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
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

HIGHEST CONCENTRATION

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

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.
FORTUNE MEANS BUSINESS

DIGITAL
15MM+
Global Monthly Users*
(Fortune.com Global + Fortune China Digital)

SOCIAL
9.2MM
Fans and Followers

VIDEO
6.5MM
Monthly Video Views

NEWSLETTER
1.5MM
Subscriptions
15 Newsletters

AUDIO
488K+
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

SOURCE:
Digital/Google Analytics December 2021 + Fortune China 2021 avg. Audio (March 2020-Dec 2021). Source: Ipsos Affluent Survey USA Fall 2021 Adults 18 or older, HHI $125,000+; FORTUNE China as of Q4 2021; Social- Facebook, Twitter, LinkedIn, Instagram, WeChat, Weibo,
LinkedIn, Toutiao, Fortune Plus as of Jan 2022; Print audience per issue includes Fortune U.S. EMEA, Asia, China, Licensed Editions; Newsletters as of Jan 2022 *Fortune.com Global 13.6MM; Fortune China Digital 1.7MM
### Core Franchises

**Status-Cementing Rankings**

<table>
<thead>
<tr>
<th>Annual</th>
<th>What’s Next</th>
</tr>
</thead>
<tbody>
<tr>
<td>FORTUNE World’s Most Admired Companies</td>
<td>FORTUNE Global 500</td>
</tr>
<tr>
<td>FORTUNE 500</td>
<td>FORTUNE 100 Best Companies To Work For 2021</td>
</tr>
<tr>
<td>The World's Most Powerful Women</td>
<td>Change The World</td>
</tr>
<tr>
<td>40 Under 40</td>
<td>The Future BPOY 2021</td>
</tr>
</tbody>
</table>

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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

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

FORTUNE CONFERENCE

BEST IN CLASS CONFERENCE LINE UP

FORTUNE

TOTAL PR IMPRESSIONS

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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

FORTUNE CONFERENCE
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
(42% increase since Jan 2021)

21% AVERAGE UNIQUE OPEN RATE
(vs. 18.10% INDUSTRY AVERAGE)
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
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.