

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 \$150K+

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

HIGH-IMPACT UNITS \$ priced on request

Print, digital

SOCIAL ASSETS \$ priced on request

Video cut-downs, custom packages

ORIGINAL PHOTOGRAPHY \$ priced on request

Portraits, photojournalism

ILLUSTRATION \$ priced on request

Print, digital

FORTUNE BRANDSTUDIO + 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.

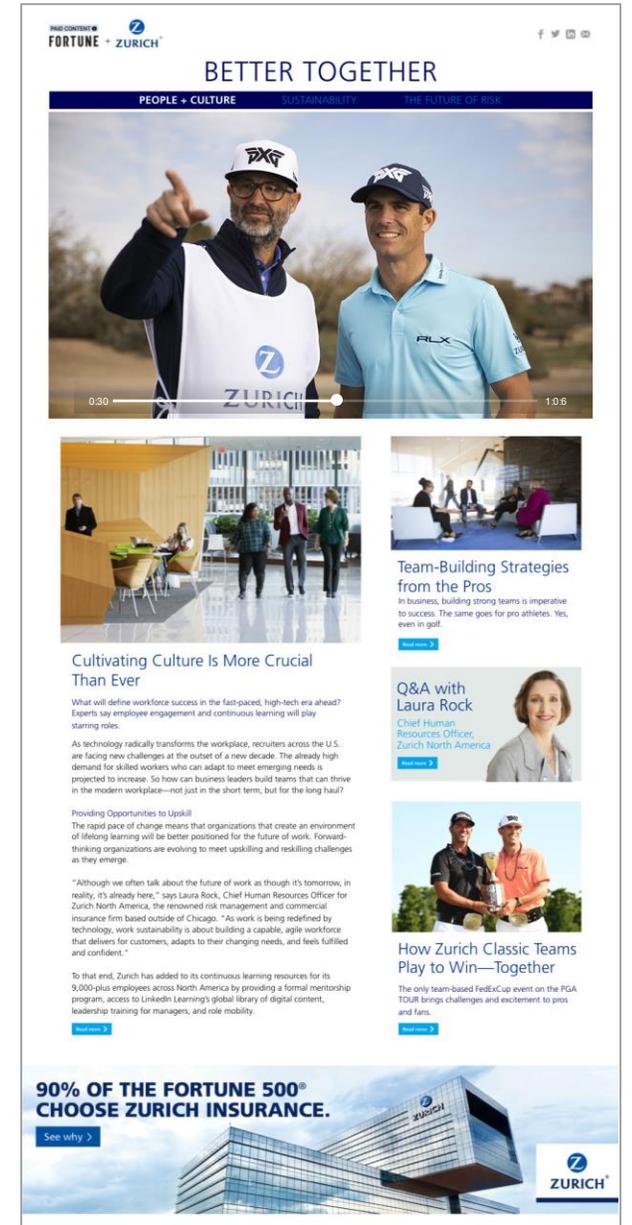
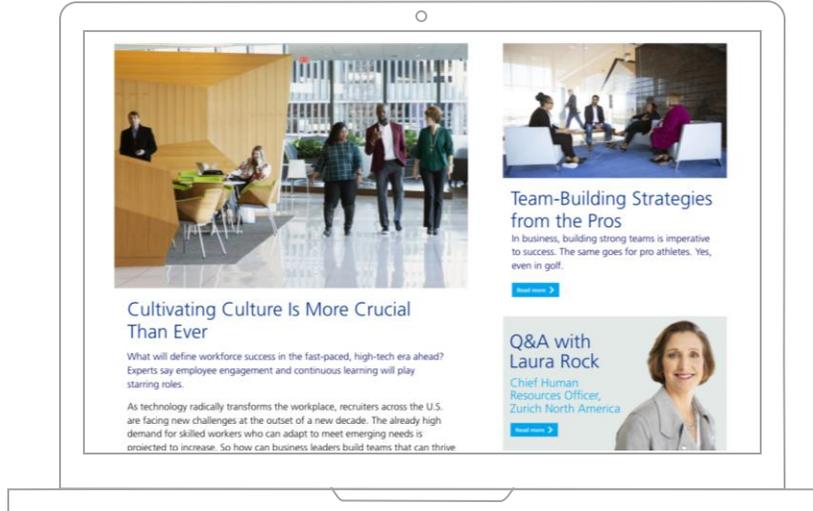
FORTUNE Brand Studio also created a world-class, [nationally televised commercial](#) (CBS, Golf Channel) as well as a suite of custom digital assets for Zurich's premier 2020 ad campaign.

