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

DIGITAL
13MM Global Monthly Unique Visitors*

AUDIO
250K Downloads

PRINT
3.6MM Global Audience

NEWSLETTERS
900K+ Subscriptions

DIGITAL
13MM Global Monthly Unique Visitors*

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250K Downloads

PRINT
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NEWSLETTERS
900K+ Subscriptions

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

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

STORYTELLING PLATFORMS

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
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.
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:

<table>
<thead>
<tr>
<th>JULY 2019</th>
<th>JANUARY 2020</th>
<th>MARCH 2020</th>
<th>APRIL 2020</th>
<th>MAY 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made significant improvements on:</td>
<td>Launched:</td>
<td>Launched Paywall</td>
<td>Made improvements on longform template</td>
<td>Launched:</td>
</tr>
<tr>
<td>• Site speed performance (5x)</td>
<td>• Mobile apps (Android &amp; iOS)</td>
<td>• Registration Wall</td>
<td>• Company pages as a one-stop resource and to improve search rankings</td>
<td></td>
</tr>
<tr>
<td>• Security with HTTPS</td>
<td>• Registration Wall</td>
<td>• Video Portal</td>
<td>• Newly redesigned Fortuneconferences.com</td>
<td></td>
</tr>
<tr>
<td>• Bounce rate and engagement (better UX and mobile-friendly design)</td>
<td>• Video Portal</td>
<td>• New redesign to support Premium look</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Back-end content management system</td>
<td>• New redesign to support Premium look</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Implemented:

• Responsive design
• TrustArc consent manager for GDPR

Launched:

• Mobile apps (Android & iOS)
• Registration Wall
• Video Portal
• New redesign to support Premium look
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

WEBSITE

BANKING / BUSINESS / FINANCE

2020 FOLIO AWARDS

MAGAZINE REDESIGN

CONSUMER CATEGORY

2020 FOLIO AWARDS
W E B S I T E  +  A P P

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

Source: Google Analytics April-Sep 2020
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)

Source: Brightcove and GA Jul-Sep 2020
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%
OF NOTERS TOOK ACTION
#1 VS. Forbes, The Atlantic, Wired, NYT Magazine and TIME

MAGAZINE REDESIGN, CONSUMER CATEGORY
2020 FOLIO AWARDS

Source: GfK MRI Starch 2019
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
FORTUNE CONNECT

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
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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, 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.

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.

*currently only available in the U.S.
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
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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Premium Content</th>
<th>Standard Access ($11/mo)</th>
<th>Premium Access ($18/mo)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium Content</strong></td>
<td>Decades of award-winning business. Vital information for more than 2,000 leading corporations</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td><strong>Fortune On Demand</strong></td>
<td>Original video series and exclusive CEO interviews</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td><strong>Exclusive List Analysis</strong></td>
<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>
<td>*</td>
<td></td>
</tr>
<tr>
<td><strong>Quarterly Investment Guides</strong></td>
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<td><strong>Fortune Analytics</strong></td>
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<td><strong>Priority List Access</strong></td>
<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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<td>*</td>
</tr>
<tr>
<td><strong>Mobile App</strong></td>
<td>Enjoy Fortune on the go <em>currently only available in the U.S.</em></td>
<td></td>
<td>*</td>
</tr>
<tr>
<td><strong>Print Magazine</strong></td>
<td>Featuring in-depth reporting, world class photography, and high-impact graphics</td>
<td></td>
<td>*</td>
</tr>
</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 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

Source: Ipsos Affluent Survey USA Fall 2020 Adults 18 or older, HH $125,000+.
FORTUNE is an iconic brand with a strong global influence in China and throughout the world.

