

FORTUNE

“ FORTUNE’s mission is to inform, enlighten, and convene businesspeople everywhere, giving them tools to succeed and make business better. ”

Alan Murray
President and CEO, FORTUNE

FORTUNE

PLATFORM

NEW WEBSITE

NEW APP

PREMIUM VIDEO PORTAL

NEW MAGAZINE

CONTENT + MEMBERSHIPS

REACH

DIGITAL

13MM Global Monthly Unique Visitors*

AUDIO

250K Downloads

PRINT

3.6MM Global Audience

NEWSLETTERS

900K+ Subscriptions

COMMUNITY

LIVE MEDIA & VIRTUAL EVENTS

Ultimate A-list CEO/C-Suite Access

NEWSLETTERS

19 Newsletters (900K+ Subscriptions)

GLOBAL SOCIAL AUDIENCE

8MM+ Social Audience

FORTUNE CONNECT

Launched October 2020

BRAND STUDIO

INSIGHTS-DRIVEN CONTENT

VIDEO

BRANDED EDITORIAL

INTERACTIVES

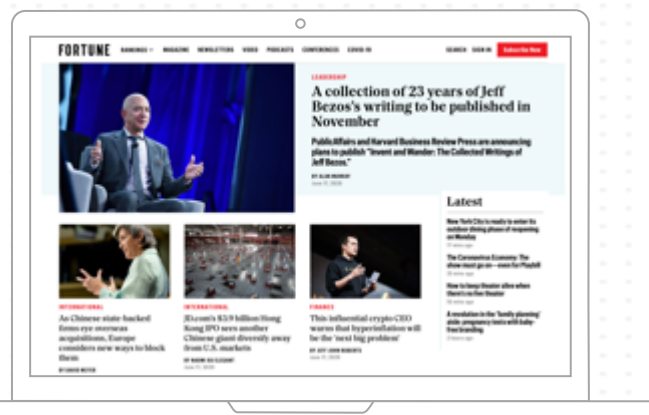
**INFOGRAPHICS + DATA
VISUALIZATION**

RESEARCH

PODCASTS

FORTUNE BRAND INSIGHTS®

FORTUNE MEANS BUSINESS



DIGITAL

13MM

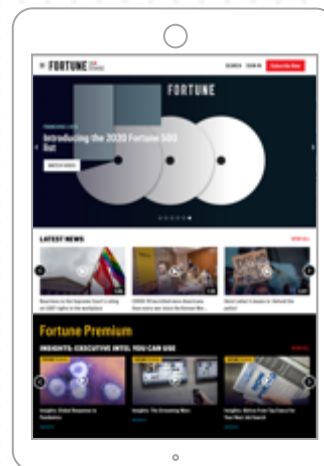
Global Monthly UVs



SOCIAL

8MM+

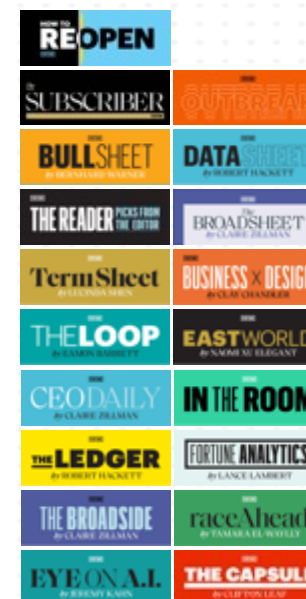
Fans and Followers



VIDEO

7.8MM

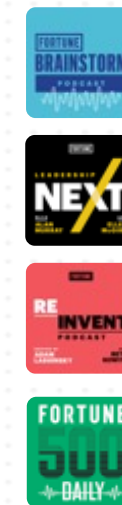
Monthly Video Views



NEWSLETTER

900K+

Daily/Weekly Subscribers
19 Newsletters



AUDIO

250K

Downloads



PRINT

3.6MM

Global Audience

FORTUNE CONFERENCES

Access to the Global Business Elite
(MPW, Brainstorm, Global Forum,
CEO Initiative and more)

VIRTUAL EVENTS

Convening Engaged Communities
(Conference, Newsletter,
Custom Event, Premium
Subscriber tracks)

FORTUNE BRAND STUDIO

5x winner at
Telly Awards 2020

AUDIENCE TARGETING

Audience Targeting,
Geo Targeting, Programmatic,
High-impact Units, Lead Gen

FORTUNE CONNECT

NEW Professional
Membership Community

ENTERPRISE SUBSCRIPTIONS

Bulk Deals for Clients

#1

WEBSITE
BANKING / BUSINESS / FINANCE
2020 FOLIO AWARDS



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

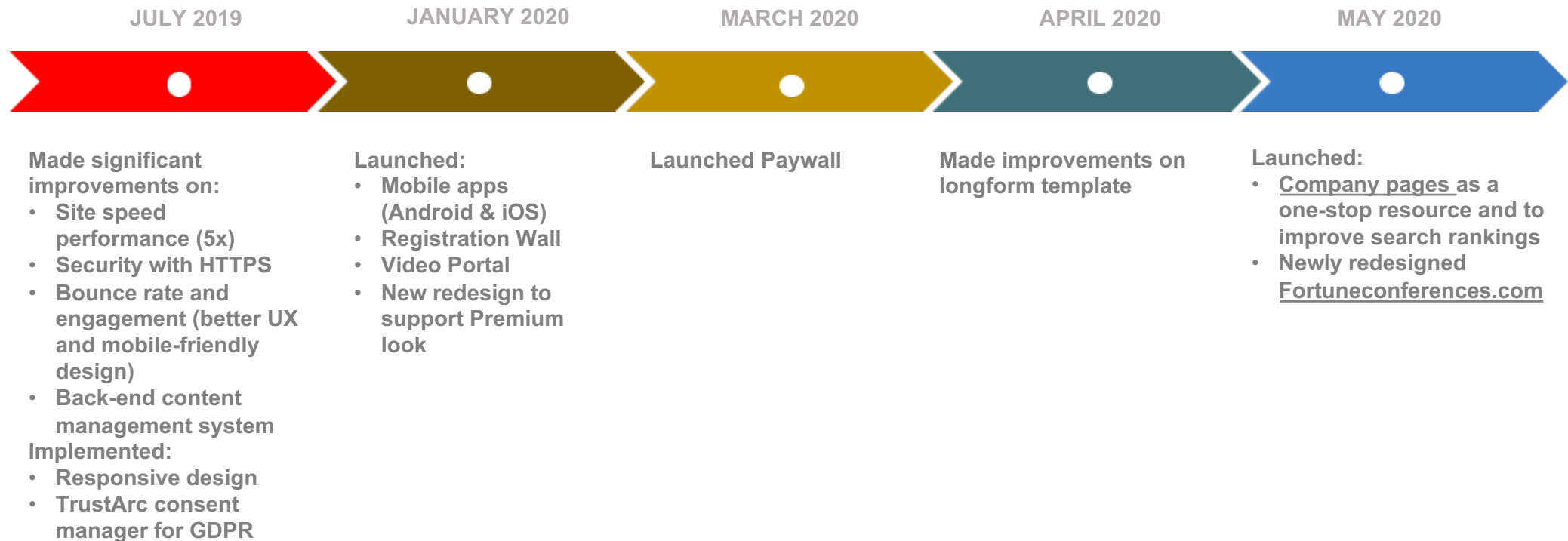
How C-suite and BDs think, feel, and operate are FORTUNE's business. Our improvements are focused on hyper-serving those audiences and those who aspire to the C-suite, with an overriding emphasis on trust and quality. Every article we publish, every list we compile, every video we shoot, and every conversation 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.

Since Fortune’s independence in 2019 – and leading up to the launch of the new Fortune – our team has made significant investments into improving the Fortune.com experience. Our improvements are focused on hyper-serving our audience with an overriding emphasis on trust and quality. Some tech-focused highlights include:



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



#1

WEBSITE
BANKING / BUSINESS / FINANCE
2020 FOLIO AWARDS

#1

MAGAZINE REDESIGN,
CONSUMER CATEGORY
2020 FOLIO AWARDS

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:

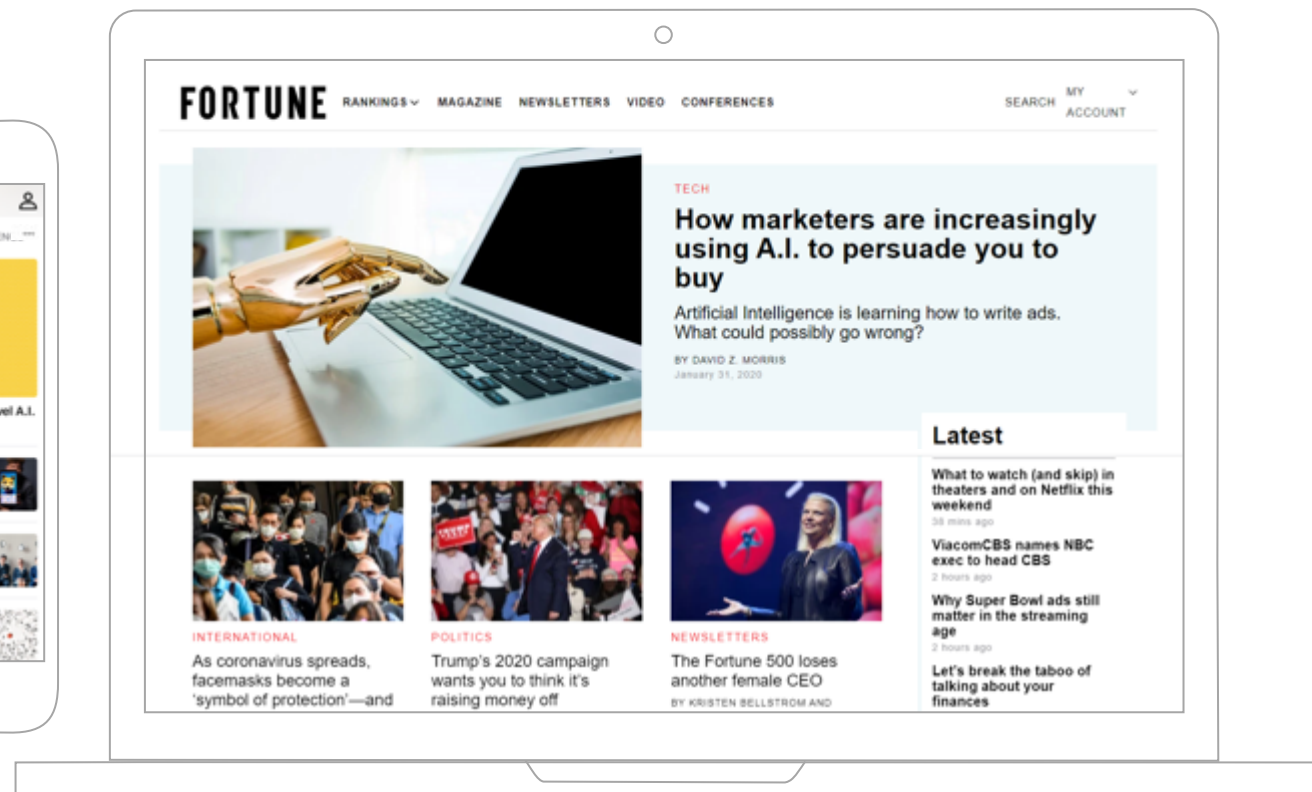
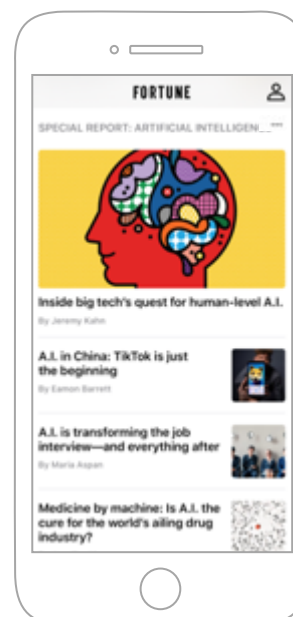
- Subscriber-only stories and deep analysis
- Quarterly Investment Guides
- FORTUNE Analytics: original research that will gauge perspectives of the business community, informing original content
- Quicker, cleaner, and easier to read and navigate.