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

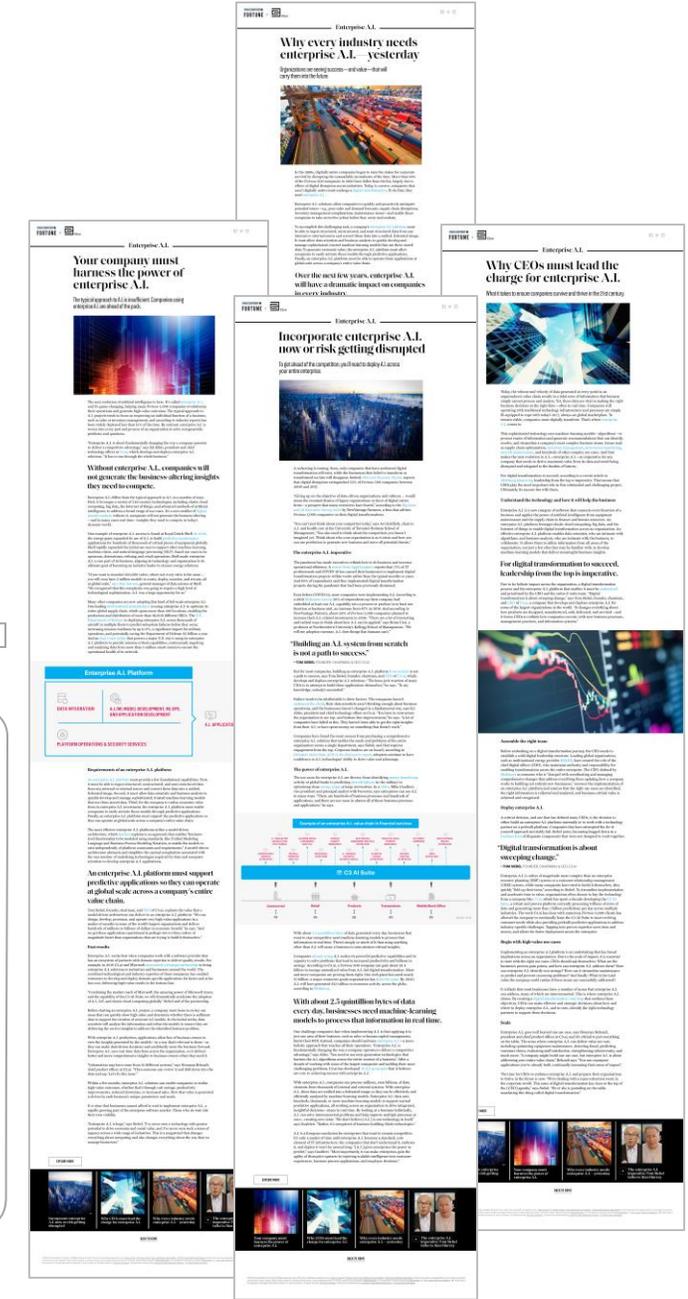
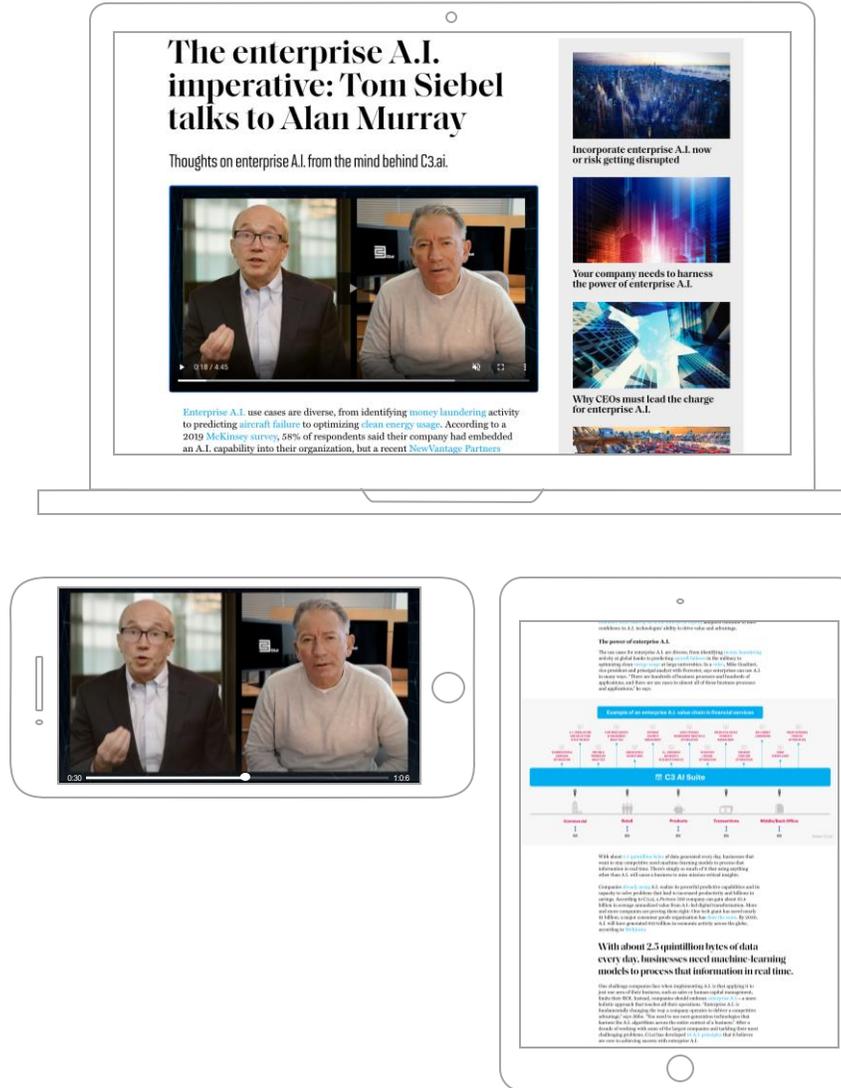




