



FORTUNE

2018

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

	DIGITAL	PRINT
%M/F	72/28	72/28
Median Age	44	43
Average Personal Income (USD)	\$442k	\$527k
Average Net worth/liquid assets (USD)	\$1,494,000	\$1,638,000
First/Business Class for Business trip	66%	70%
C-Suites	52%	55%
Business Decision Makers	97%	98%

Source: Global Business Influencers 2017



TRAFFIC & CIRCULATION



	CIRCULATION	DIGITAL TRAFFIC	SOCIAL REACH
U.S.	859k	15.8m UVs	
EMEA (incl. Latam)	86k	3.2m UVs	
ASIA	69k	2m UVs	
Worldwide	1m	21m UVs	7.8m

SOURCES: HK ABC FY 2016; AAM 2H 2016 Print+Digital Issue; ABC Jan-Dec 2016 Print+Digital; Google Analytics Dec 2017; Social Aug 2017

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CONTENT/EVENTS



FRANCHISES

- 100 Best Companies to Work For
- FORTUNE 500
- Global 500
- Most Powerful Women
- World's Greatest Leaders
- The Future 50
- World's Most Admired Companies
- Change the World
- 40 Under 40
- Businessperson of the Year
- Business by Design
- State of the Market

CONFERENCES AND EVENTS

- Global Forum
- Brainstorm Tech International
- Brainstorm Health
- 40 Under 40
- Brainstorm Design
- The CEO Initiative
- Brainstorm Tech
- Brainstorm Reinvent
- Most Powerful Women Summit
- Most Powerful Women International: London
- Most Powerful Women: Next Gen

[EDIT CALENDAR >](#)



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EDIT CALENDAR

ISSUE DATE	FEATURE	PRINT/ TABLET AD CLOSE	IN HOME/ ON SALE	DIGITAL	TABLET
1.01	NEW! BUSINESS BY DESIGN The cross disciplinary approach to rethinking the role of design in today's business and society.	12.04.17	12.25.17	12.21.17	12.25.17
	2018 GLOBAL OUTLOOK Global analysis of trends, risks and initiatives in the year ahead. PLUS Special report from the 2017 Global Forum in Guangzhou, PRC				
2.01	WORLD'S MOST ADMIRABLE 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.	1.01	1.22	1.18	1.22
	NEW! THE EVOLVING WORKFORCE A 21 st century template for transforming corporate America. Deep dives into the diversity effort that has become an increasing priority for business, highlighting the companies that are doing it spot-on, and reporting on what's still standing in the way.				
3.01	100 BEST COMPANIES TO WORK FOR The ultimate list for HR bragging rights.	1.29	2.19	2.15	2.19
	NEW! BUSINESS NEXT The community of revolutionaries who will change the business landscape in the next decade and the lessons they can teach many big-company CEOs in a heartbeat. PLUS, a guide for investing in entrepreneurial companies.				
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.	2.26	3.26	3.22	3.27
	NEW! STATE OF THE MARKET The stocks, funds, and other investments to make now. PLUS—New Best M&A Banks, How to Preire Well, 25 Most Important Private Companies.				
5.01	THE 50 WORLD'S GREATEST LEADERS The fourth annual running of FORTUNE's celebrated list spotlighting the globe's 50 most effective and most inspiring leaders across business, government, sports, the nonprofit world, and more.	4.02	4.23	4.19	4.24
	NEW! THE LEDGER The current state of the fintech revolution – how blockchain technology is transforming the worlds of finance, investing, retail, supply chains and security.				
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	4.30	5.21	5.21	5.22
7.01	THE FUTURE OF WORK As technology continues to remove any barriers to what we can imagine, design and produce, it's changing virtually everything else about the way we work, too.	6.04	6.25	6.21	6.26
	BRAINSTORM TECH A preview of Brainstorm Tech's conversations on enterprise, innovation, security, privacy, and tech's influence on the global economy.				
8.01	FORTUNE GLOBAL 500 Signature annual ranking of the largest companies in the world.	7.02	7.23	7.19	7.24
	40 UNDER 40 Our popular annual list of the 40 most influential people in business under the age of 40.				
9.01	CHANGE THE WORLD The third annual list of 50 companies that are doing well by doing good.	7.30	8.20	8.16	8.15
	FASTEST-GROWING COMPANIES The 100 hottest companies in the US, offers insights for executives and investors alike.				
10.01	MOST POWERFUL WOMEN IN BUSINESS The original and most respected ranking of 50 trailblazing female executives.	9.03	9.24	9.20	9.25
11.01	THE FUTURE 50 A list of those companies that are reshaping the business landscape and the role of technology in the 21 st century corporation. PLUS – a probing look at the connective tissue of the modern corporate enterprise—its technology.	10.01	10.22	10.18	10.23
12.01	INVESTOR'S GUIDE / BEST IN BUSINESS 2018 How to invest in the year ahead with stocks, bonds, real estate and emerging markets. The best ideas, innovations, investments, hires and more of 2018.	10.29	11.19	11.15	11.20
	BUSINESSPERSON OF THE YEAR / FORTUNE CRYSTAL BALL FORTUNE's annual Businessperson of the Year and predictions for 2019. PLUS—PASSIONS & PERKS				



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OPEN RATES

2018

	FORTUNE US	FORTUNE EUROPE	FORTUNE ASIA
Edition	FULL RUN	FULL RUN	FULL RUN
RateBase (000)	830		
4-COLOR RATES			
Full page	US\$180,800	US\$33,700	US\$27,400
Full page Premium	n/a	n/a	n/a
2/3 page	US\$144,700	US\$27,000	US\$22,000
1/2 page	US\$117,600	US\$22,000	US\$17,900
1/3 page	US\$81,400	US\$15,200	US\$12,400
Cover 2 Page 1 Spread	US\$434,000	US\$74,200	US\$60,300
cover 3	US\$198,900	US\$37,100	US\$30,200
cover 4	US\$253,200	US\$43,900	US\$35,700
BLACK & WHITE RATES			
Full page	US\$126,600	US\$23,800	US\$19,300
2/3 page	US\$101,300	US\$19,200	US\$15,500
1/2 page	US\$82,300	US\$15,500	US\$12,600
1/3 page	US\$57,000	US\$10,900	US\$8,700
BRC INSERT CARDS			
Reg - Supplied	US\$144,640	N/A	N/A
Reg - We-Print	US\$180,800	N/A	N/A
Oversize-Supplied	US\$162,720	N/A	N/A
Oversize-We-Print	US\$207,920	N/A	N/A