17.5MM

AVERAGE MONTHLY PAGE VIEWS
(+29% vs 2019)

#1

WEBSITE
BANKING / BUSINESS / FINANCE
2020 FOLIO AWARDS



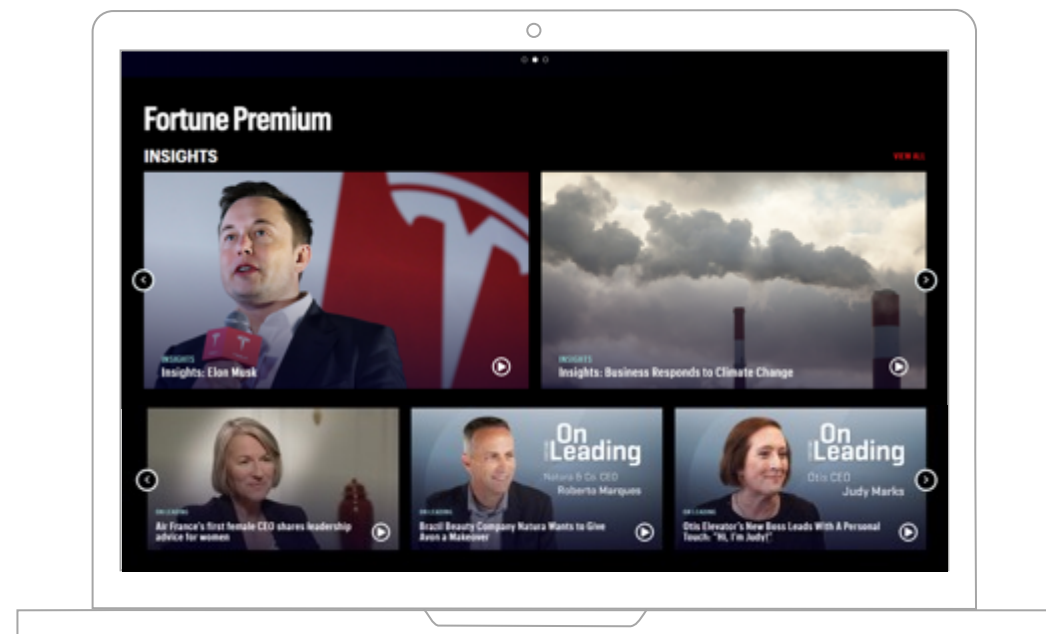
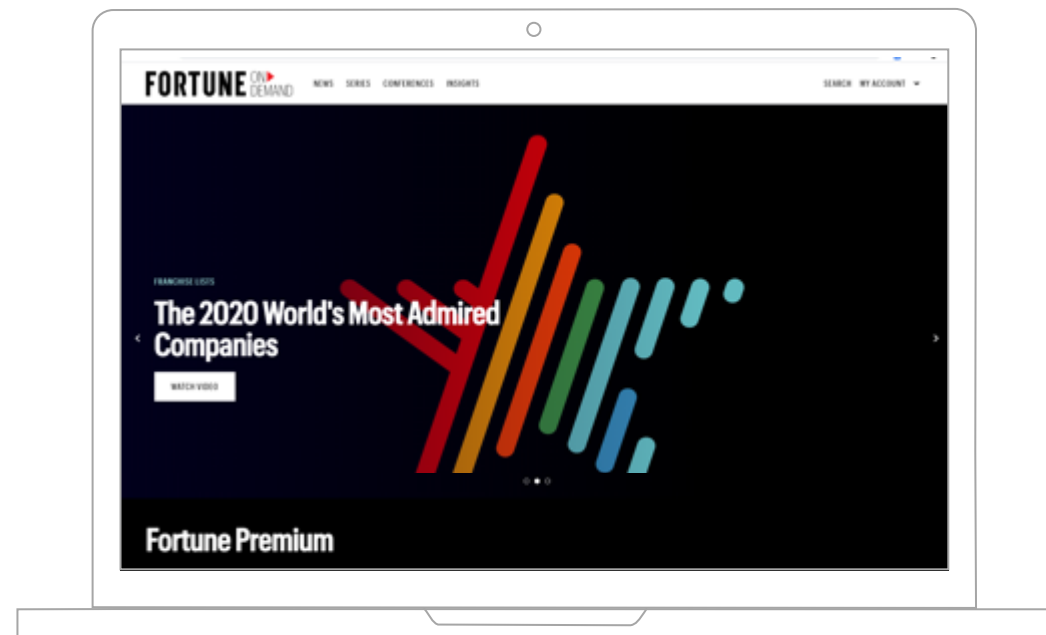
SEE THE BIG PICTURE FROM EVERY ANGLE.

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](#)

7.8MM

AVERAGE MONTHLY VIDEO VIEWS
(+84% vs 2019)



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%

OF NOTERS TOOK ACTION
#1 VS. *Forbes*, *The Atlantic*,
Wired, *NYT Magazine* and *TIME*

#1

MAGAZINE REDESIGN,
CONSUMER CATEGORY
2020 FOLIO AWARDS



BUSINESS LEADERSHIP IS CHANGING

CONNECT IS A MEMBERSHIP COMMUNITY FOR HIGH-POTENTIAL EXECUTIVES WITH A LIKE-MINDED MISSION TO MAKE BUSINESS BETTER

We live at a moment when business leaders are being challenged as never before, with rising demands from employees, governments and society, that go far beyond the traditional confines of their businesses.

CONNECT leverages Fortune's unique access to top leaders who are at the cutting edge of these changes to help train the next generation of leadership.

The platform is designed to provoke new ideas and inspire break-through thinking by familiarizing high-potential executives with the broad range of stakeholder-focused issues and connecting them with a diverse community of peers.

The three foundational themes of the CONNECT program include:

- Leading with purpose
- Leading inclusive teams and companies
- Mastering the new world of stakeholder capitalism



CONNECT WITH THE PEOPLE WHO ARE CHANGING BUSINESS FOR GOOD

Fellows will learn, explore and grow through three platform components:

EVENTS

A continual series of conversations, salon events and brainstorming sessions connecting Fellows with the people who are changing business for good.

- **Coaching:** Coaching sessions focusing on the three main pillars of the Connect program: leading with purpose, stakeholder capitalism, and leading diverse and inclusive teams
- **Green Room:** Conversations aligned to breaking business news or Fortune Live Events, moderated by a rotating cast of renowned Fortune journalists and industry experts
- **University:** Facilitated discussions around a key topic, insight into critical business trends, and skills taught by Fortune 500 executives and leadership experts
- **Connections:** weekly virtual networking sessions (fun and uplifting convenings, good for the CONNECT Fellow's soul)

COMMUNITY

Super-charge your network with a diverse array of leaders from other businesses and industries

- **Speak directly with CEOs,** leaders, experts, artists, researchers, activists and innovators to learn, debate, have fun, share ideas, and expand the mind.
- **Fellowship directory** and dashboard (for connecting with other Fellows)
- **Peer-led brainstorm**s and feedback sessions to workshop ideas (with a diverse roster of CONNECT Fellows and Fortune moderator)
- **Member meet-ups:** Fellows can regularly meet up in person to learn, debate, and share ideas and inspiration.

LEARNING + CONTENT

Learn-at-your-own-pace content built from real-time journalism designed to engineer epiphanies and dive deep into today's most pressing leadership challenges.

- **Executive Sessions:** video courses featuring advice from the most progressive and innovative CEOs, leaders, and provocateurs across industry
- **Conferences Live and On Demand:** Exclusive access to content from Fortune conferences, real-time and on-demand.
- **Fortune Premium:** curated and unlimited access to the full archive of award-winning editorial features, deep dive analysis, real-time insights, and company data.

