FORTUNE’s mission is to inform, enlighten, and convene businesspeople everywhere, giving them tools to succeed and make business better.
Alyson is the perfect person to position FORTUNE for the future: She’s overseen award-winning coverage of some of the most important business stories of our time. She’s a proven innovator rooted in the tech world, and she’s a true digital native. With Alyson at the helm, FORTUNE embarks on a new chapter of serving our readers world-class content dedicated to making business better.

Alan Murray
President and CEO, FORTUNE
REACH

FORTUNE IS #1 FOR INFLUENTIAL + AFFLUENT EXECUTIVES

#1

Chief Executive Officer
C-Suite
Business Decision-Makers
Top Management
Technology Decision-Makers
HH Net Worth $1 Million+
Personal Income $1 Million+

VS

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

Source: Ipsos Affluent Survey USA Fall 2021 Adults 18 Or Older, HHI $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.
CORE FRANCHISES

STATUS-CEMENTING RANKINGS

ANNUAL

FORTUNE WORLD’S MOST AD MIR ED COMPANIES

FORTUNE 500

FORTUNE GLOBAL 500

WHAT’S NEXT

100 BEST COMPANIES TO WORK FOR 2021

THE WORLD’S GREATEST LEADERS

Change the World

NFTY50

40 UNDER 40

MOST POWERFUL WOMEN

THE FUTURE 50

BPOY 2021
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

BEST-IN-CLASS CONFERENCE LINE UP
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.

1.6MM NEWSLETTER SUBSCRIPTIONS (52% increase since Jan 2021)

20% AVERAGE UNIQUE OPEN RATE (vs. 18.10% INDUSTRY AVERAGE)

As of Q3 2021; 2021 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](#)
CONTENT PACKAGES

GOALS: Advertising partners come to FORTUNE for access, expertise and unique storytelling capabilities through our best-in-class content studio, FORTUNE Brand Studio.

SOLUTIONS: The FORTUNE Brand Studio (FBS) tells award-winning stories of business transformation, innovation, and action in a changed world on behalf of global brands.

Through a journalistic and documentary-style approach, our creative team makes meaningful, authentic stories come to life in all formats.

All content created in partnership with FBS is owned by our partners, in perpetuity, so it can live on your O&O channels and with other media partners.

Check out our portfolio for a look at our recent work.