

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

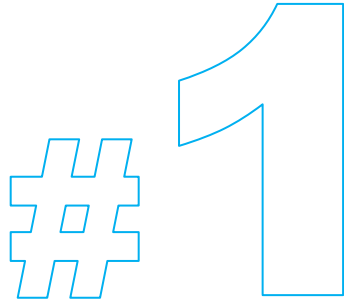
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“Alyson is the perfect person to position FORTUNE for the future: She’s overseen award-winning coverage of some of the most important business stories of our time. She’s a proven innovator rooted in the tech world, and she’s a true digital native. 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

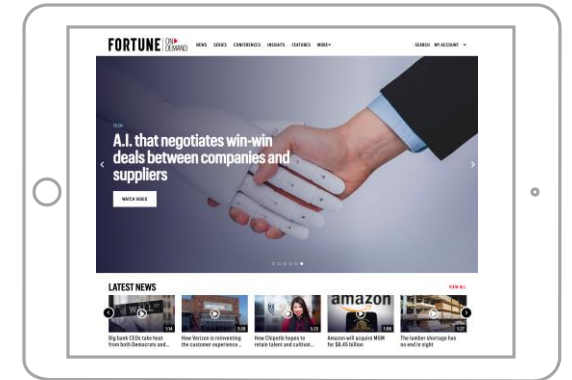
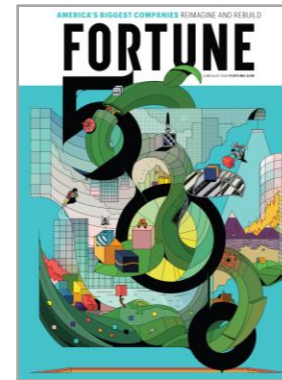
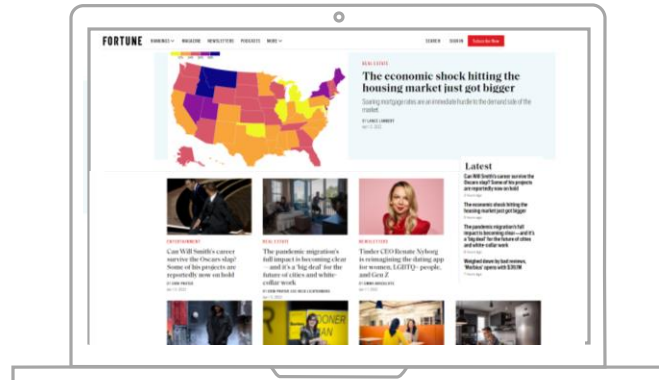


HIGHEST CONCENTRATION

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

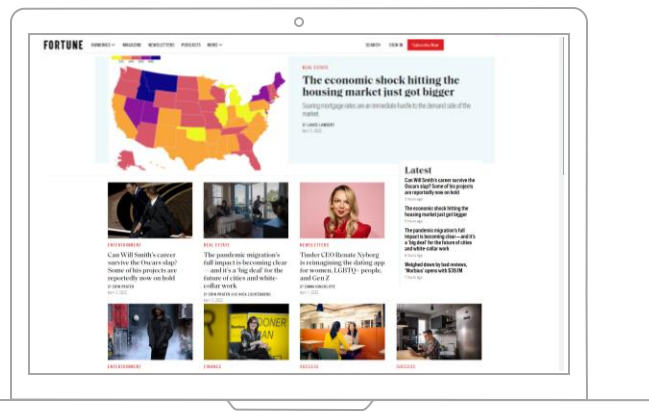
VS

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





# FORTUNE MEANS BUSINESS



## DIGITAL

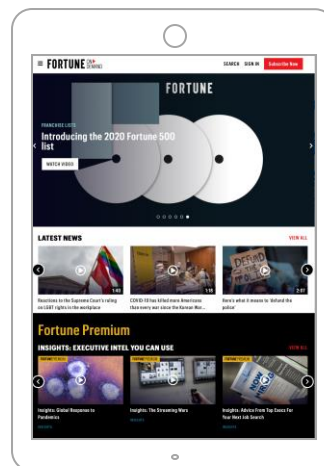
**19MM+**  
Global Monthly  
Users\*  
(Fortune.com Global +  
Fortune China Digital)