[Learn more](#)

BE THE GOOD KIND OF KNOW-IT-ALL

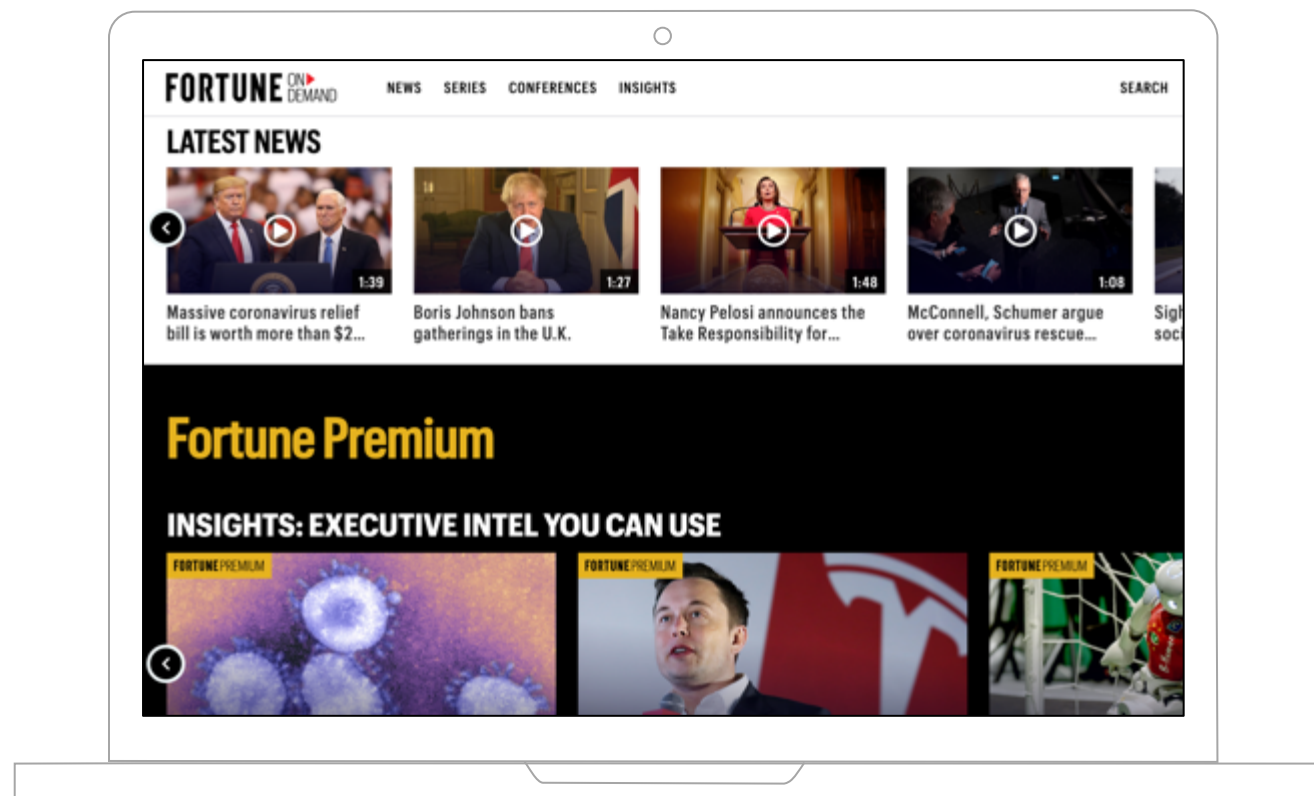
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FORTUNE is your essential go-to for deep insights, clear analysis and incredible access. Every article we publish, every list we compile, and every conversation we curate has one goal: to help you be a better, sharper, more informed member of society.

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



SUBSCRIPTION BENEFITS



PREMIUM CONTENT

Unrivalled 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.

**currently only available in the U.S.*

FORTUNE ON DEMAND VIDEO

Browse original video series and exclusive CEO interviews.

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.

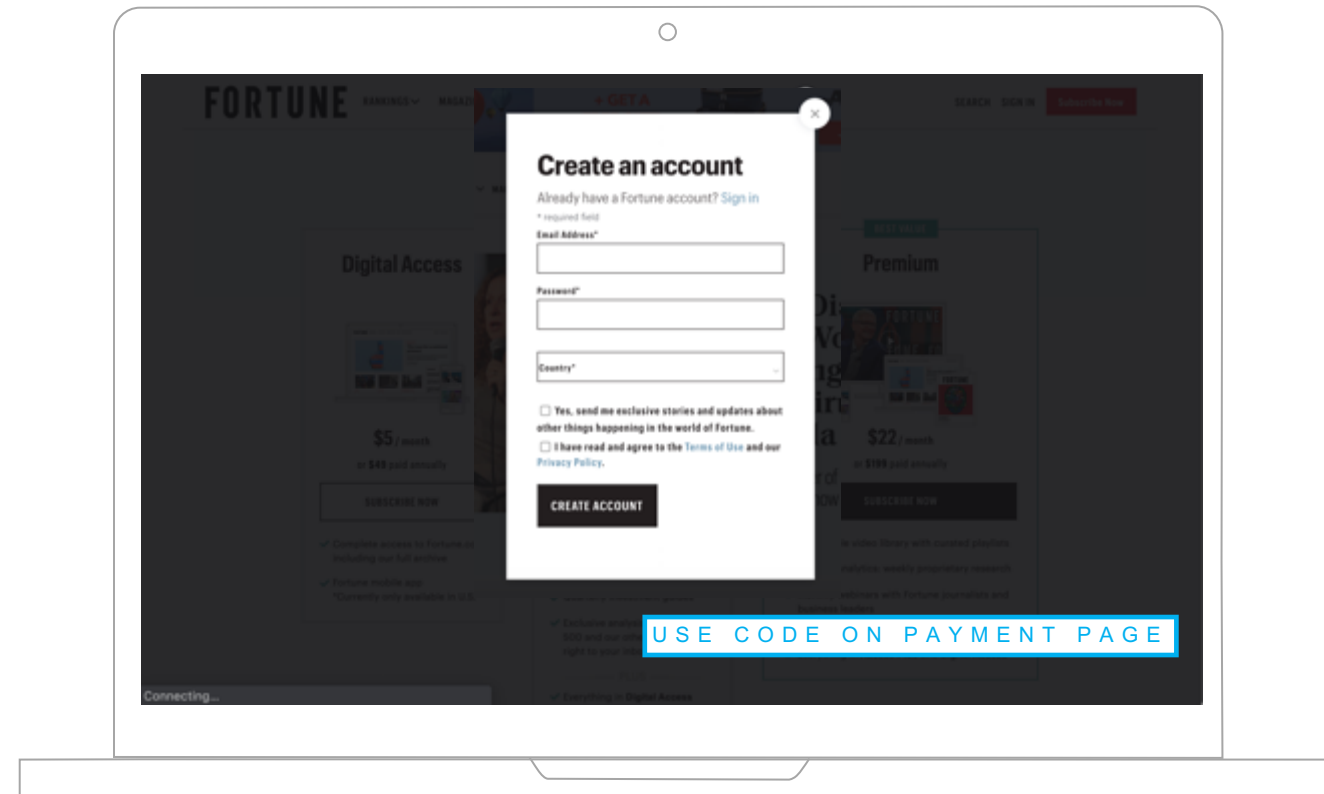
REDEMPTION CODES

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!

Please note: Clients are responsible for distribution codes to individual subscribers

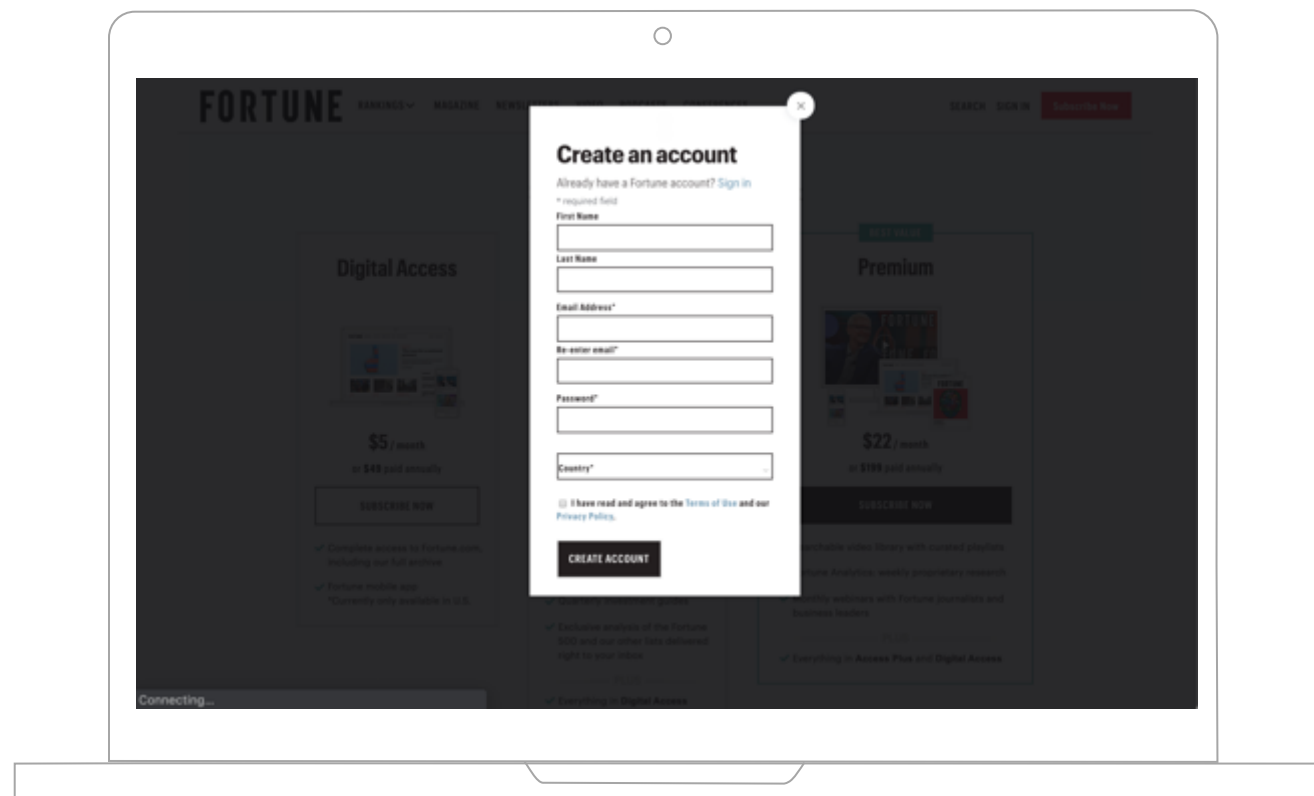


SPECIAL OFFER FULFILLMENT WEB PAGE

FORTUNE provides a URL to a company. The company can share the URL with their clients.

