

FORTUNE

MISSION STATEMENT

Fortune helps you succeed big in business by connecting you with hard-to-access business luminaries and out-of-the-box disruptors. We benchmark success, empower leadership, spark insights, and fuel wisdom through unrivaled access and best-in-class storytelling

GLOBAL AUDIENCE PROFILE

%M/F 72/28 71/29 Median Age 42 42 HHI USD\$250k+ 34% 32% Median HHI (USD) \$181k \$171k Net worth/liquid assets USD\$1m+ 33% 30% C-Suites 53% 51%		PRINT	DIGITAL
HHI USD\$250k+ 34% 32% Median HHI (USD) \$181k \$171k Net worth/liquid assets 33% 30% USD\$1m+ 33% 30%	%M/F	72/28	71/29
Median HHI (USD) \$181k \$171k Net worth/liquid assets USD\$1m+ 33% 30%	Median Age	42	42
Net worth/liquid assets 33% 30% USD\$1m+	HHI USD\$250k+	34%	32%
USD\$1m+	Median HHI (USD)	\$181k	\$171k
C-Suites 53% 51%		33%	30%
	C-Suites	53%	51%
BDMs 97% 97%	BDMs	97%	97%

Source: Global Business Influencers Survey 2016 (U.S., Europe, Asia)







CIRCULATION & TRAFFIC

	CIRCULATION	DIGITAL TRAFFIC	SOCIAL REACH
U.S.	852k	2.6m UVs	
EMEA (incl. Latam)	59k	581k UVs	
Asia (incl. Fortune China Local Edition)	285k	2.3m UVs	
• Fortune China	204k	2.0m UVs	
• Asia	81k	284k UVs	
Worldwide	1.2m	5.5m UVs*	6.2m*

Source: AAM 2H 2016 Print+Digital Issue, ABC Jan-Dec 2016 Print+Digital, Jan-Dec 2015 Print+Digital Issue; Omniture, Feb 2017; Social Feb 2017 * Excludes Fortune China Local Edition

CONTENT/EVENTS



FRANCHISES

- 100 Best Companies to Work For
- FORTUNE 500
- Global 500
- Most Powerful Women
- World's Greatest Leaders
- World's Most Admired Companies
- Change the World 40 Under 40
- Businessperson of the Year

CONFERENCES AND EVENTS

- Global Forum
- **Brainstorm Tech**
- Brainstorm Health
- 40 Under 40
- Most Powerful Women Summit
- Most Powerful Women
- International: Asia Most Powerful Women International: London
- Most Powerful Women: Next Gen

