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
  14.1MM Global Monthly Unique Visitors (Fortune.com Global + Fortune China)*
- AUDIO
  350K+ Downloads
- PRINT
  3.9MM+ Global Audience
- NEWSLETTERS
  1.5MM Subscriptions

COMMUNITY
- LIVE MEDIA & VIRTUAL EVENTS
  Ultimate A-list CEO/C-Suite Access
- NEWSLETTERS
  20 Newsletters (1.5MM 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.com Global 11,945,767; Fortune China Digital 1.64MM

Digital: Google Analytics Fortune.com Global May 2021 + Fortune China 2020 avg; Audio: (May 2019-June 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
14.1MM
Global Monthly UVs*
(Fortune.com Global+ Fortune China Digital)

SOCIAL
8MM+
Fans and Followers

VIDEO
6.5MM
Monthly Video Views

NEWSLETTER
1.5MM
Subscriptions
20 Newsletters

AUDIO
350K+
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
10x winner at
Telly Awards 2021

AUDIENCE TARGETING
Audience Targeting,
Geo Targeting, Programmatic,
High-impact Units, Lead Gen

FORTUNE CONNECT
NEW Professional
Membership Community

ENTERPRISE SUBSCRIPTIONS
Bulk Deals for Clients

Digital-Google Analytics Fortune.com Global May 2021 + Fortune China monthly average; Audio (May 2019-May 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 12,496,376; Fortune China Digital 1.64MM
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
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 IS THE #1 RESOURCE FOR GLOBAL BUSINESS LEADERS

Chief Officer
Influential C-Suite*
Public Policy Influencers**
Health Care BDM
Business Decision-Makers
Expert Peers
Chief Technology Officer
Technology Decision-Makers

VS

Bloomberg
The Economist
Forbes
Harvard Business Review
The New York Times
The Wall Street Journal
Wired

Source: Ipsos Affluent Survey USA Spring 2021 Adults 18 Or Older, HH $125,000+ *Any chief officer (sub-total) or Other (company) officer/board member or Owner/partner or President/chairman or General manager/director or Executive/Senior Vice President and I consider myself an opinion leader: Definitely agree; **Job Title: Any chief officer (sub-total) or Other (company) officer/board member or Owner/partner or President/chairman or General manager/director or Executive/Senior Vice President and I consider myself an opinion leader: Definitely agree and A company’s commitment to corporate and social responsibility is important to me when I buy products or services. Definitely agree
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

Q4
- THE FUTURE
  50
- BPOY
  Business Person of the Year

40 UNDER 40
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

FOR T U N E  C O N F E R E N C E
BEST-IN-CLASS VIRTUAL EVENTS

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)
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.

1.5MM NEWSLETTER SUBSCRIPTIONS
(52% increase since Jan 2021)

22% AVERAGE UNIQUE OPEN RATE
(vs. 18.10% INDUSTRY AVERAGE)

As of 6/8/21
INCREIBLE 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
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