HOW IT WORKS:

1. Fortune will provide a URL to a company (i.e. bank, trade association, media companies, etc.)
2. The company can then share the URL with their clients (i.e. private banking clients, members of trade association, media company to offer to paying clients, etc.)
3. The URL recipient will receive the special offer and register with their preferred payment method



SUBSCRIPTION TIERS		STANDARD ACCESS (\$11/mo)	PREMIUM ACCESS (\$18/mo)
PREMIUM CONTENT	Decades of award-winning business. Vital information for more than 2,000 leading corporations	+	+
FORTUNE ON DEMAND	Original video series and exclusive CEO interviews	+	+
EXCLUSIVE LIST ANALYSIS	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		+
FORTUNE ANALYTICS	Stay on top of the latest trends with Fortune Analytics, a weekly report filled with business insights from exclusive survey data		+
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.		+
MOBILE APP	Enjoy Fortune on the go <i>*currently only available in the U.S.</i>		+
PRINT MAGAZINE	Featuring in-depth reporting, world class photography, and high-impact graphics		+

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 Operating Officer

Chief Financial Officer

Business Decision Makers

Expert Peers

Chief Technology Officer

Technology Decision Makers

Job function: MIS/IT

Job function: Technology

HH Net Worth \$1 Million+

Personal Income \$1 Million+

Prefer to buy designer or luxury brands

VS

Bloomberg Businessweek

Forbes

The Wall Street Journal

The New York Times

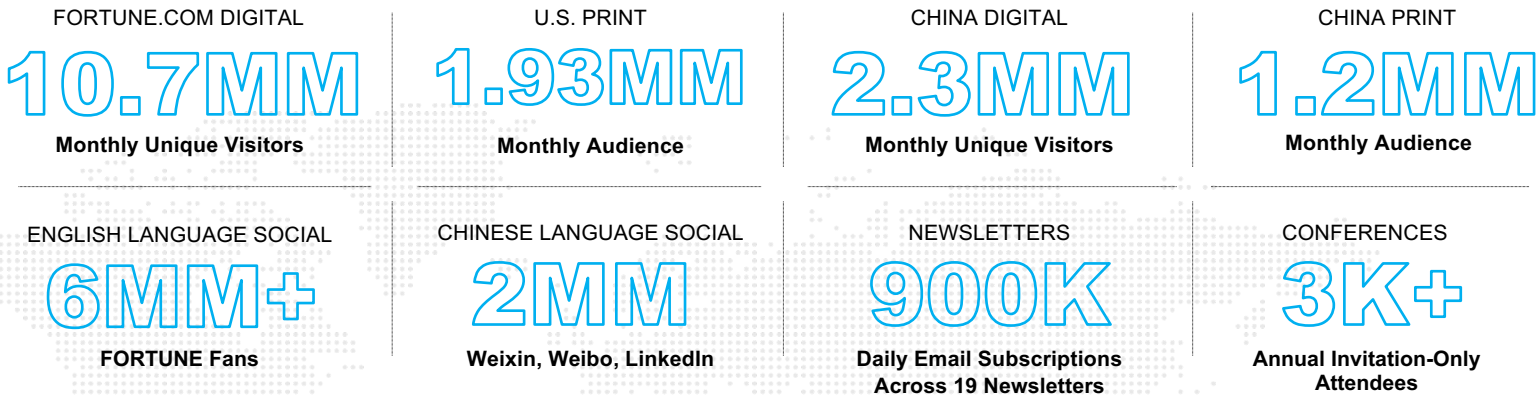
The Economist

The Atlantic

BusinessInsider

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

MULTIPLATFORM REACH AND INFLUENCE



INTEGRATED

5.35MM U.S. Audience (Ipsos)
+20% YOY

DIGITAL

13MM Global Audience (GA)
+35% YOY

PRINT

3.6MM Global Audience
English Language Editions
1.93MM – 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:

13MM

10.7MM – FORTUNE.com Global UVs

2.3MM – FORTUNE China Digital UVs

PRINT:

3.6MM

GLOBAL AUDIENCE

ENGLISH LANGUAGE EDITIONS

1.93MM – 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

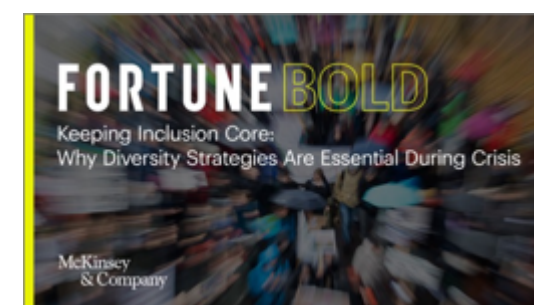
FORTUNE
MPW
MOST POWERFUL WOMEN

THE FUTURE
50

BPOY
BUSINESSPERSON OF THE YEAR

BEST-IN-CLASS VIRTUAL EVENTS

As we move towards virtual events for the remainder of 2020, Fortune presents a robust calendar of events convening around specific vertical topics reaching like-minded ambitious communities.



CONFERENCE TRACK

FORTUNE [EVENT NAME] CONVERSATION

Convening our prestigious conference communities

By-invitation gatherings

Main discussions feature top-tier executives, i.e., CEO

Example: Fortune MPW Conversation

NEWSLETTER TRACK

FORTUNE [NEWSLETTER NAME] SPOTLIGHT

Leveraging our engaged newsletter communities

Open to newsletter subscribers and the general public

Main discussions feature industry newsmakers

Example: Fortune Data Sheet Spotlight

PREMIUM SUBSCRIBER TRACK

THE INSIDE STORY

Monthly roundtable with Fortune journalists discussing timely and relevant topics

Open to Fortune Premium subscribers

CUSTOM EVENT TRACK

FORTUNE PRESENTS: [TOPIC]

Sponsored virtual discussions

Created in collaboration with client (overall topic, audience, custom introduction)

BEST-IN-CLASS CONFERENCE LINE UP

50+

ANNUAL EVENTS
CONVENING THE WORLD'S
LEADERSHIP ELITE



MPW SUMMIT

MPW NEXT GEN

MPW INTERNATIONAL

MPW COMMUNITY

Virtual Events | Biweekly



BRAINSTORM TECH AT CES

BRAINSTORM HEALTH

BRAINSTORM DESIGN

BRAINSTORM TECH

BRAINSTORM A.I.

BRAINSTORM DESIGN

TECH COMMUNITY

Virtual Events | Monthly

**BRAINSTORM FINANCE
COMMUNITY**

Virtual Events | TBD Frequency



THE CEO INITIATIVE

GLOBAL FORUM

GLOBAL TECH FORUM

THE CEO INITIATIVE COMMUNITY

Virtual Events | Monthly

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.

900k NEWSLETTER SUBSCRIPTIONS (+119% 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



BRAINSTORM

Future-forward explorations with top executives from Zoom, GitLab, MIT Interactive Robotics Group, and more (Launched October 2020)

Listen [here](#)



LEADERSHIP NEXT

Intimate discussions about the new rules of leadership with the CEOs of Microsoft, Starbucks, Airbnb, GM, and more (Launched March 2020)

Listen [here](#)



REINVENT

Hear from leaders who are reinventing industries including Chef David Chang and NBA Commissioner Adam Silver (Launched October 2020)

Listen [here](#)

166K+
DOWNLOADS (SINCE MARCH 2020)

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

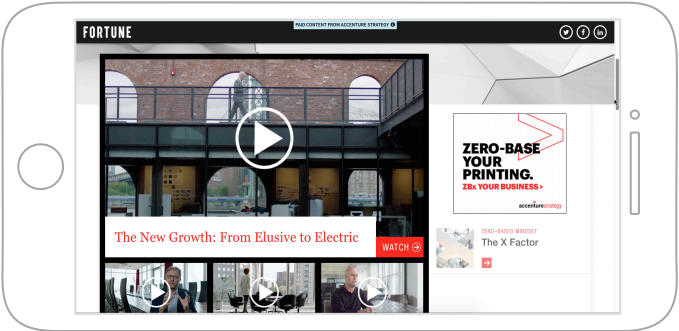
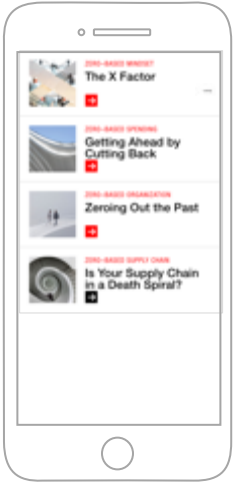
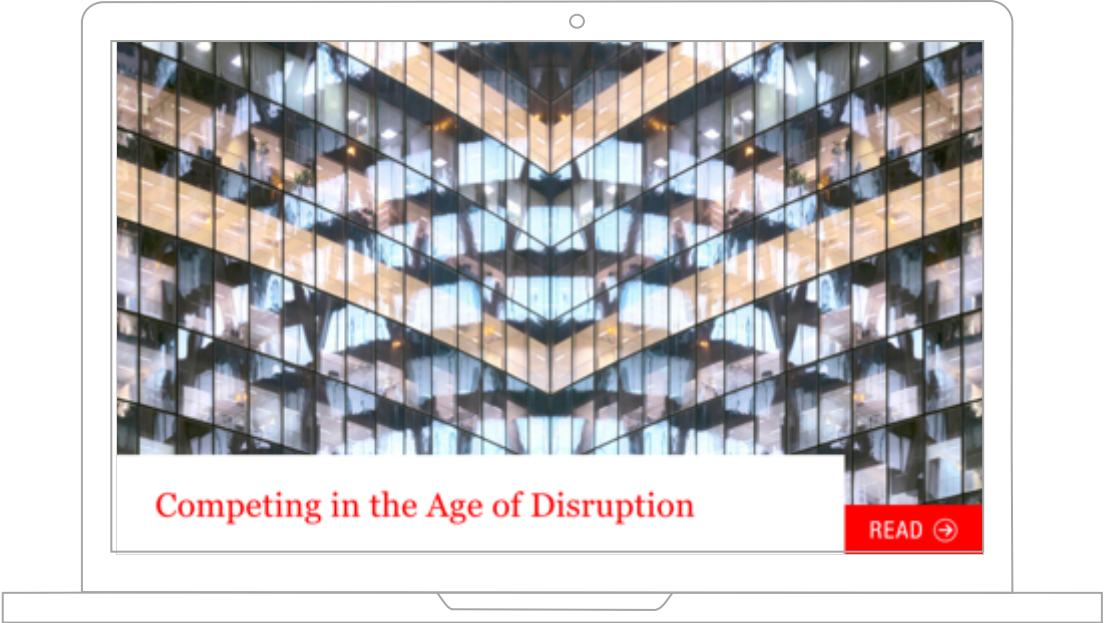
ILLUSTRATION \$ priced on request

Print, digital

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)

CASE STUDY

FORTUNE + Deloitte.

