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
EDITIORIAL LEADERSHIP

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

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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

HIGHEST CONCENTRATION

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.
STORYTELLING PLATFORMS

FORTUNE MEANS BUSINESS

DIGITAL

19MM+
Global Monthly Users*
(Fortune.com Global + Fortune China Digital)

36MM+
Global Monthly Page Views
(Fortune.com Global + Fortune China Digital)

SOCIAL

9.2MM
Fans and Followers

VIDEO

6.5MM
Monthly Video Views

NEWSLETTER

1.6MM
Subscriptions
14 Newsletters

AUDIO

565K+
Downloads

PRINT

3.9MM
Global Audience

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, March 2022; China – 2021 average; Print: Ipsos Affluent Survey USA Fall 2021; Adults 18 or older, HHI $125,000+; FORTUNE China as of Q4 2021; Licensed Editions as of February 2022; Social - Facebook, Twitter, LinkedIn, Instagram, WeChat, Weibo, LinkedIn, Toutiao; FORTUNE Plus as of March 2022; Newsletters as of Mar 2022; Top Countries - Google Analytics (March 2022); *Fortune.com Global: 17,467,739; China: 1.7MM
CORE FRANCHISES

STATUS-CEMENTING RANKINGS

ANNUAL

- FORTUNE WORLD'S MOST ADMIRE COMPANY
- FORTUNE 500
- FORTUNE GLOBAL 500

WHAT'S NEXT

- NFTY50
- 100 BEST COMPANIES TO WORK FOR
- WORLD'S GREATEST LEADERS
- Change the World
- FORTUNE CREATOR
- 40 UNDER 40
- MOST POWERFUL WOMEN
- THE FUTURE 50
- BPYOY 2021
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
(6% increase since Jan 2022)

28% AVERAGE UNIQUE OPEN RATE
(vs. 18.10% INDUSTRY AVERAGE)

START YOUR DAY SMART
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](#)
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

BRAINSTORM TECH AT CES
BRAINSTORM HEALTH
BRAINSTORM DESIGN
BRAINSTORM TECH
BRAINSTORM A.I.
BRAINSTORM DESIGN
TECH COMMUNITY
Virtual Events

THE CEO INITIATIVE
GLOBAL FORUM
GLOBAL TECH FORUM
THE CEO INITIATIVE COMMUNITY
Virtual Events

TOTAL PR
IMPRESSIONS

BEST IN CLASS CONFERENCE LINE UP

FORUM CONFERENCE
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.