Enterprise A.I.: BRANDED INTERACTIVE DIGITAL HUB Partnering with C3.ai, FORTUNE Brand Studio created a suite of deep-dive content on the next evolution of artificial intelligence: enterprise A.I. In a custom interactive digital hub, exclusive interview-style video, engaging and informative long-form articles, and accessible and enlightening data visualizations come together to shine a light on C3.ai's thought leadership and expertise in the world of artificial intelligence.

Included in the hub is a first-of-its-kind opportunity interview-style video featuring Fortune CEO Alan Murray in conversation with C3.ai CEO Tom Siebel to discuss the enterprise A.I. imperative—and why it's crucial to every enterprise in every industry.

This digital experience is powered by a multiplatform custom social and native distribution package, all targeted to Fortune's engaged audience of busy business leaders and ITDMs.

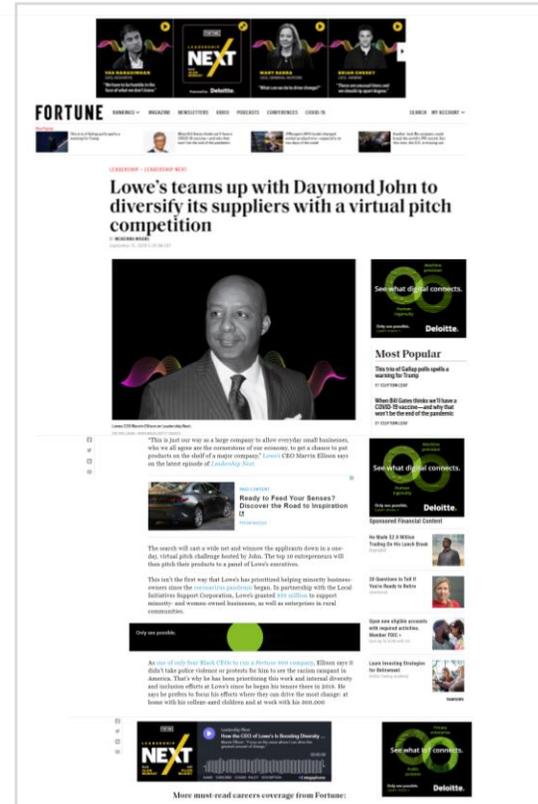


FORTUNE + Deloitte.