CEO SURVEY SERIES

GOALS: Position Deloitte as an expert resource for the C-Suite during the pandemic

SOLUTIONS: A 3-part CEO survey series deployed to the Fortune CEO Community (*Fortune* 1000 CEOs, CEOs who have attended a past Fortune conference, *Fortune* Global 500 CEOs) gauging perspectives on how to respond to, adapt to, and recover from the COVID-19 crisis. Includes survey collaboration, branded article series, custom podcast mid-rolls (running within *Leadership Next*) and virtual events. Promoted in CEO Daily.

CEO DAILY PROMOTION



EDITORIAL ARTICLE



BRANDED ARTICLE



LEADERSHIP NEXT MIDROLL (9:09)



43%

ENGAGEMENT RATE
(Branded Article on
Fortune.com)

.06%

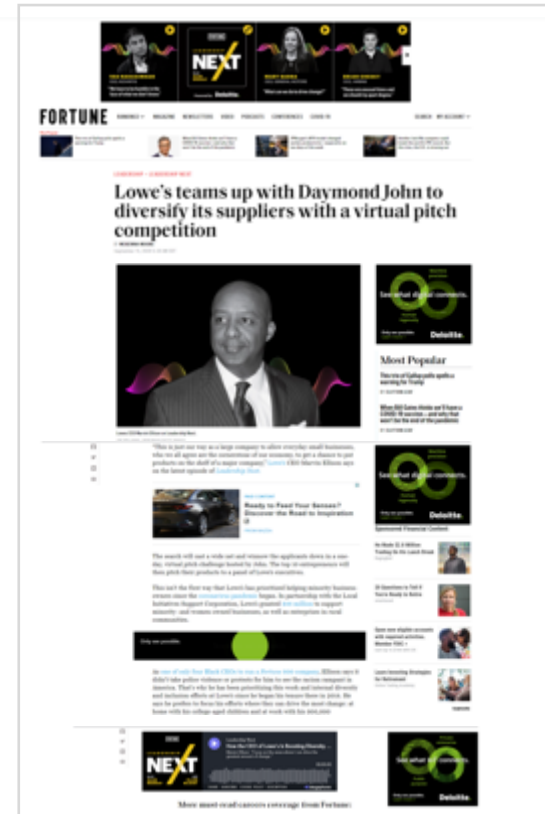
CLICK THRU RATE
(Banners surrounding
Branded Article)

FORTUNE + Deloitte.

LEADERSHIP NEXT PODCAST

GOALS: Reinforce Deloitte's leadership position and engage with C-suite

SOLUTIONS: Fortune launched a brand-new podcast series focused on leading with purpose, featuring CEOs of *Fortune* 500 companies and startups. Hosted by Fortune CEO Alan Murray and senior editor Ellen McGirt. Deloitte integration includes FBS-created midrolls featuring Deloitte CEO and Alan in conversation. Promoted in CEO Daily.



LEADERSHIP NEXT

Intimate discussions about the new rules of leadership with the CEOs of Microsoft, Starbucks, Airbnb, GM, and more (Launched March 2020)

Listen [here](#)

160K+

DOWNLOADS

Since March launch

130K+

CEO DAILY SUBSCRIBERS

FORTUNE
BRANDSTUDIO

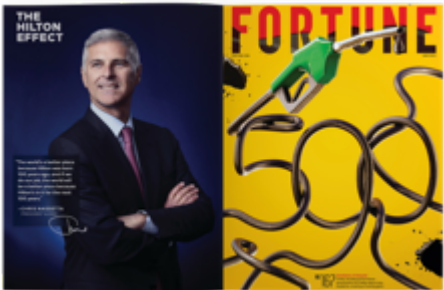
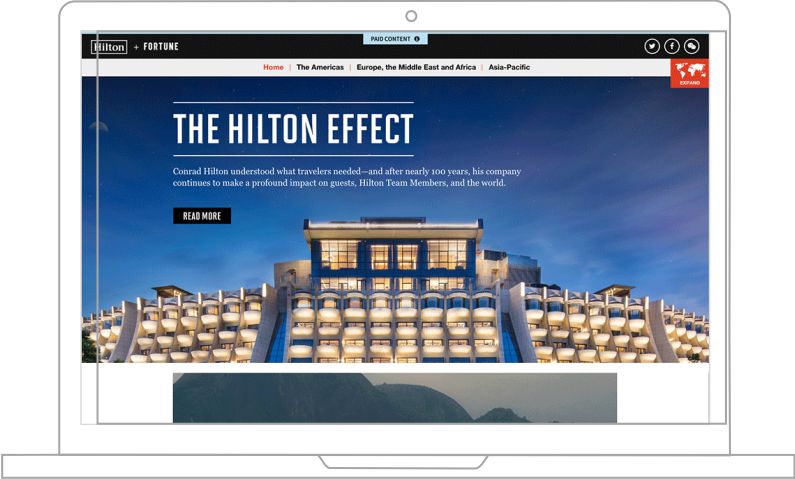
+

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

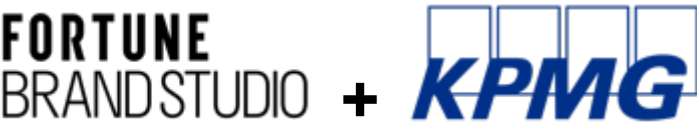
SECONDS

(+137% above average time spent benchmark)

341K

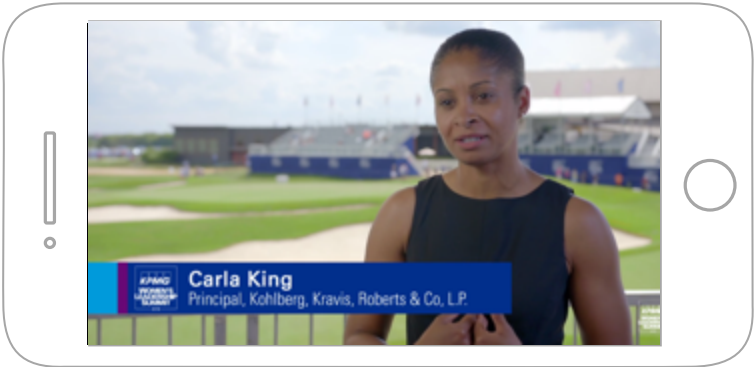
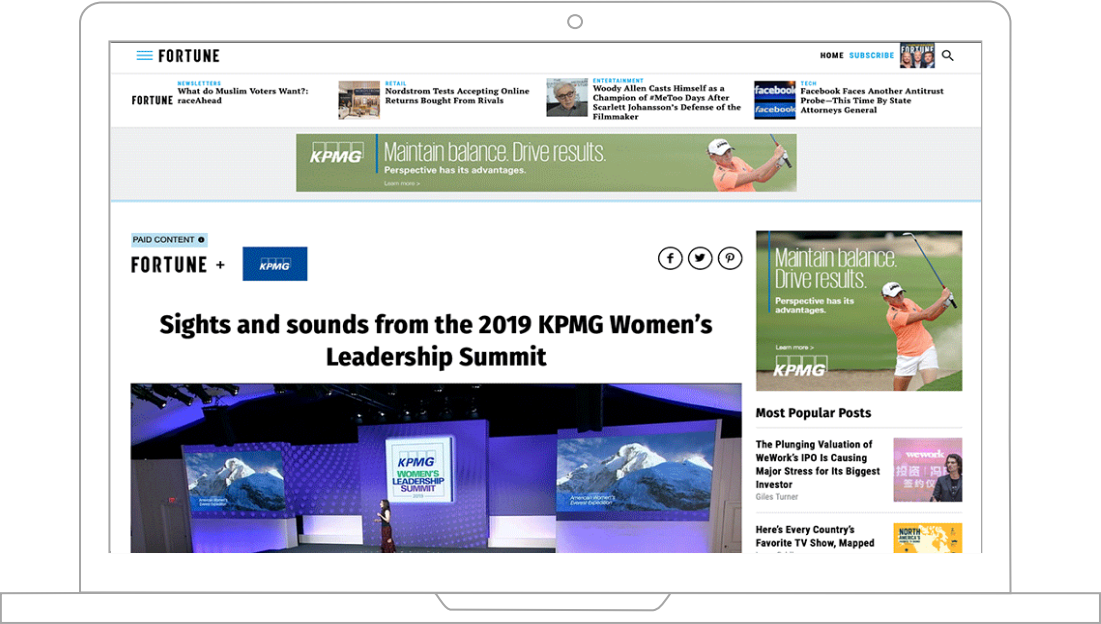
PAGEVIEWS

(+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)



HOW TO REOPEN

GOALS: Build a new platform dedicated to helping businesses get back to work

SOLUTIONS: Together with Salesforce, we built a 360-degree platform that included a virtual event series, editorial alignments, a co-created content hub, high-impact digital media, print features, and a special report, as well as earned media and social media promotion.



How to Reopen is a custom-built hub that features a careful curation of editorial and branded content focused on best practices and insights on how businesses large and small can mobilize back to the next normal.



Presented by Salesforce, Fortune's brand-new pop-up newsletter, *How to Reopen*, created in partnership with Salesforce, includes native integration driving back to Salesforce O&O and adding visibility.

Salesforce and Fortune hosted six virtual events across our key conference communities. These were one hour calls on the Zoom platform



To extend the visibility of the partnership, Fortune created a special edition issue of the magazine both in print and digital. *How to Reopen* featured insightful, relevant editorial articles and Salesforce brand ads throughout.

