

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

## PLATFORM

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**NEW WEBSITE**

**NEW APP**

**PREMIUM VIDEO PORTAL**

**NEW MAGAZINE**

**CONTENT + MEMBERSHIPS**

## REACH

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**DIGITAL**

13.6MM Global Monthly Unique Visitors\*

**AUDIO**

250K+ Downloads

**PRINT**

3.6MM+ Global Audience

**NEWSLETTERS**

988K Subscriptions

## COMMUNITY

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**LIVE MEDIA & VIRTUAL EVENTS**

Ultimate A-list CEO/C-Suite Access

**NEWSLETTERS**

22 Newsletters (988K Subscriptions)

**GLOBAL SOCIAL AUDIENCE**

8MM+ Social Audience

**FORTUNE CONNECT**

Launched October 2020

## BRAND STUDIO

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**INSIGHTS-DRIVEN CONTENT**

**VIDEO**

**BRANDED EDITORIAL**

**INTERACTIVES**

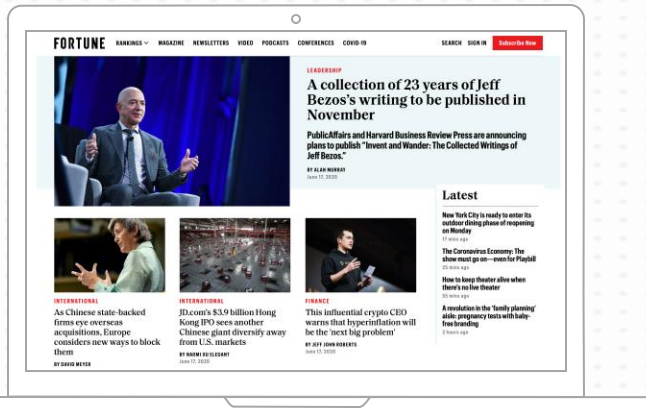
**INFOGRAPHICS + DATA  
VISUALIZATION**

**RESEARCH**

**PODCASTS**

**FORTUNE BRAND INSIGHTS®**

# FORTUNE MEANS BUSINESS



## DIGITAL

**13.6MM**

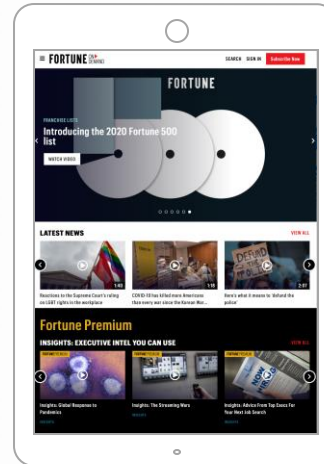
Global Monthly UVs  
(Fortune.com + Fortune China)



