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 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 BRANDSTUDIO
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

*Fortune.com Global 11,945,767; Fortune China Digital 1.64MM
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

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

Source: Ipsos Affluent Survey USA Fall 2020 Adults 18 or older, HH $125,000+.
STATUS-CEMENTING RANKINGS

1.7B
TOTAL PR IMPRESSIONS (2019)

Q1
FORTUNE 100 BEST COMPANIES TO WORK FOR
FORTUNE WORLD’S MOST ADMIRE COMPANIES

Q2
THE WORLD’S GREATEST LEADERS
FORTUNE 500

Q3
FORTUNE GLOBAL 500
CHANGE THE WORLD

Q4
THE FUTURE 50
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.

FORTUNE TRACK

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

VIRTUAL EVENTS
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)
INCREDISBLE 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](#)
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/templatized 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

**NEW CONTENT**

BRANDED CONTENT AT FORTUNE CONFERENCES
On-site video, audio, photography

HIGH-IMPACT UNITS
Print, digital

SOCIAL ASSETS
Video cut-downs, custom packages

ORIGINAL PHOTOGRAPHY
Portraits, photojournalism

ILLUSTRATION
Print, digital