### MULTIPLATFORM REACH AND INFLUENCE

<table>
<thead>
<tr>
<th>Platform</th>
<th>U.S. Print</th>
<th>China Digital</th>
<th>China Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Unique Visitors</td>
<td>1.93MM</td>
<td>2.3MM</td>
<td>1.2MM</td>
</tr>
<tr>
<td>Monthly Audience</td>
<td>10.7MM</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### INTEGRATED

- **5.35MM U.S. Audience (Ipsos)**
- **13MM Global Audience (GA)**
- **3.6MM Global Audience**

#### DIGITAL

- **6MM+** English Language Social FORTUNE Fans
- **2MM** Chinese Language Social

#### PRINT

- **3.6MM Global Audience**
- **Local Language Edition**
- **Licensed Editions (Local Language)**
- **5.35MM U.S. Audience (Ipsos)**

#### INTERNATIONAL

- **2.3MM FORTUNE CHINA DIGITAL**
- **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 April-Sep 2020; China – 2019 monthly average; Print: Ipsos Affluent Survey USA Fall 2020 Adults 18 or older, HH $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:

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
1.7B
TOTAL PR IMPRESSIONS (2019)

STATUS-CEMENTING RANKINGS

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 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)

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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)

YoY growth does not include subscribers for The Reader (based on print audience)
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

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**

---

**HIGH-ImpACT**

---

*Industry Averages*
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.
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/templatized 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
**CASE STUDY**

**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.

- **.13%** CLICK-THRU RATE ON TOUTS (+40% over delivery)
- **7.3%** CONTENT ENGAGEMENT RATE (+385% over delivery)
- **350K** VIDEO VIEWS (+193% over delivery)
**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.

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**C A S E  S T U D Y**

CEO DAILY PROMOTION

**ENGAGEMENT RATE**
(Branded Article on Fortune.com)

43%

**CLICK THRU RATE**
(Banners surrounding Branded Article)

0.06%
LEADERSHIP NEXT PODCAST

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


CASE STUDY

Since March launch

DOWNLOADS: 160K+
CEO DAILY SUBSCRIBERS: 130K+

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
CASE STUDY

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.

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

ENGAGEMENT RATE
(+67% above benchmark)

SECONDS
(+137% above average time spent benchmark)

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% 3.4MM 31.6s
ONSITE ENGAGEMENT RATE VIDEO VIEWS AVERAGE TIME SPENT ARTICLES (+26% above benchmark) (+25% benchmark engagement) (+1.7x above benchmark)
CASE STUDY

FORTUNE + salesforce

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.

CASE STUDY

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.

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
(6x growth since May launch)

100K+
TOTAL AD CLICKS TO DATE
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.

CASE STUDY

#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)
**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.

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**CASE STUDY**

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

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Brand Case Studies
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
CASE STUDY

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.

<table>
<thead>
<tr>
<th>1.6B</th>
<th>91.6%</th>
<th>44K</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRESS IMPRESSIONS</td>
<td>VIDEO COMPLETION RATE</td>
<td>NEWSLETTER &amp; EVENT COMMUNITY</td>
</tr>
<tr>
<td>(2020 Virtual Event)</td>
<td>(Brainstorm Health Videos)</td>
<td>(Attendees and Subscribers)</td>
</tr>
</tbody>
</table>
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.

6.45min 700k
AVERAGE TIME ON QLIK MICROSITE PVs DURING LAUNCH WEEK (Fortune 500)
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)
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)
CASE STUDY

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.

PR IMPRESSIONS
+1862%
.38%

OVER DELIVERY
CTR
(GTD Impressions)
(New HI edit series engagement)

OVER DELIVERY (GTD Impressions)
CTR (New HI edit series engagement)
Appendix
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
AUDIENCE INSIGHTS

FORTUNE AUDIENCE INSIGHTS:

BUSINESS

INDEX INDEX INDEX

172 143 212
C-suite Business Decision-Maker Expert Peer

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

INDEX

198

Chief Technology Officer

INDEX

161

Tech Decision-Maker

INDEX

169

Job function: Computer services/MIS/IT or Technology

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

167

Finance Decision-Makers

INDEX

144

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

INDEX

182

Financial Advisor*

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

INDEX

167
Auto Affluencer

169
Affluent Travelers: Jetsetters

146
Prefer to buy designer or luxury brands

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