## SOCIAL

**8MM+**

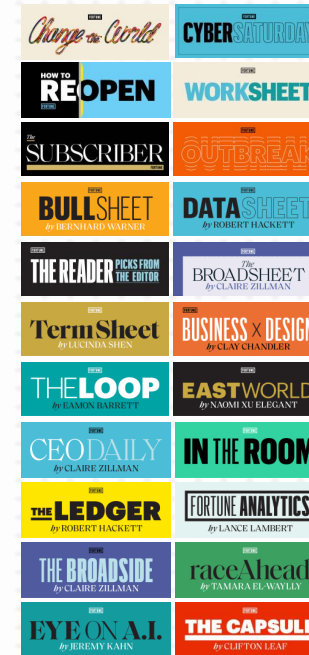
Fans and Followers



## VIDEO

**6.5MM**

Monthly Video Views



## NEWSLETTER

**988K**

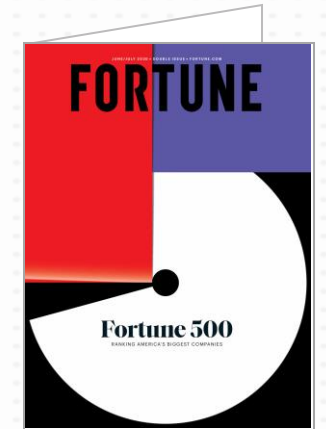
Subscribers  
22 Newsletters



## AUDIO

**250K**

Downloads



## PRINT

**3.6MM+**

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

5x winner at  
Telly Awards 2020

## AUDIENCE TARGETING

Audience Targeting,  
Geo Targeting, Programmatic,  
High-impact Units, Lead Gen

## FORTUNE CONNECT

NEW Professional  
Membership Community

## ENTERPRISE SUBSCRIPTIONS

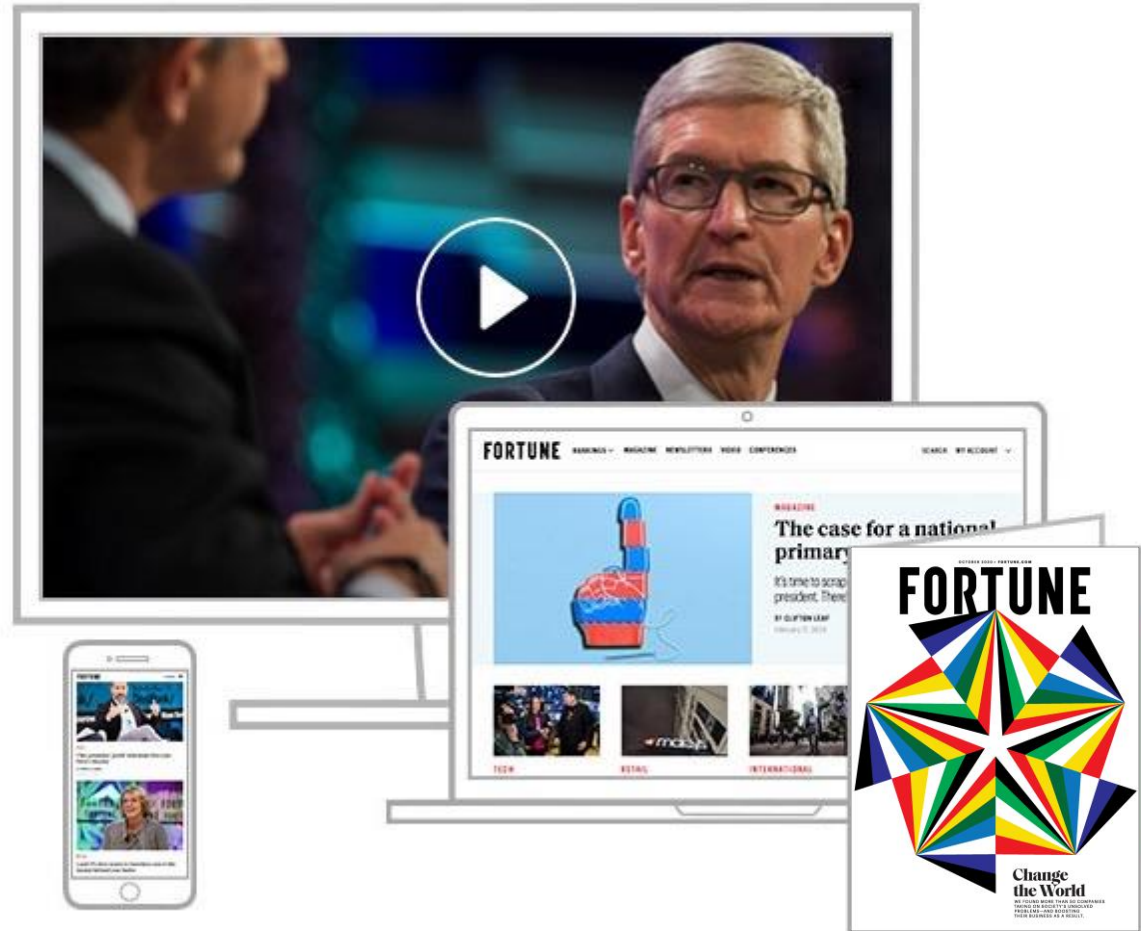
Bulk Deals for Clients

# THE FUTURE OF FORTUNE IS HERE

In 2020, Fortune launched a new premium experience – the best of business, all in one place: strategic insights, deep-dive stories, and exclusive access to what the C-suite is thinking.