1MM+

PAGE VIEWS
TO DATE

33K

NEWSLETTER
SUBSCRIBERS

100K+

TOTAL AD CLICKS
TO DATE

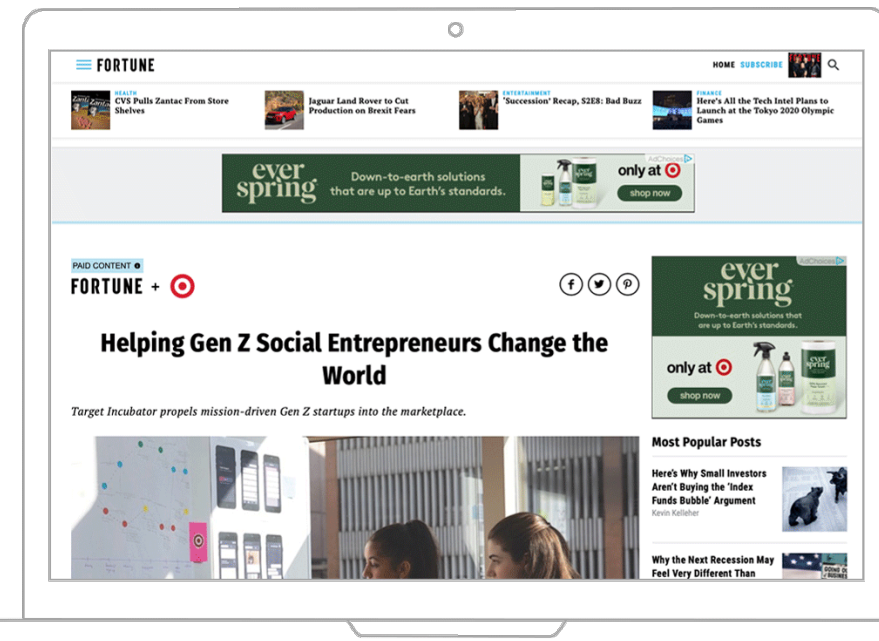
(6x growth since May launch)

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 + ZURICH®

BETTER TOGETHER: BRANDED INTERACTIVE DIGITAL HUB

Partnering with Zurich Insurance, FORTUNE Brand Studio created a [custom interactive digital hub](#) featuring eye-catching documentary-style videos, engaging long-form articles, and insightful Q&As, all aligned with Zurich's core message of building—and rebuilding—better together.

The digital experience is powered by a multiplatform custom social and native distribution package.

Videos feature PGA TOUR pros and Zurich Golf Ambassadors Justin Rose, Billy Horschel, and Collin Morikawa and their caddies alongside Zurich executives and team members.

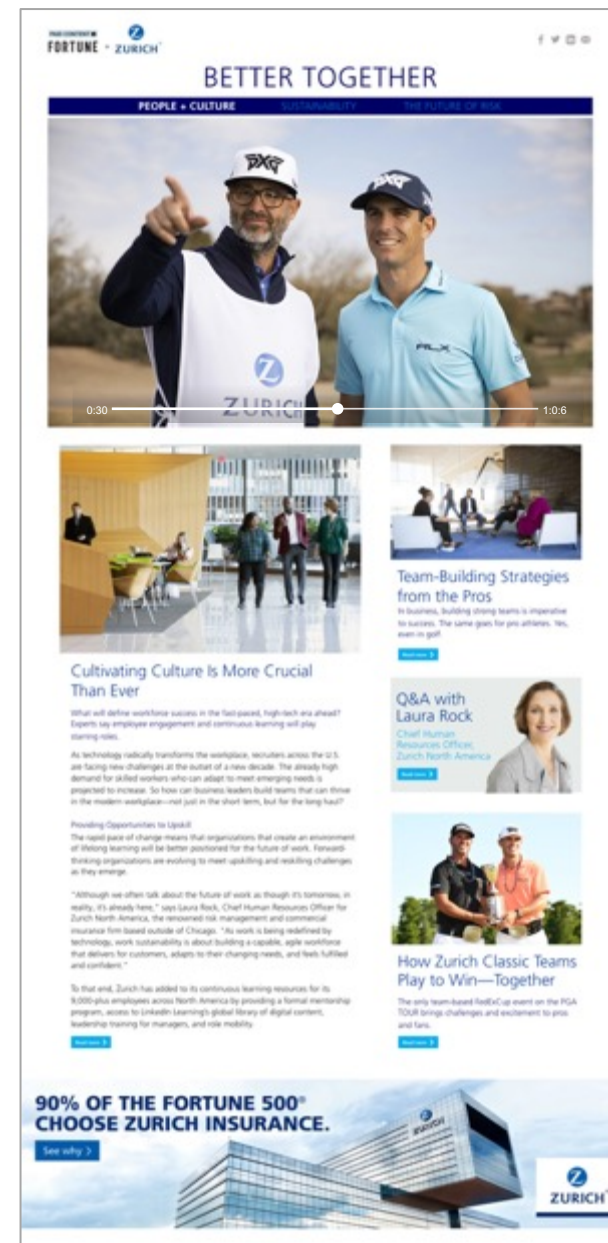
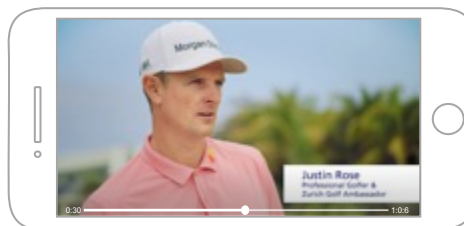
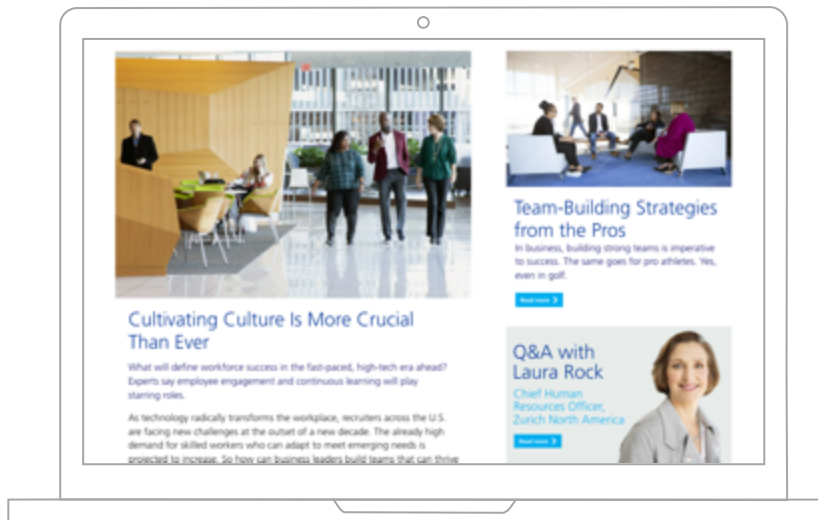
FORTUNE Brand Studio also created a world-class, [nationally televised commercial](#) (CBS, Golf Channel) as well as a suite of custom digital assets for Zurich's premier 2020 ad campaign.

1.7x

Native Promotional Video Unit
on Social exceeded Fortune's
VCR Average

3.4x

More Delivery for Native
Promotional Video Unit on
Fortune.com compared to
Fortune's VCR Average



Brand Case Studies

CASE STUDY

FORTUNE CONNECT

GOAL: Leverage Fortune's unique access to top leaders who are at the cutting edge of purpose-based business to help train the next generation of leadership.

SOLUTION: In less than 6 months, Fortune built a brand-new membership community and virtual platform for high-potential executives with a like-minded mission to make business better.

Platform elements include:

- **WEEKLY EVENT LINE-UP**
A continual series of conversations, salon events and brainstorming sessions connecting Fellows with the people who are changing business for good.
- **LEARNING + CONTENT**
Learn-at-your-own-pace curriculum built from real-time journalism designed to engineer epiphanies and dive deep into today's most pressing leadership challenges.
- **COMMUNITY**
Direct access to a diverse array of leaders from other global businesses and industries via Fortune's proprietary platform

1000+

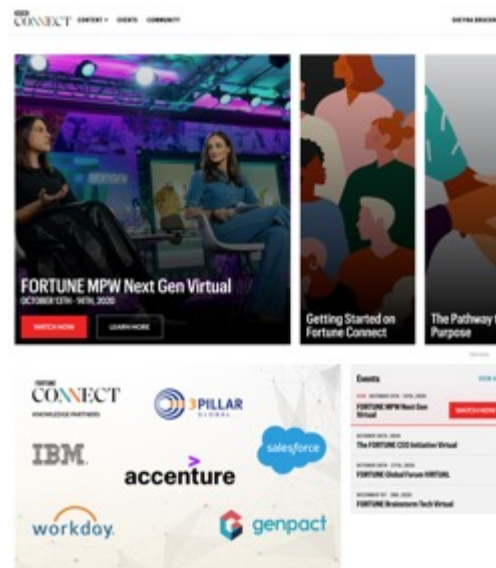
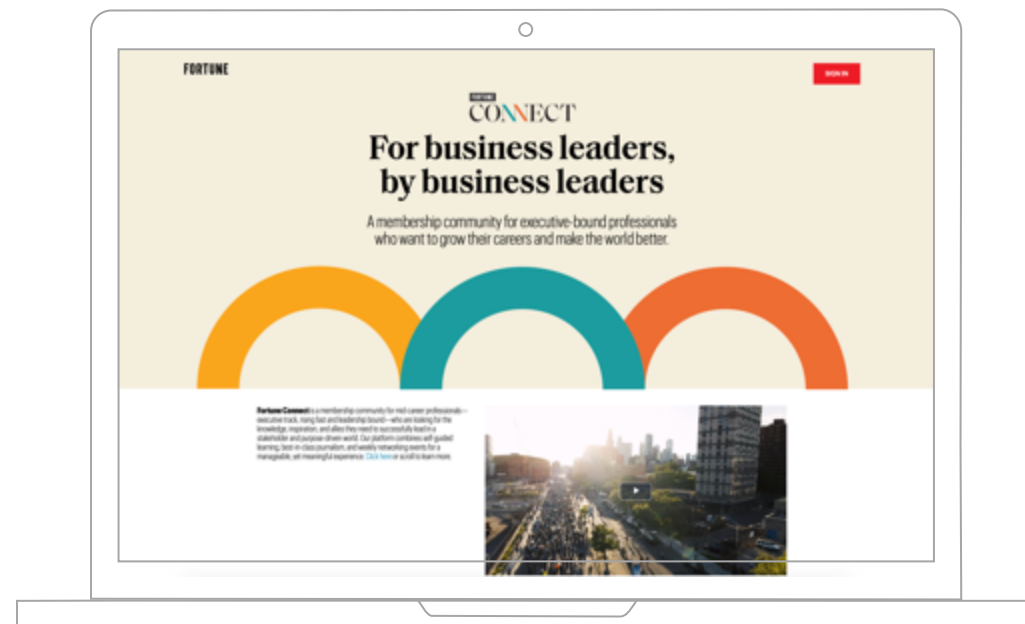
MEMBERS