EDIT CALENDAR

ISSUE DATE	FEATURE	PRINT/ TABLET AD CLOSE	IN HOME/ ON SALE	DIGITAL	U.S. TABLET
1.01	BUSINESS BY DESIGN The cross disciplinary approach to rethinking the role of design in today's business and society.	12.03.18	12.24.18	12.20.18	12.22.18
	2019 GLOBAL OUTLOOK Global analysis of trends, risks and initiatives in the year ahead.				
2.01	WORLD'S MOST ADMIRED COMPANIES The definitive report card on corporate reputation. A smart path to the American Dream. FORTUNE will report on what it takes to sustain great businesses.	12.31.18	1.21	1.17	1.19
3.01	100 BEST COMPANIES TO WORK FOR The ultimate list for HR bragging rights.	1.28	2.18	2.14	2.16
4.01	DIGITAL HEALTH The most feverish growth area in the economy—and the one that actually might save lives, too. Inside the digital health revolution, a report from Brainstorm Health. PLUS—Bioinnovation All-Stars.	2.25	3.18	3.14	3.16
	STATE OF THE MARKET The stocks, funds, and other investments to make now. PLUS—New Best M&A Banks, How to Pretire Well, 25 Most Important Private Companies.				
5.01	THE 50 WORLD'S GREATEST LEADERS FORTUNE's celebrated list spotlighting the globe's 50 most effective and most inspiring leaders across business, government, sports, the nonprofit world, and more.	4.01	4.22	4.18	4.20
6.01	FORTUNE 500 The most dominant and established list in corporate America. The list that defines "Big Business" itself: our venerable ranking of America's largest corporations—and the companies that make the story of business worth telling. PLUS—PASSIONS & PERKS	4.29	5.20	5.16	5.18
7.01	40 UNDER 40 Our popular annual list of the 40 most influential people in business under the age of 40.	6.03	6.24	6.20	6.22
7.01	BRAINSTORM TECH A preview of Brainstorm Tech's conversations on enterprise, innovation, security, privacy, and tech's influence on the global economy.	0.00	U.L.	0.20	0.22
8.01	FORTUNE GLOBAL 500 Signature annual ranking of the largest companies in the world.	7.01	7.22	7.18	7.20
	CHANGE THE WORLD Our annual list of 50 companies that are doing well by doing good.				
9.01	FASTEST-GROWING COMPANIES The 100 hottest companies in the US, offers insights for executives and investors alike.	7.29	8.19	8.15	8.17
10.01	MOST POWERFUL WOMEN IN BUSINESS The original and most respected ranking of 50 trailblazing female executives.	9.02	9.23	9.19	9.21
	THE FUTURE 50 A list of those companies that are reshaping the business landscape and the role of technology in the 21st century corporation.	0.20	40.04	40.47	40.40
11.01	NEW! INSIDE AI A probing look at AI advancement and deep learning in the modern corporate enterprise.	9.30	10.21	10.17	10.19
12.01	INVESTOR'S GUIDE / BEST IN BUSINESS 2019 How to invest in the year ahead with stocks, bonds, real estate and emerging markets. The best ideas, innovations, investments, hires and more of 2019.	10.28	11.18	11.14	11.16
	BUSINESSPERSON OF THE YEAR / FORTUNE CRYSTAL BALL FORTUNE's annual Businessperson of the Year and predictions for 2020. PLUS—PASSIONS & PERKS	10.20	11.10	11.14	11.10



FORTUNE

OPEN RATES

	FORTUNE US	FORTUNE EUROPE	FORTUNE ASIA
Edition	FULL RUN	FULL RUN	FULL RUN
RateBase (000)	830		
Circ (000) based on latest ABC		90.86	81.17
4-COLOR RATES			
Full page			
2/3 page	\$173,800	\$33,700	\$27,400
1/2 page	\$139,100	\$27,000	\$22,000
1/3 page	\$113,000	\$22,000	\$17,900
1/5 page	\$78,300	\$15,200	\$12,400
cover 2	N/A	N/A	N/A
cover 3	\$208,600	\$40,500	\$32,900
cover 4	\$191,200	\$37,100	\$30,200
	\$243,400	\$43,900	\$35,700
BLACK & WHITE RATES			
Full page			
2/3 page	\$121,700	\$23,800	\$19,300
1/2 page	\$97,400	\$19,200	\$15,500
1/3 page	\$79,200	\$15,500	\$12,600
	\$54,800	\$10,900	\$8,700
BRC INSERT CARDS			
Reg - Supplied			
Reg - We-Print	\$139,040	N/A	N/A
Oversize-Supplied	\$173,800	N/A	N/A
Oversize-We-Print	\$156,420	N/A	N/A

	FORTUNE CHINA	
Edition	FULL RUN	
RateBase (000)		
Circ (000) based on latest ABC		
4-COLOR RATES		
Full page	\$52,800	
2/3 page	\$37,000	
1/2 page	\$29,100	
1/3 page	\$21,100	
1/5 page	N/A	
Outside Back Cover	\$116,200	
Front Cover Gatefold	\$161,600	
Inside Front Cover Spread	\$147,900	
2nd Double Page Spread	\$126,700	
1st Table of Content	\$68,600	
2nd Table of Content	\$60,700	
3rd Table of Content	\$60,700	
Inside Back Cover	\$60,700	
BLACK & WHITE RATES		
Full page	\$35,600	
2/3 page	\$25,000	
1/2 page	\$19,500	
1/3 page	\$14,200	
BRC INSERT CARDS		
Reg - Supplied	N/A	
Reg - We-Print	N/A	
Oversize-Supplied	N/A	
Oversize-We-Print	N/A	