

FORTUNE

“ 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

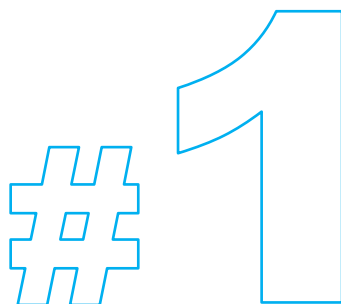
FORTUNE'S NEW EDITOR IN CHIEF ALYSON SHONTELL: READY TO TURBOCHARGE A LEGACY NEWSROOM



“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

FORTUNE IS #1 FOR INFLUENTIAL + AFFLUENT EXECUTIVES

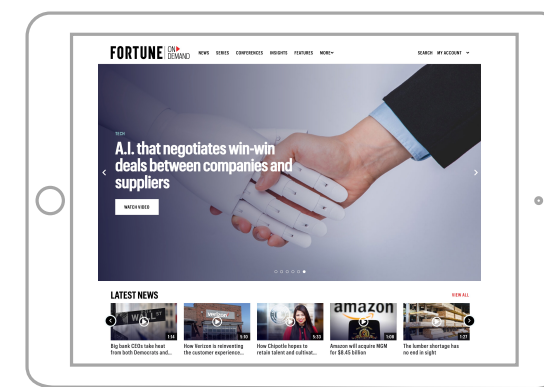
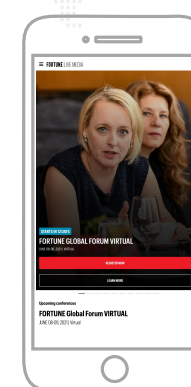
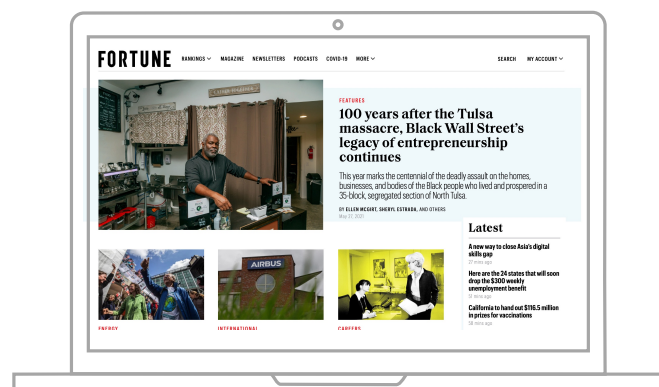


HIGHEST CONCENTRATION

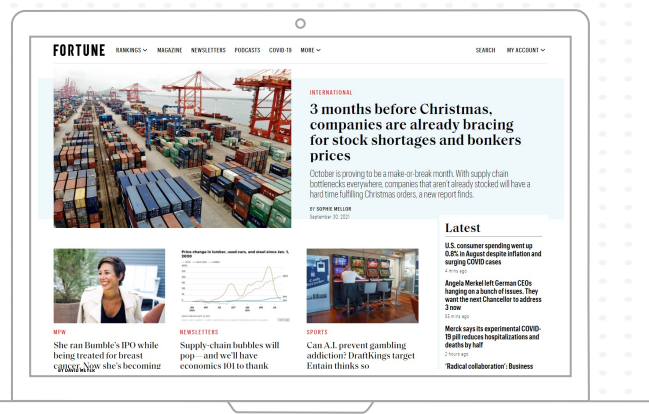
Chief Executive Officer
C-Suite
Business Decision-Makers
Top Management
Technology Decision-Makers
HH Net Worth \$1 Million+
Personal Income \$1 Million+

VS

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



FORTUNE MEANS BUSINESS



DIGITAL

13.8MM

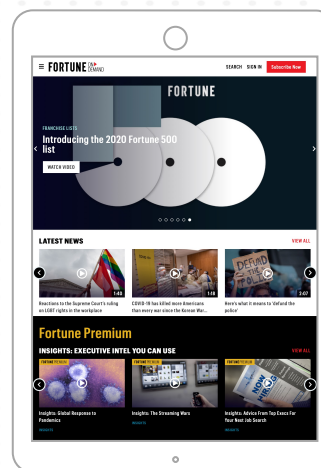
Global Monthly UVs*
(Fortune.com Global + Fortune China Digital)



SOCIAL

9.1MM

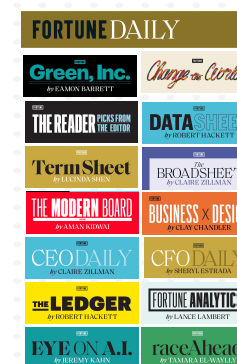
Fans and Followers



VIDEO

6.5MM

Monthly Video Views



NEWSLETTER

1.6MM

Subscriptions
15 Newsletters



AUDIO

417K+

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

STATUS-CEMENTING RANKINGS

ANNUAL

FORTUNE
WORLD'S
MOST
ADMIRABLE
COMPANIES

FORTUNE
500

FORTUNE
GLOBAL
500

NFTY50

FORTUNE

100
BEST COMPANIES
TO WORK FOR® 2021

THE
WORLD'S
GREATEST
LEADERS

FORTUNE
Change the World

FORTUNE
CREATOR

4040
40 UNDER 40

MPW
MOST POWERFUL
WOMEN

THE FUTURE
50
BOY
2021
BUSINESSPERSON OF THE YEAR

WHAT'S NEXT

BEST-IN-CLASS CONFERENCE LINE UP

50+

ANNUAL EVENTS
CONVENING THE WORLD'S
LEADERSHIP ELITE

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



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

10.5B

TOTAL PR
IMPRESSIONS
(2020)

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.

1.6MM

**NEWSLETTER
SUBSCRIPTIONS**
(52% increase
since Jan 2021)

20%

**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

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.

