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

NEW WEBSITE
NEW APP
PREMIUM VIDEO PORTAL
NEW MAGAZINE
CONTENT + MEMBERSHIPS

DIGITAL
12.7MM Global Monthly Unique Visitors*

AUDIO
25K Unique Listeners

PRINT
3.4MM Global Audience

NEWSLETTERS
861K Subscriptions

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

NEWSLETTERS
16 Newsletters (861K Subscriptions)

GLOBAL SOCIAL AUDIENCE
5.9 MM+ Social Audience

FORTUNE PROFESSIONAL
Launching 2020

INSIGHTS-DRIVEN CONTENT
VIDEO
BRANDED EDITORIAL
INTERACTIVES
INFOGRAPHICS + DATA
VISUALIZATION
RESEARCH
PODCASTS
FORTUNE BRAND INSIGHTS®

Digital-Google Analytics Q2 2019, Audio (May-Feb), Ipsos Affluent Survey USA Fall 2019 Adults 18 or older, HHI $125,000+; Social- Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Weixin, Weibo as of 2/1/20; *includes Fortune China Digital
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.
OVERVIEW

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.

MONTHLY PAGE VIEWS

14MM

Source: comScore December 2019
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

Source: Brightcove and GA Q1 2020 YTD average
UPGRADED PRINT EXPERIENCE

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

Source: GfK MRI Starch 2019
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
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.
FORTUNE ENTERPRISE

BE THE GOOD KIND OF KNOW-IT-ALL

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 member of society.

When you sponsor subscriptions 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.
SUBSCRIPTION BENEFITS

PREMIUM CONTENT
Unrivaled access and breaking insights across technology, finance, business leadership, politics, and more.

ARCHIVAL ACCESS
Search the Fortune archive by industry and company.

PRIORITY LIST ACCESS
Receive analysis of our signature franchises, such as the Fortune 500 and 100 Best Companies to Work For, delivered right to your inbox.

QUARTERLY INVESTMENT GUIDES
An eight-part report diving into market conditions, economic indicators, and where the smart money’s going.

PRINT MAGAZINE
Redesigned and reimagined, featuring in-depth reporting, world-class photography, and high-impact graphics.

MOBILE APP
Enjoy Fortune on the go. *currentl only available in the U.S.

SEARCHABLE VIDEO LIBRARY
With Fortune on Demand, browse curated collections of exclusive videos by company, topic, and industry, including coverage of all Fortune conferences.

PROPRIETARY RESEARCH
Stay on top of the latest trends with Fortune Analytics, a weekly report and newsletter filled with business insights from exclusive survey data.
THERE ARE MULTIPLE WAYS TO SPONSOR SUBSCRIPTIONS...

1. IP White List
2. Custom Landing Page
3. Subscriber Direct
4. Redemption Codes
IP WHITELIST

Allows ungated access to anyone who visits FORTUNE.com from the clients/companies IP address.

HOW IT WORKS:

1. Sponsor a Digital, Access + or Premium subscription for anyone connecting to the internet via your companies IP address

2. When connected to the internet from your IP address, individuals arriving at Fortune.com will have an ungated content experience and be able to begin exploring Fortune.com right away!
CUSOM PRICING OFFERS

Unique landing page/ URL which allows prospective users to sign-up and enroll for a special offer.

HOW IT WORKS:

1. Decide on the type of offer you would like to sponsor (discounted rate, free trial period etc.) and define who is eligible to participate
2. Custom co-branded landing page designed and hosted with a unique URL on Fortune.com
3. Eligible participants follow the prompts to register from that URL to enroll and begin exploring content right away!

Examples of this execution currently include our Charter Offer and the Exclusive Offer for Lake Nona Attendees.
SUBSCRIBER DIRECT

Fortune is provided a list of new subscribers by the client/company and these individuals are sent a welcome email, with a link to create a password and activate their account.

HOW IT WORKS:
1. Decide which subscription tier you would like to offer (Digital, Access Plus+, Premium or Connect)
2. Provide a list of current email addresses of the new subscribers you would like to sponsor
3. Fortune will send out a welcome email with a live link for the new user to create their profile and begin exploring content right away!
Client/company purchases a set # of subscriptions. They are provided a list of single-use redemption codes.

HOW IT WORKS:

1. Decide how many subscriptions you would like to sponsor, and which tier (Digital, Access Plus+, Premium or Connect)
2. Fortune will provide a document with a list of unique single use codes
3. Individuals who have been gifted a subscription will go to create an account on Fortune.com, input their code on the payment page and begin exploring content right away!
<table>
<thead>
<tr>
<th>Subscription Tiers</th>
<th>Digital Access</th>
<th>Access Plus+</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium Content</strong></td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Unrivaled access and breaking insights across technology, finance, business leadership, politics, and more.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Archival Access</strong></td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Search the Fortune archive by industry and company.</td>
<td></td>
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<tr>
<td><strong>Mobile App</strong></td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Enjoy Fortune on the go. <em>Currently only available in the U.S.</em></td>
<td></td>
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<tr>
<td><strong>Print Magazine</strong></td>
<td>+</td>
<td>+</td>
<td></td>
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<tr>
<td>Redesigned and reimagined, featuring in-depth reporting, world-class photography, and high-impact graphics</td>
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<td>An eight-part report diving into market conditions, economic indicators, and where the smart money’s going.</td>
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<tr>
<td><strong>Priority List Access</strong></td>
<td>+</td>
<td>+</td>
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<tr>
<td>Receive analysis of our signature franchises, such as the Fortune 500 and 100 Best Companies to Work For, delivered right to your inbox.</td>
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<tr>
<td><strong>Proprietary Research</strong></td>
<td>+</td>
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<tr>
<td>Stay on top of the latest trends with Fortune Analytics, a weekly report and newsletter filled with business insights from exclusive survey data.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Searchable Video Library</strong></td>
<td></td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>With Fortune on Demand, browse curated collections of exclusive videos by company, topic, and industry, including coverage of all Fortune conferences.</td>
<td></td>
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</tbody>
</table>
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

Source: Ipsos Fall 2019
FORTUNE is an iconic brand with a strong global influence in China and throughout the world.

