FORTUNE’s mission is to inform, enlighten, and convene businessmen 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
3.9MM+ 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®

Digital-Google Analytics Fortune.com Global Jan 2021 + Fortune China 2020 avg; Audio (May 2019-Mar 2021), Ipsos Affluent Survey USA Spring 2021 Adults 18 or older, HHI $125,000+; Social- Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Weixin, Weibo 2020; Print audience per issue includes Fortune U.S. EMEA, Asia, China, Licensed Editions; *Fortune.com Global 11,945,767; Fortune China Digital 1,64MM
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
3.9MM+
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

*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

MOST LIKELY TO REACH

C-suite
Chief Executive Officer
Business Decision Maker
Expert Peers
Top Management
Chief Technology Officer
Technology Decision Maker
Job Function: MIS/IT
Job Function: Technology
HH Net Worth $1 Million+
Personal Income $1 Million+
Prefer To Buy Designer Or Luxury Brands
Luxury Influencers

VS

Bloomberg Businessweek
Forbes
The Wall Street Journal
The New York Times
The Economist
The Atlantic
Business Insider

Source: Ipsos Affluent Survey USA Spring 2021 Adults 18 or older, HH $125,000+.
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

1.7B
TOTAL PR IMPRESSIONS (2019)
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
CONVENCING 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
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)

NEWSLETTER
START YOUR DAY SMART
FORTUNE CONVERSATION & COMMUNITY

Weekly average as of 1/7/21
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
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

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