In an effort to better serve our audiences, Fortune is investing significantly in its journalism and platforms. We recently launched a suite of enhanced premium products, including:

- **New Website:** A redesigned experience featuring subscriber-only stories and commentary, as well as additional benefits like quarterly investment guides and Fortune Analytics research
- **New App:** Real-time feeds of Fortune articles and videos, curated content from newsletters, and access to our magazine archive
- **Premium Video Portal:** Fortune On Demand curates collections of executive insights—the latest and best from our interviews with business leaders, analysis series, and conference sessions
- **New Magazine:** Gorgeous, higher quality covers and paper stock, and a completely upgraded design that hails back to our founding 90 years ago



#1

WEBSITE  
BANKING / BUSINESS / FINANCE  
2020 FOLIO AWARDS

#1

MAGAZINE REDESIGN,  
CONSUMER CATEGORY  
2020 FOLIO AWARDS



# BUSINESS LEADERSHIP IS CHANGING

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**CONNECT IS A MEMBERSHIP COMMUNITY FOR HIGH-POTENTIAL EXECUTIVES WITH A LIKE-MINDED MISSION TO MAKE BUSINESS BETTER**

We live at a moment when business leaders are being challenged as never before, with rising demands from employees, governments and society, that go far beyond the traditional confines of their businesses.

CONNECT leverages Fortune's unique access to top leaders who are at the cutting edge of these changes to help train the next generation of leadership.

The platform is designed to provoke new ideas and inspire break-through thinking by familiarizing high-potential executives with the broad range of stakeholder-focused issues and connecting them with a diverse community of peers.

The three foundational themes of the CONNECT program include:

- Leading with purpose
- Leading inclusive teams and companies
- Mastering the new world of stakeholder capitalism



# FIND OUT WHAT THE C-SUITE IS THINKING

FORTUNE drives the conversation about business. With a global perspective, the guiding wisdom of history, and an unflinching eye to the future, we report and reveal the stories that matter today—and that will matter even more tomorrow. With the trusted power to convene and challenge those who are shaping industry, commerce and society around the world, FORTUNE lights the path for global leaders—and gives them the tools to make business better.

**FORTUNE  
has a higher  
concentration  
of business  
leaders**



**MOST LIKELY TO REACH**

**C-Suite**

**Chief Executive Officer**

**Chief Operating Officer**

**Chief Financial Officer**

**Chief Human Resources Officer**

**Business Decision Makers**

**Expert Peers**

**Chief Technology Officer**

**Technology Decision Makers**

**Job function: MIS/IT**

**Job function: Technology**

**HH Net Worth \$1 Million+**

**Personal Income \$1 Million+**

**Prefer to buy designer or luxury brands**

**VS**

Bloomberg Businessweek

Forbes

The Wall Street Journal

The New York Times

The Economist

The Atlantic

BusinessInsider

# STATUS-CEMENTING RANKINGS

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**1.7B**  
TOTAL PR  
IMPRESSIONS  
(2019)

Q1

FORTUNE  
WORLD'S  
MOST  
ADMIRED  
COMPANIES

FORTUNE  
**100**  
BEST  
COMPANIES  
TO WORK FOR®

Q2

THE  
WORLD'S  
GREATEST  
LEADERS

FORTUNE  
**500**

Q3

FORTUNE  
GLOBAL  
**500**

CHANGE  
THE  
WORLD

**4040**  
40 UNDER 40

Q4

FORTUNE  
**MPW**  
MOST POWERFUL WOMEN

THE FUTURE  
**50**

**BPOY**  
BUSINESSPERSON OF THE YEAR



# BEST-IN-CLASS VIRTUAL EVENTS

As we move towards virtual events for the remainder of 2020, Fortune presents a robust calendar of events convening around specific vertical topics reaching like-minded ambitious communities. See examples of recent virtual conversations [here](#).