<table>
<thead>
<tr>
<th>MULTIPLATFORM REACH AND INFLUENCE</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>FORTUNE.COM DIGITAL</td>
<td>10.4MM Monthly Unique Visitors</td>
</tr>
<tr>
<td>U.S. PRINT</td>
<td>1.8MM Monthly Audience</td>
</tr>
<tr>
<td>CHINA DIGITAL</td>
<td>2.3MM Monthly Unique Visitors</td>
</tr>
<tr>
<td>CHINA PRINT</td>
<td>1.2MM Monthly Audience</td>
</tr>
</tbody>
</table>

| ENGLISH LANGUAGE SOCIAL          | 5.9MM+ FORTUNE Fans |
| CHINESE LANGUAGE SOCIAL          | 1.5MM Weixin, Weibo, Linkedin |
| NEWSLETTERS                      | 851K Daily Email Subscriptions Across 16 Newsletters |
| CONFERENCES                      | 3K+ Annual Invitation-Only Attendees |

| 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 LANGUAGE) | 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 |

Digital-Google Analytics Q2 2019; China – 2019 monthly average; Print: Ipsos Affluent Survey USA Fall 2019 Adults 18 or older, HHI $125,000+. + Local Editions, Data, Social- Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Weixin, Weibo, Newsletters- Iterable, Top Countries- Google Analytics (Dec 2019)
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

Sources: Digital-Google Analytics Q2 2019; China – 2019 monthly average; Print: Ipsos Affluent Survey USA Fall 2019 Adults 18 or older, HHI $125,000+; Local Language Editions, Top Countries- Google Analytics (Dec 2019)
CORE FRANCHISES

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

Q4
- THE FUTURE 50
- BPOY BUSINESSPERSON OF THE YEAR
BEST-IN-CLASS CONFERENCES

MPW EVENING WITH... SERIES
New York, NY | TBD

MPW SUMMIT
Laguna Nigel, CA | Sept. 30–Oct. 2, 2020

MPW NEXT GEN
Laguna Nigel, 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
San Francisco, CA | Oct. 26, 2020

GLOBAL FORUM
San Francisco, CA | Oct. 26–27, 2020

GLOBAL TECH FORUM
Guangzhou, China | Nov. 19–20, 2020

CONFERENCE

12.2B TOTAL PR IMPRESSIONS (2019) | 14 TENTPOLE EVENTS REACHING 3,000+ GLOBAL BUSINESS ELITE
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

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

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

LUXURY + LIFESTYLE
- Passions
- Luxury Radar
- Holiday Gift Guide
- See, Stream, Skip
- 100 Greatest Designs Continuity 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

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 (LAUNCED 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
- George Yancopoulos, CEO, Regeneron
- Mark Cuban, Investor and Entrepreneur
- Alex Gorsky, CEO, Johnson & Johnson and more….

Audio (May-Feb), Ipsos Affluent Survey USA Fall 2019 Adults 18 or older, HHI $125,000+;
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.

1.6–3.3%
AVERAGE ENGAGEMENT RATE

44–54%
AVERAGE VCR

.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.

.30–.80%
AVERAGE CTR*

40–58%
AVERAGE VCR*

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

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
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.
WHAT WE MAKE

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/templatesized 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 & CINEMAGRAPH $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
Appendix
AUDIENCE INSIGHTS

FORTUNE AUDIENCE INSIGHTS:

TECH

INDEX

198
Chief Technology Officer

INDEX

161
Tech Decision-Maker

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169
Job function: Computer services/MIS/IT or Technology

Source: Ipsos Affluent Survey USA Fall 2019 Adults 18 or older, HHI $125,000+.
# FORTUNE AUDIENCE INSIGHTS: FINANCE

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<thead>
<tr>
<th>INDEX</th>
<th>167</th>
<th>Finance Decision-Makers</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDEX</td>
<td>144</td>
<td>HH plans in next 12 months: Invest in stocks, mutual funds, etc.</td>
</tr>
<tr>
<td>INDEX</td>
<td>182</td>
<td>Financial Advisor*</td>
</tr>
</tbody>
</table>

Source: Ipsos Affluent Survey USA Fall 2019 Adults 18 or older, HHI $125,000+. *Occupation: Financial/securities analyst or Investment banker or Certified financial planner (CFP) or Registered investment advisor (RIA) or Other financial planner/investment advisor/asset manager
FORTUNE AUDIENCE INSIGHTS:
LUXURY

Source: Ipsos Affluent Survey USA Fall 2019 Adults 18 or older, HHI $125,000+. 

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Auto Affluencer

INDEX

169
Affluent Travelers: Jetsetters

INDEX

146
Prefer to buy designer or luxury brands