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



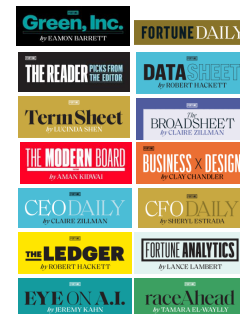
## SOCIAL

**9.2MM**  
Fans and Followers



## VIDEO

**6.5MM**  
Monthly Video Views



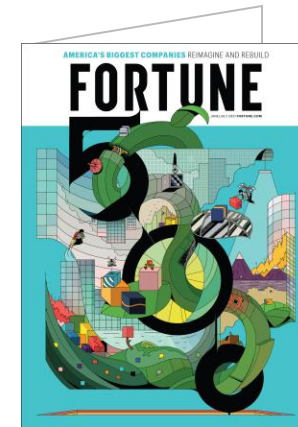
## NEWSLETTER

**1.6MM**  
Subscriptions  
14 Newsletters



## AUDIO

**565K+**  
Downloads



## PRINT

**3.9MM**  
Global Audience

## 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

## WHAT'S NEXT

**FORTUNE**  
WORLD'S  
MOST  
ADMIRED  
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

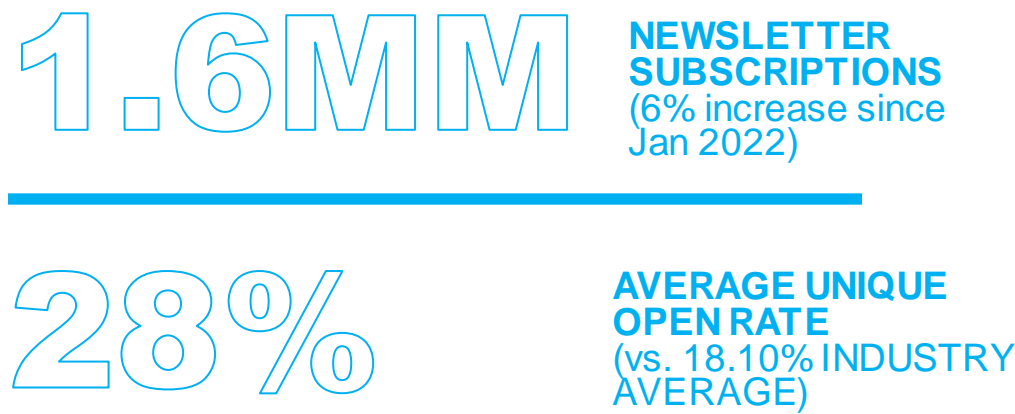
**MPW**  
MOST POWERFUL  
WOMEN

THE FUTURE  
**50**  
**BPOY**  
2021  
BUSINESSPERSON OF THE YEAR

# 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.



# INCREDIBLE ACCESS

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## BRAINSTORM

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Future-forward explorations with top executives from Zoom, GitLab, MIT Interactive Robotics Group, and more (Launched October 2020)

Listen [here](#)



## LEADERSHIP NEXT

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Intimate discussions about the new rules of leadership with the CEOs of Microsoft, Starbucks, Airbnb, GM, and more (Launched March 2020)

Listen [here](#)



## REINVENT

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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

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50+

ANNUAL EVENTS  
CONVENING THE WORLD'S  
LEADERSHIP ELITE

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



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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

BRAINSTORM FINANCE  
COMMUNITY

Virtual Events | TBD Frequency



THE CEO INITIATIVE

GLOBAL FORUM

GLOBAL TECH FORUM

THE CEO INITIATIVE COMMUNITY

Virtual Events

# FORTUNE BRAND STUDIO

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## 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.