During launch week

5+

KNOWLEDGE PARTNERS

Global 500 Companies who signed up
prior to platform launch





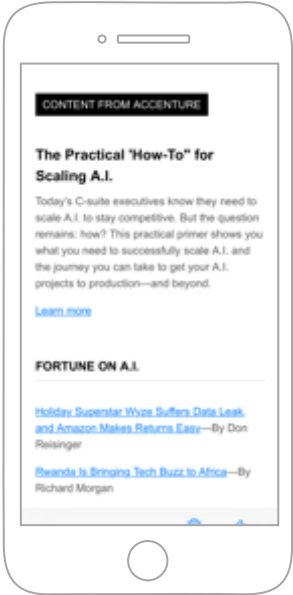
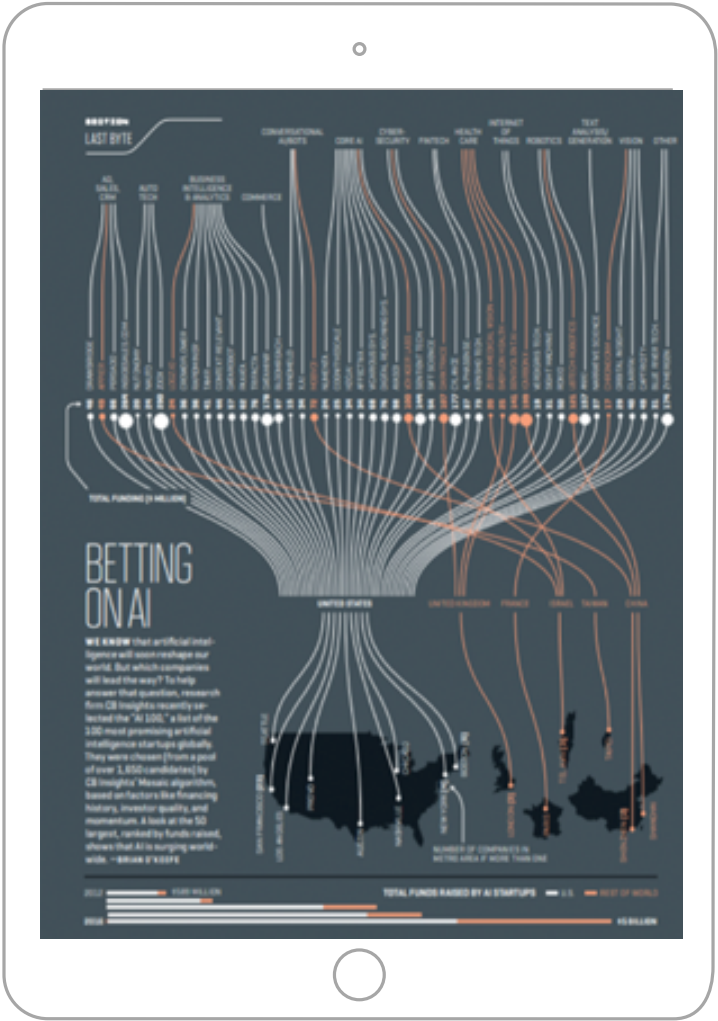
GOAL: Work with Fortune to establish an engaged business community around A.I..

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)

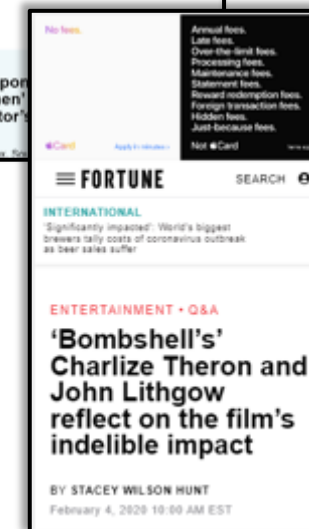
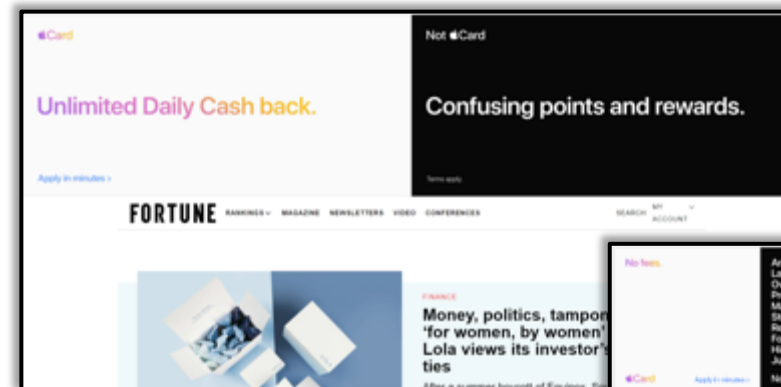
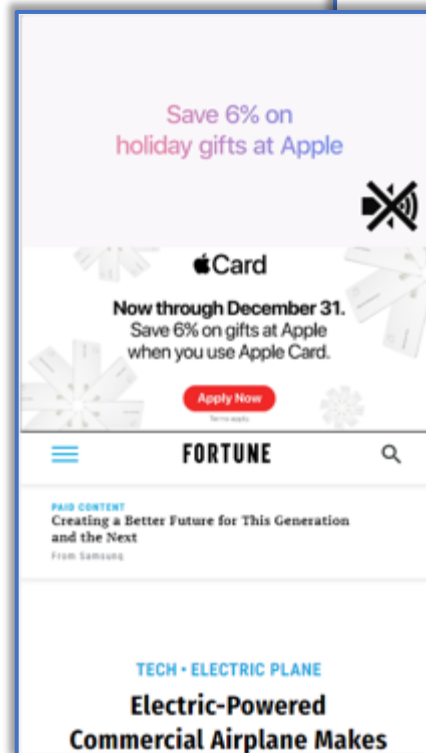
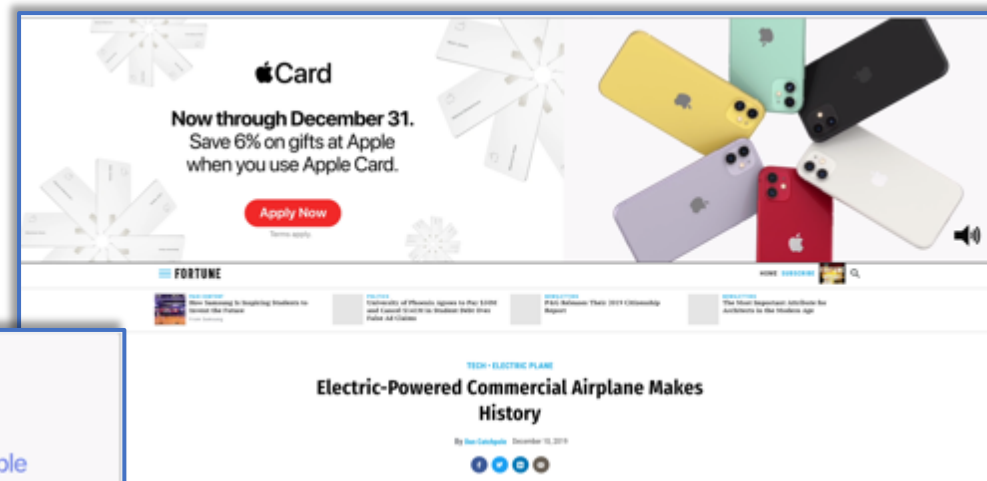


CASE STUDY



GOALS: Drive site traffic, awareness and applications for the new Apple Card during key holiday and shopping timing.

SOLUTION: Ran high-impact Crown unit featuring Apple Card messaging. The first campaign was so successful that Apple came back and ran a second campaign 5x the first budget.



.51%

AVERAGE CTR
Flight #1
12/10/19-12/28/19

.50%

**TOP PERFORMING
CREATIVE CTR**
Flight #2
2/3/20-3/28/20



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

In July 2020, in lieu of the annual live event, Brainstorm Health continued its success with a first-ever two-day virtual event. **Fortune gathered the most creative and influential leaders together, to talk about what we've learned from the COVID-19 pandemic, how we now must reinvent health care and well-being as we know it and how to weather the continuing storm and prepare for the next one.**

The two days of content brought in over 1.6 Billion press impressions and helped to launch Fortune's industry leading virtual event platform.

1.6B

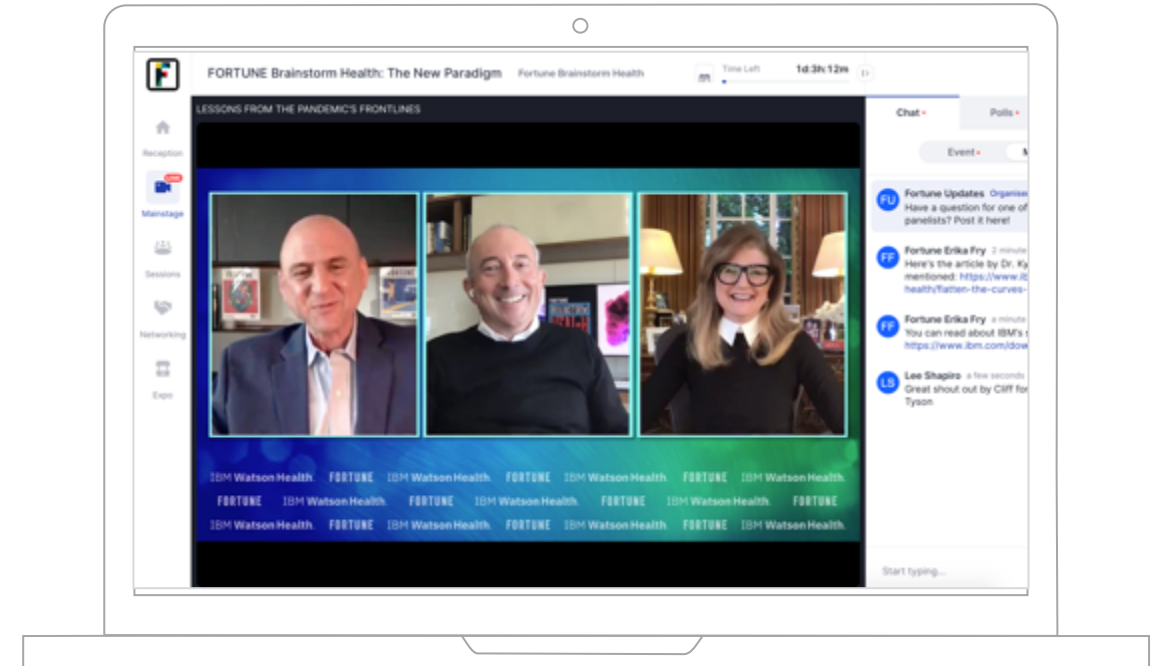
PRESS IMPRESSIONS
(2020 Virtual Event)

91.6%

**VIDEO
COMPLETION RATE**
(Brainstorm Health Videos)

44K

**NEWSLETTER &
EVENT COMMUNITY**
(Attendees and Subscribers)





GOALS: Leverage FORTUNE's tentpole data lists (*Fortune 500* & Global 500) to increase brand awareness and elevate Qlik as a premiere analytics partner.