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](#)

200K+

DOWNLOADS
Since March launch

130K+

CEO DAILY SUBSCRIBERS

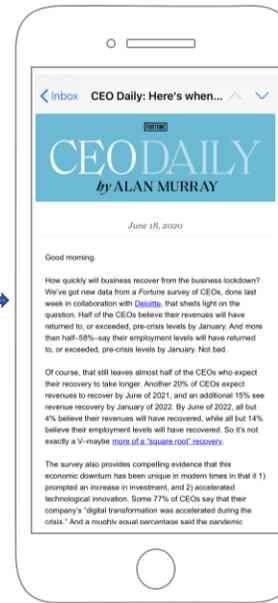
FORTUNE + Deloitte.

CEO SURVEY SERIES

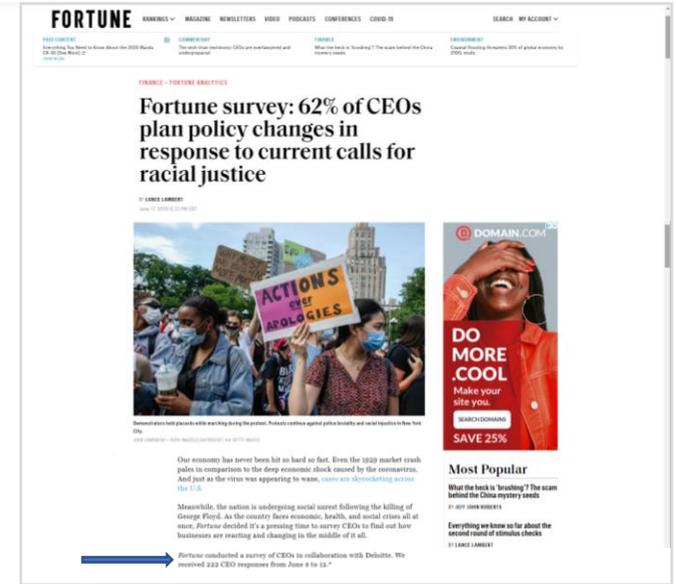
GOALS: Position Deloitte as an expert resource for the C-Suite during the pandemic

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.

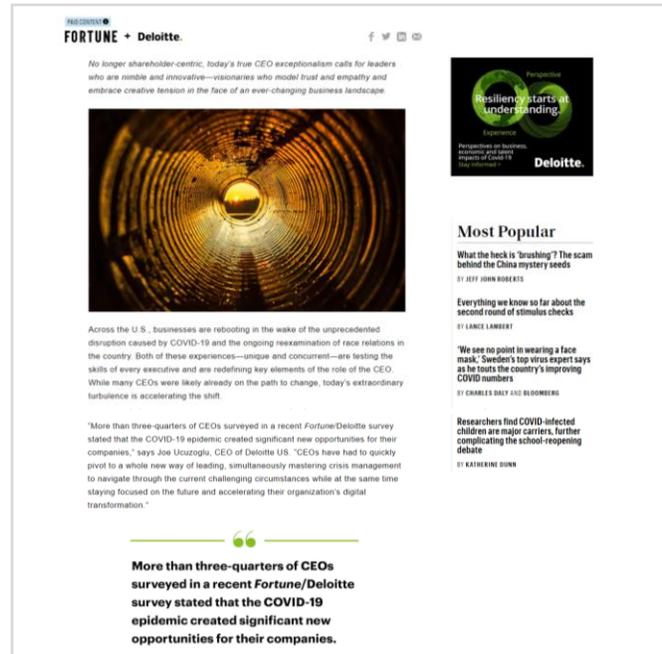
CEO DAILY PROMOTION



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)



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.

