

FORTUNE 500

The Ultimate Benchmark of Business Leadership in America

The Definitive Ranking of Big Business in America

- Companies are ranked by total revenues for their respective fiscal years.
- Includes U.S. companies that file financial statements with a government agency.

Massive Reach and a Year-Round Traffic Driver

- **12.7 Billion** PR impressions for the 2018 list
- **17MM+** 2018 list page views
- Annual tentpole issue serves as a perennial reference tool for CEOs and aspiring business leaders alike

More Relevant Now Than Ever Before

- In total, Fortune 500 companies represent **2/3 of the of U.S. GDP**
- The Fortune 500 has consistently outperformed the S&P 500 for the last 13 years
- Fortune 500 companies employ over **28.2MM people** worldwide

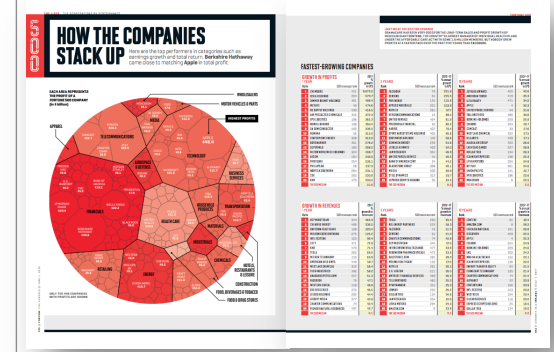
The Fortune 500 Issue Reaches Thought Leaders and the World's Business Elite

- #1 C-Suite: CEO/CFO/CIO/CMO/COO
- #1 Top Management
- #1 Business Decision Maker
- #1 Average HHI: \$322,840
- #1 Average HH Net Worth: \$2,085,907
- #1 Disposable Income

Reaching a higher concentration of business leaders and executives than Business Insider, Forbes, Bloomberg, The Wall Street Journal, CNBC, Wired, CNN, New York Times and The Economist



Fortune Named Hottest Business Brand!*
— Adweek Hot List



Sources: 2018 Ipsos Affluent Survey USA-Adults 18+ HHI \$125K+; comScore; 2017 AdWeek Hot List*

Issue: 6.1 | Ad close: 4.29 | On sale: 5.20 | Online: 5.16

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Sales Opportunities

Fortune's first fully interactive issue featuring daily audio downloads, and expansive video opportunities:

- VIDEO / DIGITAL / PRINT OPPORTUNITIES
 - Interactive Issue: Smart Codes unlock digital experiences from print with every feature
 - Heroes of the 500: Individuals whose extraordinary acts of bravery, kindness and selflessness are changing lives
 - Animated Fortune 500 Shorts: 3-5 fully animated videos and sponsor logo created by a high caliber artist covering topics like: newcomers, biggest jumpers, and more
 - The Lightning List: 6-episode video series featuring the fastest growing Fortune 500 companies
 - CEO Conversations: Exclusive C-Suite/CXO discussions with Fortune's award winning, Susie Gharib
 - F500 Like a Boss: 5 days of FB Live conversations with F500 CEOs
 - 500 Daily: Month long daily video series of F500 companies in the news
 - HQs of the 500: Inside the coolest company headquarters
 - Exclusive F500 CEO Survey: Alan Murray's annual survey of Fortune 500 CEOs on the state of business, with sponsor integration
 - New Faces of the 500: CEOs who joined the list in 2018
 - All-new 4D Gatefold featuring sponsored Smart Codes and 1/6 strips surrounding Fortune 500 content
 - List wraps and multi-cover lead-ins
- AUDIO:
 - Fortune 500 News Briefing
 - CEO Daily: inspired by our popular newsletter
- SOCIAL:
 - Twitter Moments: Curated stories showcasing the very best of the F500
 - Amplification of F500 Company celebratory social post, retweeted on official Fortune Twitter handle (special offer for spotlight advertisers)
- EVENT:
 - The CEO Initiative: Live Event activations, media special report, livestream video

Multiplatform Spotlight Opportunities

- Showcase your F500 companies' success with in-book, digital and ALL-NEW video congratulatory ads

For additional information, visit fortunemediakit.com

Note: Additional costs apply. All opportunities pending availability. Print Gatefolds require additional lead time.

* On average, Fortune advertorials perform higher than the competition (noted, action taken)

Stories & Specials in Consideration (By Category)

Leadership

- Fortune 500 companies headed by women
- Fortune 500 companies led by foreign-born CEOs
- Companies run by founders or co-founders

Venture/Entrepreneurship

- Ones to Watch: The Fortune 500 list in 2025

Health

- 10 Biggest Companies in Healthcare

Finance

- The Fortune 500's most valuable companies
- The Fortune 500's most profitable companies

Tech

- 10 Biggest Tech Companies

General Business

- The Honorable Ones: The companies that have been on the Fortune 500 list since the beginning
- The History of the 500: An interactive analysis showing what industries were represented on the list when it started and how that has changed—a snapshot of the US's economy
- Biggest companies by state; states with the most Fortune 500 companies
- Largest employers of the Fortune 500
- Companies that have made the biggest jump up the ranks

Luxury

- 10 Biggest Companies in Retail

Travel

- 10 Biggest Airline Companies
- 10 Biggest Hotel Chains

...and much more

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