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
E D I T O R I A L  L E A D E R S H I P

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

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

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

Source: Ipsos Affluent Survey USA Spring 2022 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.
## STATUS-CEMENTING RANKINGS

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<th><strong>ANNUAL</strong></th>
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<td>FORTUNE World’s Most Admired Companies</td>
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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)

28.75%
AVERAGE UNIQUE OPEN RATE
(vs. 18.10% INDUSTRY AVERAGE)

START YOUR DAY SMART
INCREDBILE ACCESS

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FORTUNE STORIES
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BEST-IN-CLASS CONFERENCE LINE UP

50+
ANNUAL EVENTS
CONVENING THE WORLD’S LEADERSHIP ELITE
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10.5B
TOTAL PR IMPRESSIONS

MPW SUMMIT
MPW NEXT GEN
MPW COMMUNITY

BRAINSTORM TECH AT CES
BRAINSTORM HEALTH
BRAINSTORM DESIGN
BRAINSTORM TECH
BRAINSTORM A.I.
TECH COMMUNITY
BRAINSTORM FINANCE COMMUNITY

THE CEO INITIATIVE
Virtual Events | Annually/Monthly
GLOBAL FORUM
THE CEO INITIATIVE COMMUNITY
GLOBAL SUSTAINABILITY
Virtual Event
IMPACT INITIATIVE
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.