level with surround sound event coverage across all Fortune platforms and on-site activations that enhance the summit

SOLUTION: Fortune amplified the Dreamforce event through high impact, custom digital executions, a first-ever on-site distribution of a special edition print issue and editorial coverage of the event, tactical elements included:

- Homepage Takeovers
- First Impression Takeovers
- Live Stream Custom Billboard
- Dreamforce Special Edition Issue
- Dreamforce editorial package



4.3MM

IMPRESSIONS
(+30% over delivery)

11K

CLICKS
(.07% Average CTR for HPTO)

.55%

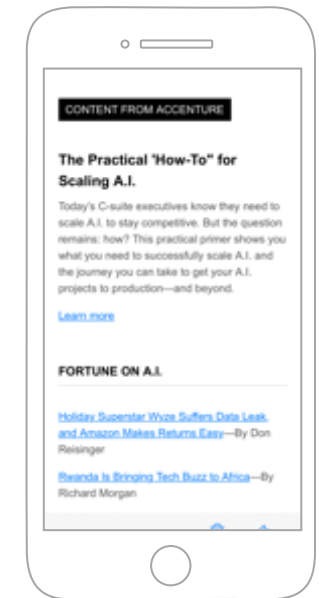
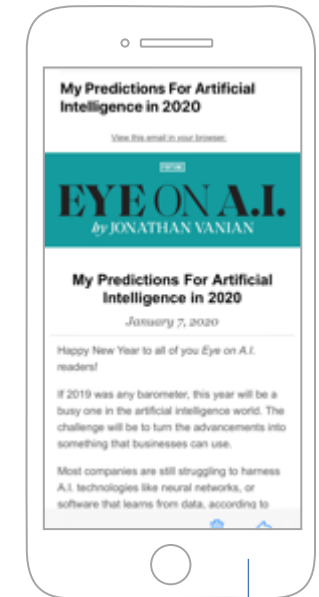
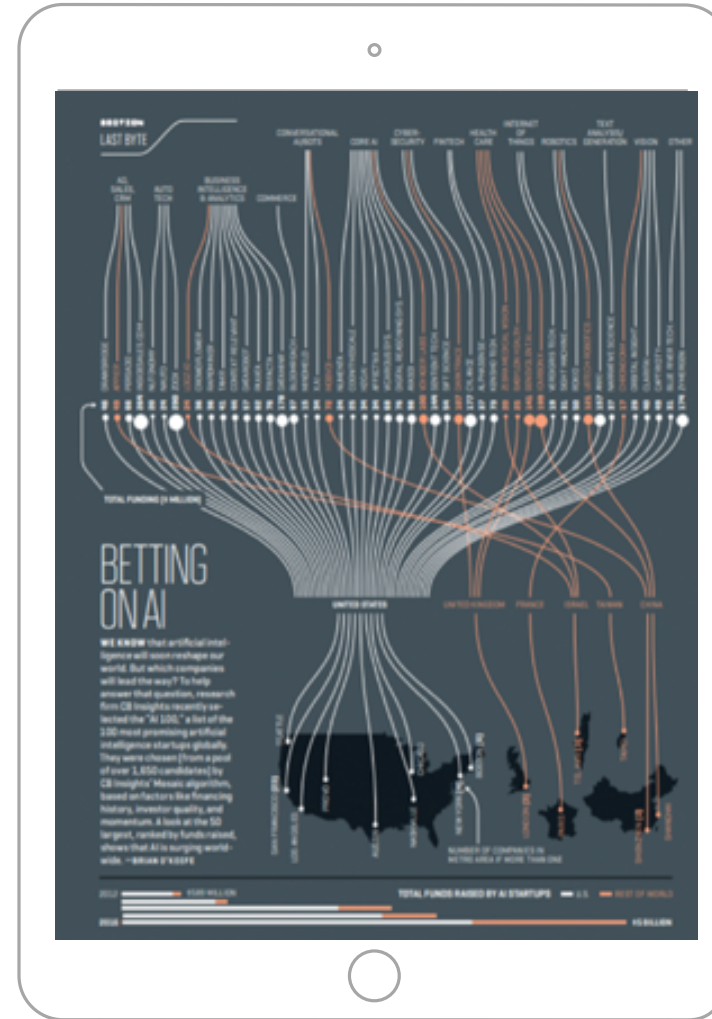
**LIVE STREAM
BILLBOARD UNIT CTR**
(+46% over benchmark)



GOAL: Work with Fortune to establish an engaged business community around A.I..

SOLUTIONS: In partnership with Accenture, FORTUNE launched a new newsletter dedicated to artificial intelligence—Eye on A.I.

In 2020, Accenture will be the presenting sponsor of a new Fortune Brainstorm A.I. conference—Brainstorm A.I.



24K

SUBSCRIBERS
(within one year of launch)

92%

OPEN RATE
(Eye on A.I. Newsletter)



CASE STUDY



GOALS: Build an entirely new franchise and community around the intersection of health, technology and business

SOLUTION: IBM as founding partner of Brainstorm Health, now on its fifth year with phenomenal attendance, PR coverage and high audience demand for year-round newsletters, digital content, video and local satellite events



846MM

PRESS IMPRESSIONS
(Average Brainstorm Health Event)

91.6%

VIDEO COMPLETION RATE
(Brainstorm Health Videos)

38K

NEWSLETTER & EVENT COMMUNITY
(Attendees and Subscribers)

Appendix

FORTUNE AUDIENCE INSIGHTS: BUSINESS



INDEX

172

C-suite

INDEX

143

Business Decision-Maker

INDEX

212

Expert Peer

FORTUNE AUDIENCE INSIGHTS: TECH



INDEX

198

Chief Technology Officer

INDEX

161

Tech Decision-Maker

INDEX

169

Job function: Computer services/MIS/IT or Technology

FORTUNE AUDIENCE INSIGHTS: FINANCE



INDEX

167

Finance Decision-Makers

INDEX

144

HH plans in next 12 months: Invest in stocks, mutual funds, etc.

INDEX

182

Financial Advisor*

FORTUNE AUDIENCE INSIGHTS: LUXURY



INDEX

167

Auto Affluencer

INDEX

169

Affluent Travelers: Jetsetters

INDEX

146

Prefer to buy designer or luxury brands