1MM+

PAGE VIEWS
TO DATE

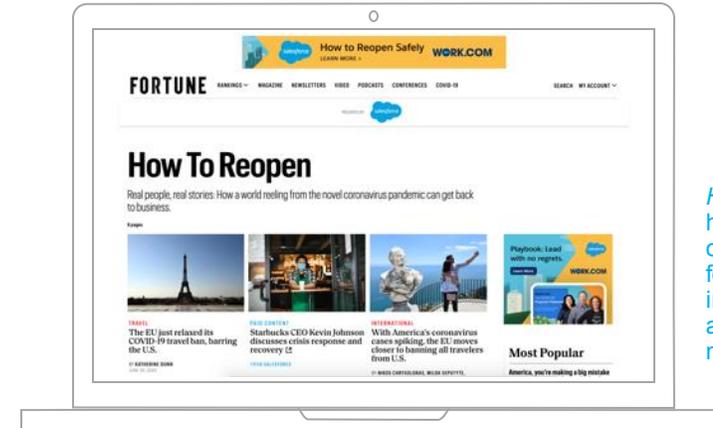
33K

NEWSLETTER
SUBSCRIBERS

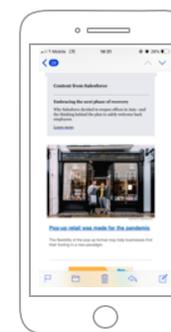
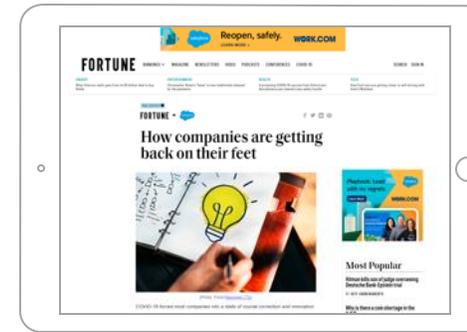
(6x growth since May launch)

100K+

TOTAL AD CLICKS
TO DATE

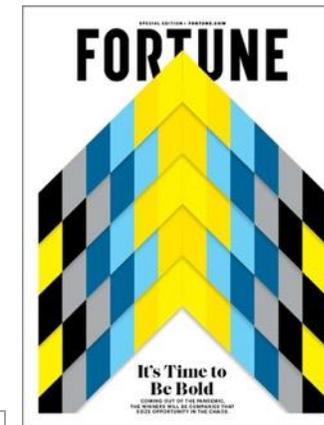


How to Reopen is a custom-built hub that features a careful curation of editorial and branded content focused on best practices and insights on how businesses large and small can mobilize back to the next normal.



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

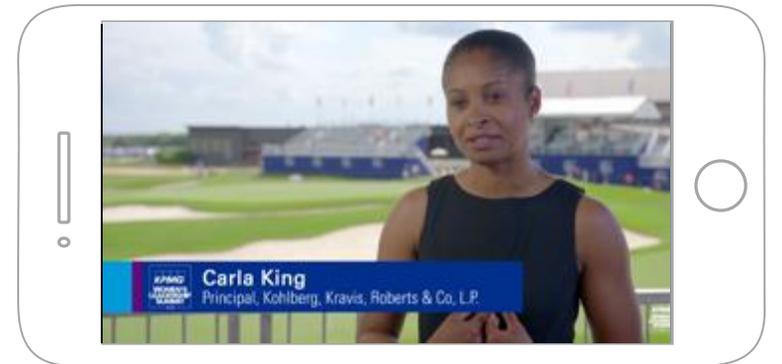
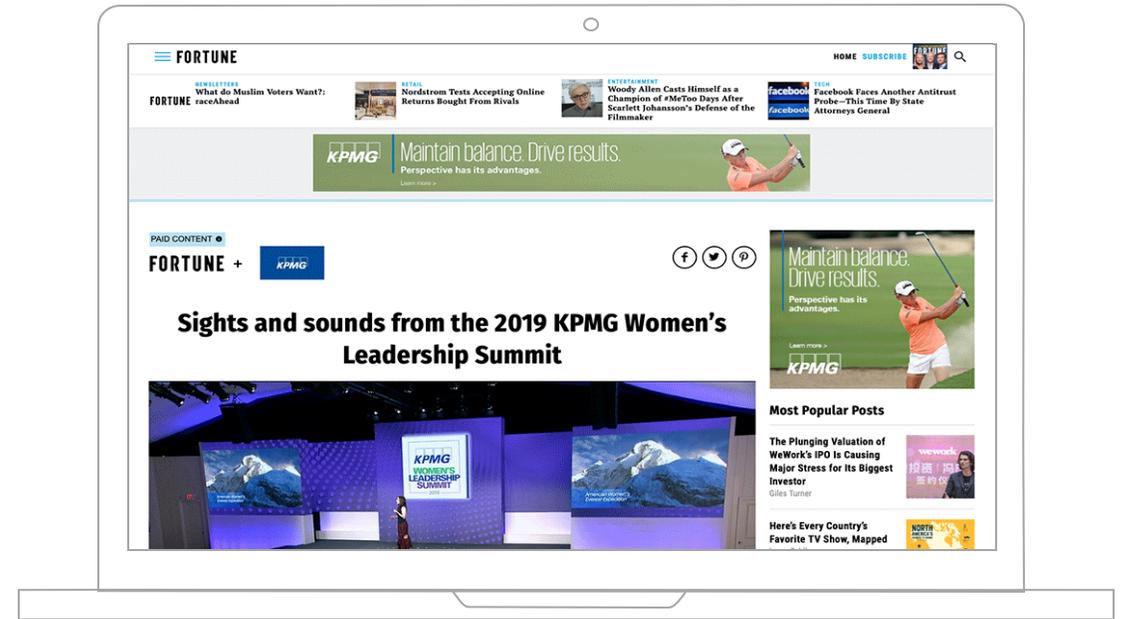