## CONFERENCE TRACK

### FORTUNE [EVENT NAME] CONVERSATION

Convening our prestigious conference communities

By-invitation gatherings

Main discussions feature top-tier executives, i.e., CEO

Example: Fortune MPW Conversation

## NEWSLETTER TRACK

### FORTUNE [NEWSLETTER NAME] SPOTLIGHT

Leveraging our engaged newsletter communities

Open to newsletter subscribers and the general public

Main discussions feature industry newsmakers

Example: Fortune Data Sheet Spotlight

## PREMIUM SUBSCRIBER TRACK

### THE INSIDE STORY

Monthly roundtable with Fortune journalists discussing timely and relevant topics

Open to Fortune Premium subscribers

## CUSTOM EVENT TRACK

### FORTUNE PRESENTS: [TOPIC]

Sponsored virtual discussions

Created in collaboration with client (overall topic, audience, custom introduction)

# 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  
(2020)



- 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

# START YOUR DAY SMART

## FORTUNE CONVERSATION & COMMUNITY

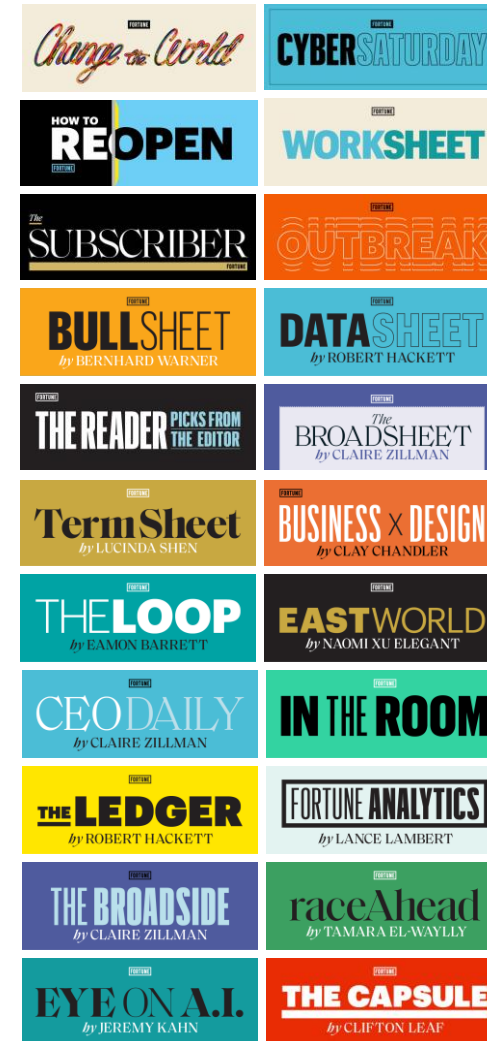
eNewsletters are a daily, weekly, or monthly touch point for our communities often born from our key franchises or conferences. The emails deliver a roundup of notable stories from around the web, as well as original reporting and interviews, offering insights and analysis around leadership trends and business news that impact subscribers.

988k

**NEWSLETTER  
SUBSCRIPTIONS**  
(+10% YoY)

24%

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



# 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](#)

# **FORTUNE** BRAND STUDIO

**We're a best-in-class content studio for a global business audience.**

**Our nimble team makes meaningful brand stories come to life in digital, video, and print.**

**Our premium-quality work upholds the highest creative, editorial, and legal standards.**





## BRANDED EDITORIAL

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### **INTERACTIVE HUBS**

Immersive multimedia digital experiences

### **DIGITAL AND PRINT ARTICLES**

Spotlights, long-form, multi-sponsor

### **PROPRIETARY WHITE PAPERS**

Research + content + social

### **FORTUNE BRAND INSIGHTS® PACKAGE**

Edited/templated client whitepapers

### **DATA VISUALIZATION**

Infographics, animations

## CUSTOM VIDEO

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### **DOCU-STYLE VIDEO**

Capturing leaders in their element

### **MOTION GRAPHIC VIDEO**

Explainers, deep dives, social-first

### **GIFS & CINEMAGRAPHS**

Digital and social

### **PREMIUM VIDEO PACKAGE**

3- to 5-minute digital video series supported by a brand that tackles issues affecting major industries

### **BRANDED CONTENT AT FORTUNE CONFERENCES**

On-site video, audio, photography

## NEW CONTENT

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### **HIGH-IMPACT UNITS**

Print, digital

### **SOCIAL ASSETS**

Video cut-downs, custom packages

### **ORIGINAL PHOTOGRAPHY**

Portraits, photojournalism

### **ILLUSTRATION**

Print, digital