

FORTUNE

An aerial night view of a city with illuminated buildings and streets. The word "FORTUNE" is written across the image, with each letter cut out to reveal the cityscape behind it. The letters are white and stand out against the dark background of the city at night. The lighting is a mix of warm yellow and orange from streetlights and cooler blue and white from building lights.

“ 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

13.6MM Global Monthly Unique Visitors (Fortune.com Global + Fortune China)*

AUDIO

275K+ Downloads

PRINT

3.6MM+ Global Audience

NEWSLETTERS

988K Subscriptions

COMMUNITY

LIVE MEDIA & VIRTUAL EVENTS

Ultimate A-list CEO/C-Suite Access

NEWSLETTERS

22 Newsletters (988K Subscriptions)

GLOBAL SOCIAL AUDIENCE

8MM+ Social Audience

FORTUNE CONNECT

Launched October 2020

BRAND STUDIO

INSIGHTS-DRIVEN CONTENT

VIDEO

BRANDED EDITORIAL

INTERACTIVES

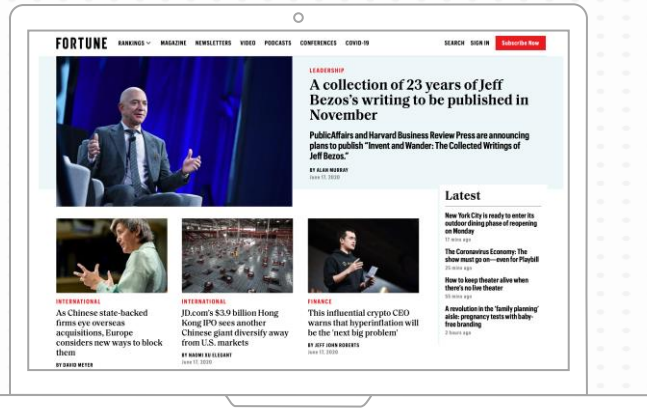
**INFOGRAPHICS + DATA
VISUALIZATION**

RESEARCH

PODCASTS

FORTUNE BRAND INSIGHTS®

FORTUNE MEANS BUSINESS



DIGITAL

13.6MM

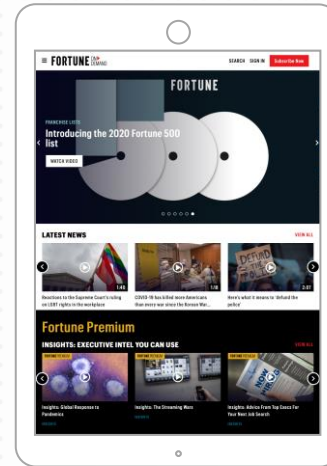
Global Monthly UVs*
(Fortune.com Global + Fortune China Digital)



SOCIAL

8MM+

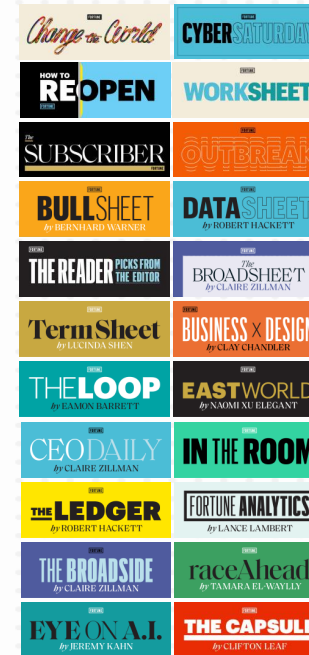
Fans and Followers



VIDEO

6.5MM

Monthly Video Views



NEWSLETTER

988K

Subscribers
22 Newsletters



AUDIO

275K+

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

THE FUTURE OF FORTUNE IS HERE

In 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

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



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

Chief Human Resources 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

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. See examples of recent virtual conversations [here](#).



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

SEE [HERE](#) FOR DETAILS
ON RECENT AND
UPCOMING
CONFERENCES.



10.5B

TOTAL PR
IMPRESSIONS
(2020)



- 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

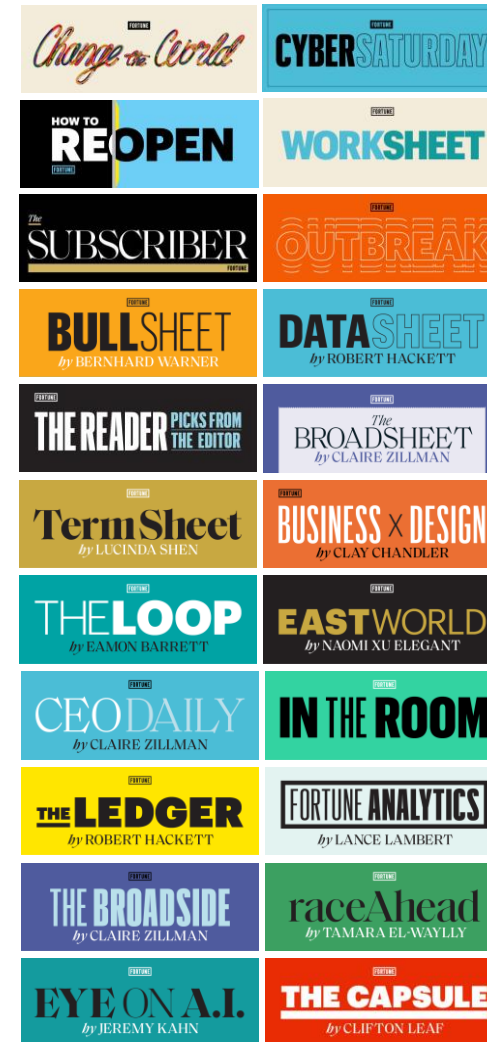
eNewsletters are a daily, weekly, or monthly touch point for our communities often born from our key franchises or conferences. The emails deliver a roundup of notable stories from around the web, as well as original reporting and interviews, offering insights and analysis around leadership trends and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

988k

**NEWSLETTER
SUBSCRIPTIONS**
(+10% YoY)

24%

**AVERAGE UNIQUE
OPEN RATE**
(vs. 18.10% INDUSTRY
AVERAGE)



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](#)

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

Immersive multimedia digital experiences

DIGITAL AND PRINT ARTICLES

Spotlights, long-form, multi-sponsor

PROPRIETARY WHITE PAPERS

Research + content + social

FORTUNE BRAND INSIGHTS® PACKAGE

Edited/templated client whitepapers

DATA VISUALIZATION

Infographics, animations

CUSTOM VIDEO

DOCU-STYLE VIDEO

Capturing leaders in their element

MOTION GRAPHIC VIDEO

Explainers, deep dives, social-first

GIFS & CINEMAGRAPHS

Digital and social

PREMIUM VIDEO PACKAGE

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

BRANDED CONTENT AT FORTUNE CONFERENCES

On-site video, audio, photography

NEW CONTENT

HIGH-IMPACT UNITS

Print, digital

SOCIAL ASSETS

Video cut-downs, custom packages

ORIGINAL PHOTOGRAPHY

Portraits, photojournalism

ILLUSTRATION

Print, digital