

FORTUNE
magazine



Fortune Magazine

Every fortune tells the story.

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Overview

FORTUNE was founded by Henry Booth Luce in February 1930, four months after the Wall Street Crash of 1929 that marked the onset of the Great Depression. The magazine has a great history of providing news and analysis critical to business people. It is the first business journal in America.

Circulation



846,965 (North America)

Total: 3,971,000

Circulation by geography

TERRITORIAL DISTRIBUTION Mar 19/12–845,227					
N.Eng.	Mid.Atl.	E.N.Cen.	W.N.Cen.	S.Atl.	E.S.Cen.
49,863	136,468	126,299	49,105	164,087	29,132
W.S.Cen	Mtn.St.	Pac.St.	Canada	Foreign	Other
70,162	51,849	144,355	22,489	206	1,212

Source: SRDS



Cost per issue

- ❖ **\$ 4.99 (Cover price)**
- ❖ **tri-weekly**

Annual subscription rate

- ❖ **1 Year (20 issues) for \$19.99**
- ❖ **\$99.80 (Newsstand)**

Source: magazine.com;

Fortune Subscription Page: <https://subscription.fortune.com/storefront/subscribe-to-fortune/site/fo-aapywll0213.html?link=1002982>

Ad rates (North America)

2013 Rates

NORTH AMERICA		
RATE BASE: 830,000	4-COLOR	B&W
Full Page ROB	\$148,400	\$103,800
Spread ROB	296,800	\$207,600
Cover 2 / Page 1 Spread	356,200	
Cover 3	163,300	
Cover 4	207,800	
2/3 Page	118,800	83,300
1/2 Page	96,500	67,800
1/2 Page Horizontal Spread	193,000	135,600
1/3 Page	66,800	46,800

Effective January 14, 2013 issue, circulation includes the print and digital editions of the Magazine. 1/3 page or greater qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.

Source: Fortune Media Kit



Publishing company

Time Inc.

- ❖ A division of Time Warner, is one of the largest branded media companies in the world.
- ❖ The company engages more than 138 million U.S. consumers in print, online and via mobile devices each month.
- ❖ Time Inc. has owned some of the biggest news stories of the decade and is home to celebrated franchises such as the FORTUNE 500 and TIME 100



Years in Business

1930

- Founded by Time co-founder Henry Luce

1978

- Started to published twice a month

2000

- While circulation of the business magazines sector has apparently slumped since 2000, Fortune claims their circulation has risen from 833,000 to 857,000 in that period.

2009

- Fortune began publishing tri-weekly rather than bi-weekly



Other Magazines and Media owned by Time Inc.

With a portfolio of 21 U.S. magazines and more than 25 U.S. Web sites, Time Inc. represents some of the most powerful and trusted brands in the following consumer categories:



Source: <http://money.cnn.com/magazines/fortune/>



Competitive magazines

Barron's

- Published weekly. Single copy \$5.00; per year \$199.00.
- Established in 1921.
- Published by Dow Jones & Company
- Circulation: 302,714
- Content: Barron's provides readers with a comprehensive review of the market's recent activity, coupled with in-depth, sophisticated reports on what's likely to happen in the market in the days and weeks to come. Barron's is the source these powerful people rely on for market information, ideas and insights they can use.
- Advertising rate: 52,719/ 1 page

Source: SRDS





Competitive magazines

Bloomberg Businessweek

- Published weekly. Single copy \$4.99; per year \$59.97
- Established in 1929.
- Published by Bloomberg L.P.
- Circulation: 993,267
- Content: Bloomberg Businessweek, a print and digital publication, covers critical issues affecting business around the world and introduces senior decision makers to new concepts and people that will impact their lives and their businesses.
- Advertising rate: 161,600/ 1 page