SOLUTIONS: Qlik as the "Official Analytics Partner of the *Fortune 500*," launched the "History of the *Fortune 500*" co-branded interactive microsite.

This visual experience, developed by Qlik, takes users on a journey through the *Fortune 500* proprietary data and enables guided exploration of data related to company revenues, the historical events that shaped them, and the industry sector status and changes that have emerged.

FORTUNE Brand Studio created a "making of the microsite" video, which launched on FORTUNE.com the day of the list reveal and was promoted via native and social touts to the native landing page. The program was also supported by Qlik across *Fortune 500* print, *Fortune 500* digital sponsorship, multiple HPTO/FITO, and the Data Sheet newsletter.

<https://qlik.fortune.com/>



6.45min

AVERAGE TIME ON QLIK
MICROSITE

700k

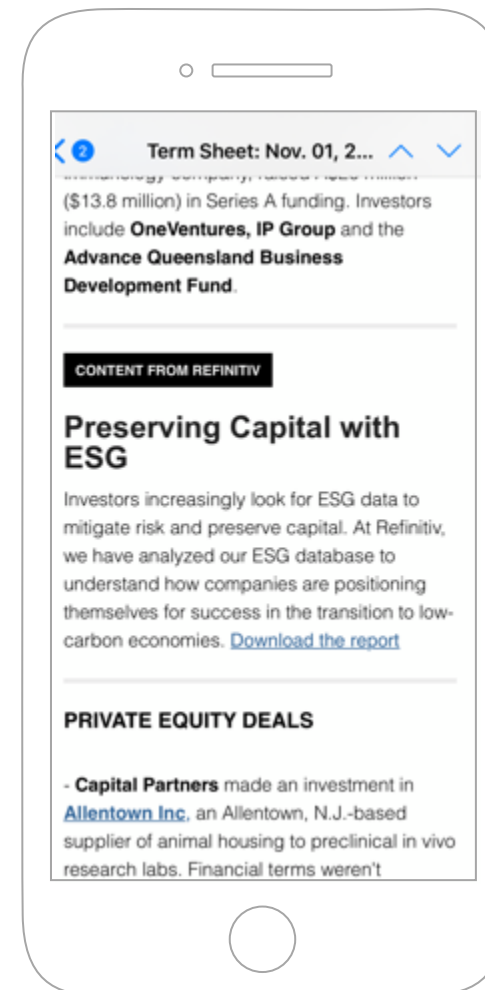
PVs DURING LAUNCH
WEEK

(Fortune 500)

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)

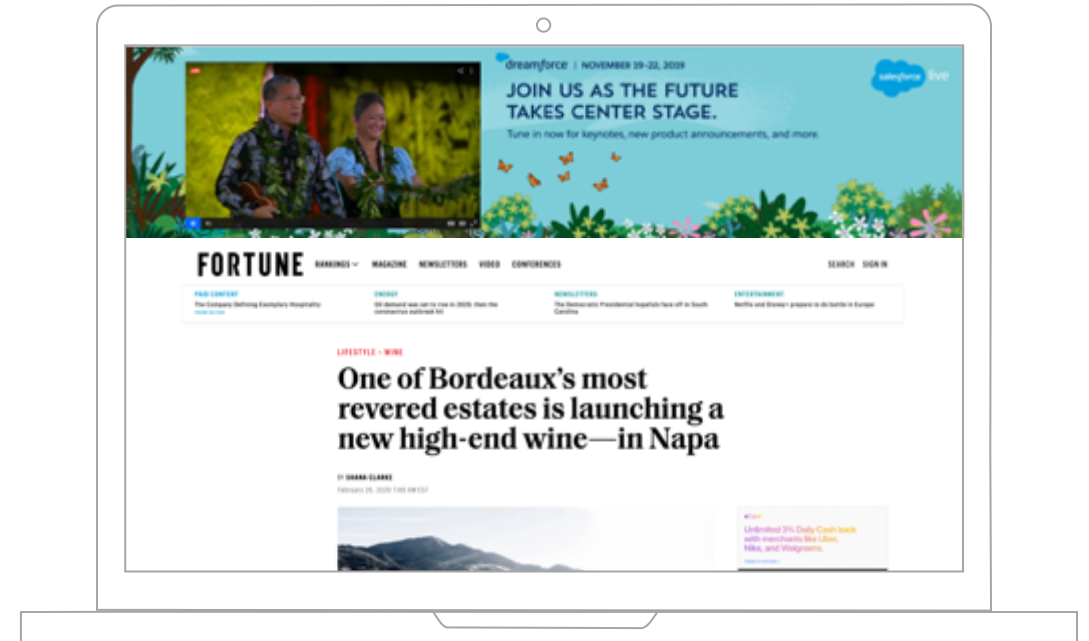
THE FUTURE
50CHANGE
THE
WORLD

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)



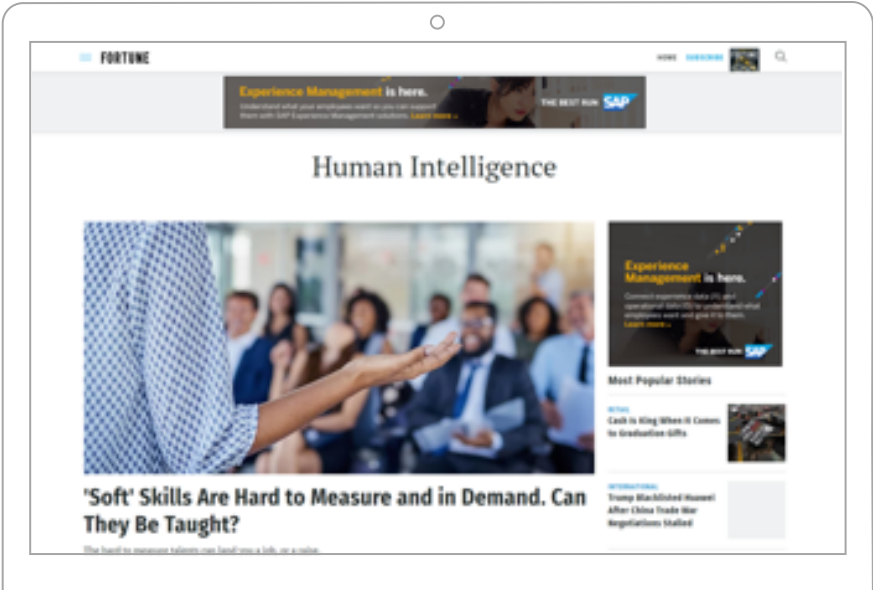


GOAL: Utilize Fortune’s ranking expertise to help SAP and Thrive strategize, develop, and launch a brand-new business ranking spotlighting SAP XM products.

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)

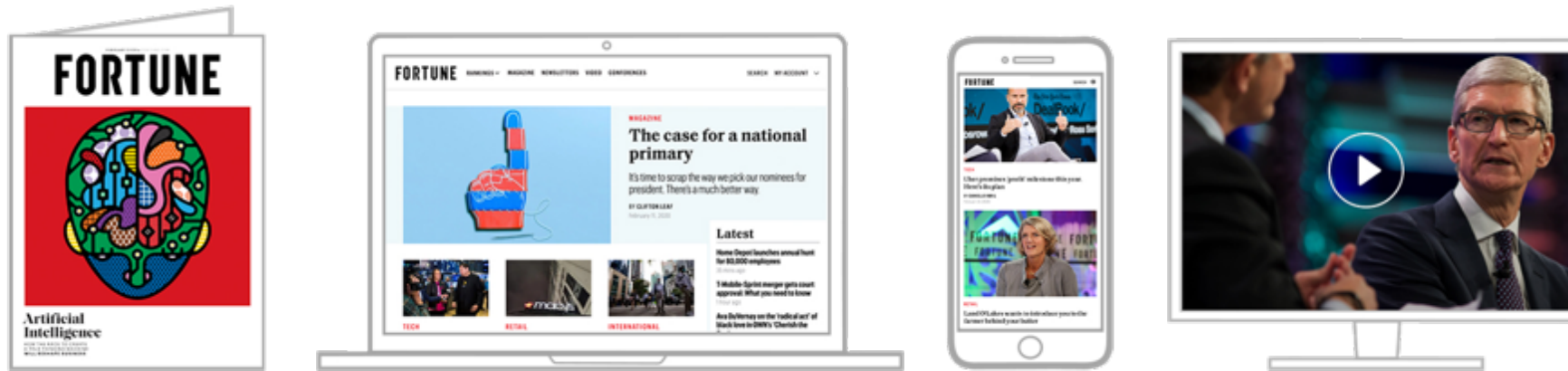
.38%

CTR
(New HI edit series engagement)

Appendix

THE NEW FORTUNE

In the last few months, we've seen significant improvements in overall audience engagement and traffic compared to prior years.



AUDIENCE REACH (2020 vs. 2018)

CEO: +48%

C-Suite: +50%

BDM: +45%

Tech Decision Maker: +64%

CTO: +75%

CFO: +42%

Active Investors: +33%

Expert Peers: +73%

HHI \$150K: +44%

Source: Ipsos Affluent Survey USA Spring 2020 vs. Spring 2018
Adults 18 or older, HHI \$125,000+ (Reach)

DIGITAL TRAFFIC (2020 vs. 2018)

Page Views: +52%

Unique Visitors: +34%

Source: Google Analytics April 2020, April 2018

FORTUNE AUDIENCE INSIGHTS: BUSINESS



INDEX

172

C-suite

INDEX

143

Business Decision-Maker

INDEX

212

Expert Peer

FORTUNE AUDIENCE INSIGHTS: TECH



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198

Chief Technology Officer

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161

Tech Decision-Maker

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169

Job function: Computer
services/MIS/IT or Technology

FORTUNE AUDIENCE INSIGHTS: FINANCE



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167

Finance Decision-Makers

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

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Financial Advisor*

FORTUNE AUDIENCE INSIGHTS: LUXURY



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Auto Affluencer

INDEX

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Affluent Travelers: Jetsetters

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Prefer to buy designer or luxury brands