To extend the visibility of the partnership, Fortune created a special edition issue of the magazine both in print and digital. *How to Reopen* featured insightful, relevant editorial articles and Salesforce brand ads throughout.



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

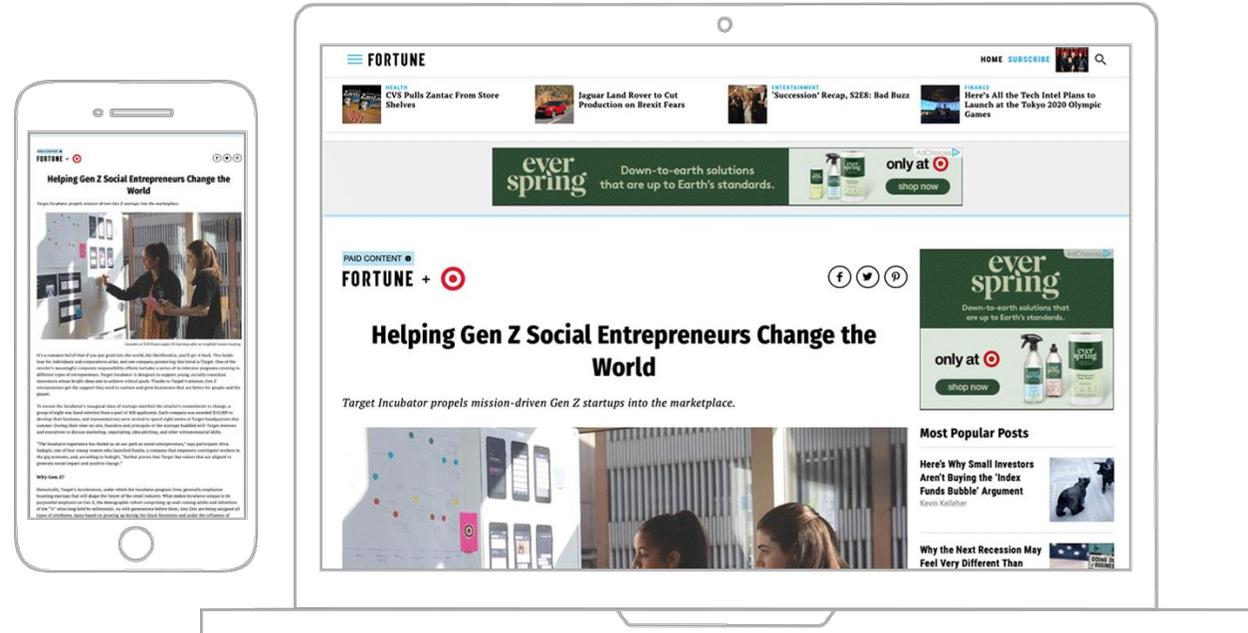
**AVERAGE TIME
SPENT ARTICLES**
(+1.7x above benchmark)



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)