Source: SRDS





Competitive magazines

Forbes

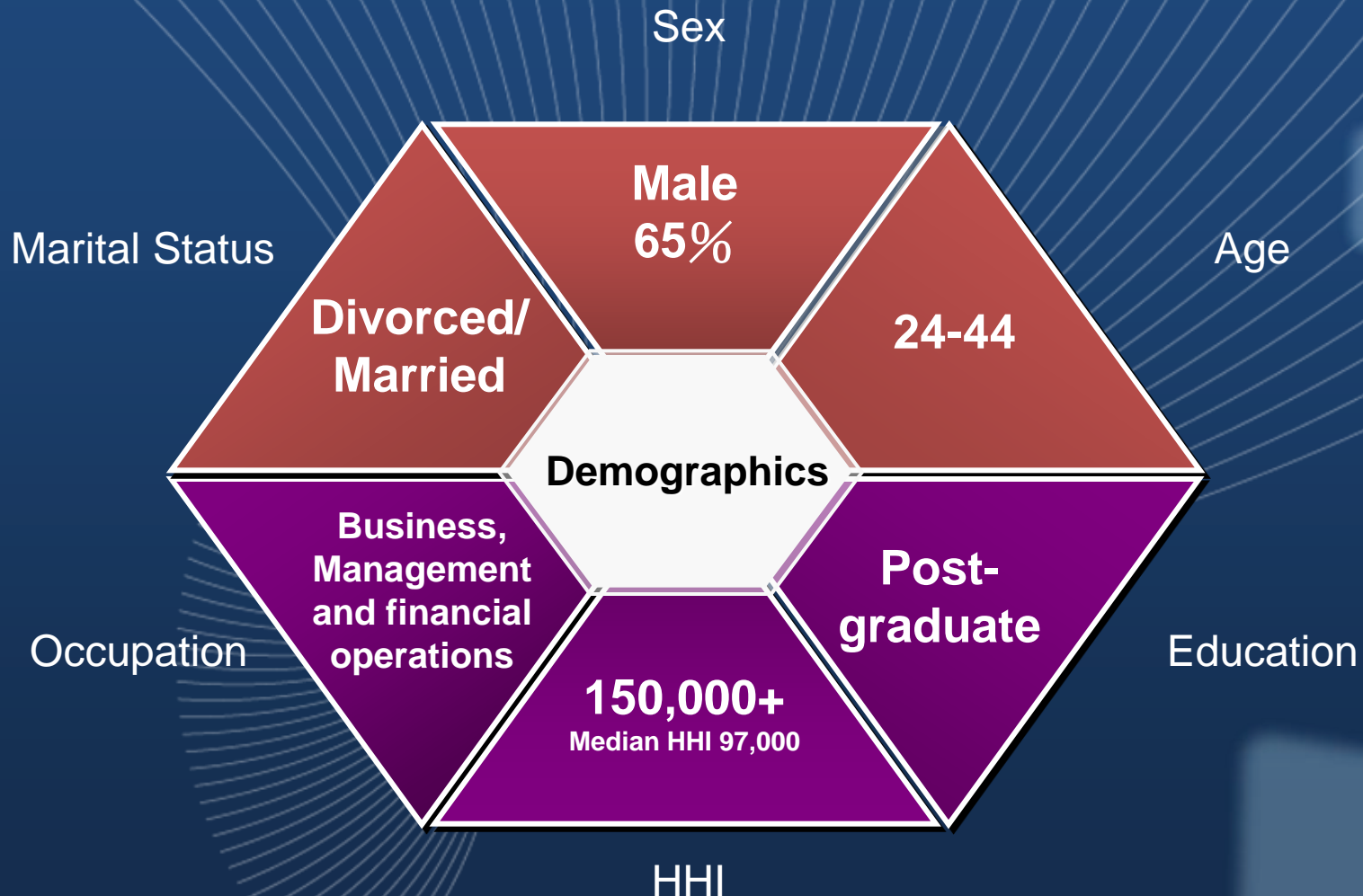
- Published bi-weekly. Single copy \$4.99; per year \$59.95
- Established in 1917
- Published by Forbes, Inc.
- Circulation: 923,848
- Content: FORBES Magazine provides business information and insights to its readers. It offers fresh perspective and helps readers capitalize on business and financial opportunities.
- Advertising rate: 142,520/ 1 page

Source: SRDS





Readership Information





Readership Information

Daniel

Daniel is the owner of a small business company in Darien Connecticut. He is 43 years old, married with two children. He jointly owns a house with his wife, which is worth over 500,000K. He plays golf and travels a lot. He and his family leads a luxurious lifestyle. He invests in stocks.

Psychographic
Profile

Michael

Michael is a 29-year-old consultant at Boston Consulting Group in New York. He lives alone in an apartment in Manhattan. He invests in stock market. He enjoys nightlife at bars and clubs. He travels on business on a regular basis, and has a luxurious lifestyle.



Why Advertise on Fortune?

- **Global Leader in Business Journalism**

- Go-to sources for business news and opinion
- Topics covered include corporate mergers, company reforms, gadget reviews and anything Wall Street
- Excellent source for those thinking about joining Corporate America and those who are already a part of the community.
- Gets to the heart of what's keeping our corporations and business world ticking with articles written by award-winning writers.
- Readers depend on Fortune magazine to keep them informed.



Why Advertise on Fortune?

- **Worldwide Circulation and High Readership**

- Worldwide circulation of more than 1 million and a readership of nearly 5 million.
- With major franchises including the FORTUNE 500 and the FORTUNE 100 Best Companies to Work For.
- Fortune Live Media extends the brand's mission into live settings, hosting a wide range of annual conferences, including the Fortune Global Forum.



Why Advertise on Fortune?

- **Frequent Editorial Theme—Fortune Lists**

One of the most popular aspects of the Fortune magazine is a frequent editorial theme-- Fortune lists, which rank top companies and industry benchmarks.

The most famous of these lists is the Fortune 500, an annual list that ranks the top 500 U.S. companies by their gross revenue. Other annual lists include the Fortune 1000 and the Fortune Global 500.

In recent years, Fortune has also started publishing the popular Best Companies to Work For and 50 Most Powerful Women in Business lists.



Why Advertise on Fortune?

- Fortune Reaches the Ideal Audience

FORTUNE REACHES THE IDEAL AUDIENCE

Audience

TOTAL AUDIENCE	3,971,000
MALE/FEMALE	65%/35%
MEDIAN AGE	46
GRADUATED COLLEGE+	2,182,000
MEDIAN HHI	\$97,735
PROFESSIONAL/MANAGERIAL	1,544,000
TOP MANAGEMENT	680,000

Source: 2012 Doublebase GfK MRI

MENDEL SOHN READER PROFILE:

AUTHORITATIVE BUSINESS DECISION MAKERS	Audience	Comp %	Index
C-TITLE	285,000	25.0	198
TOP MANAGEMENT	372,000	32.6	185
PROFESSIONAL/MANAGERIAL	800,000	70.2	114
PURCHASE DECISION MAKERS	525,000	46.1	130
GRADUATED COLLEGE +	899,000	78.9	132



Why Advertise on Fortune?

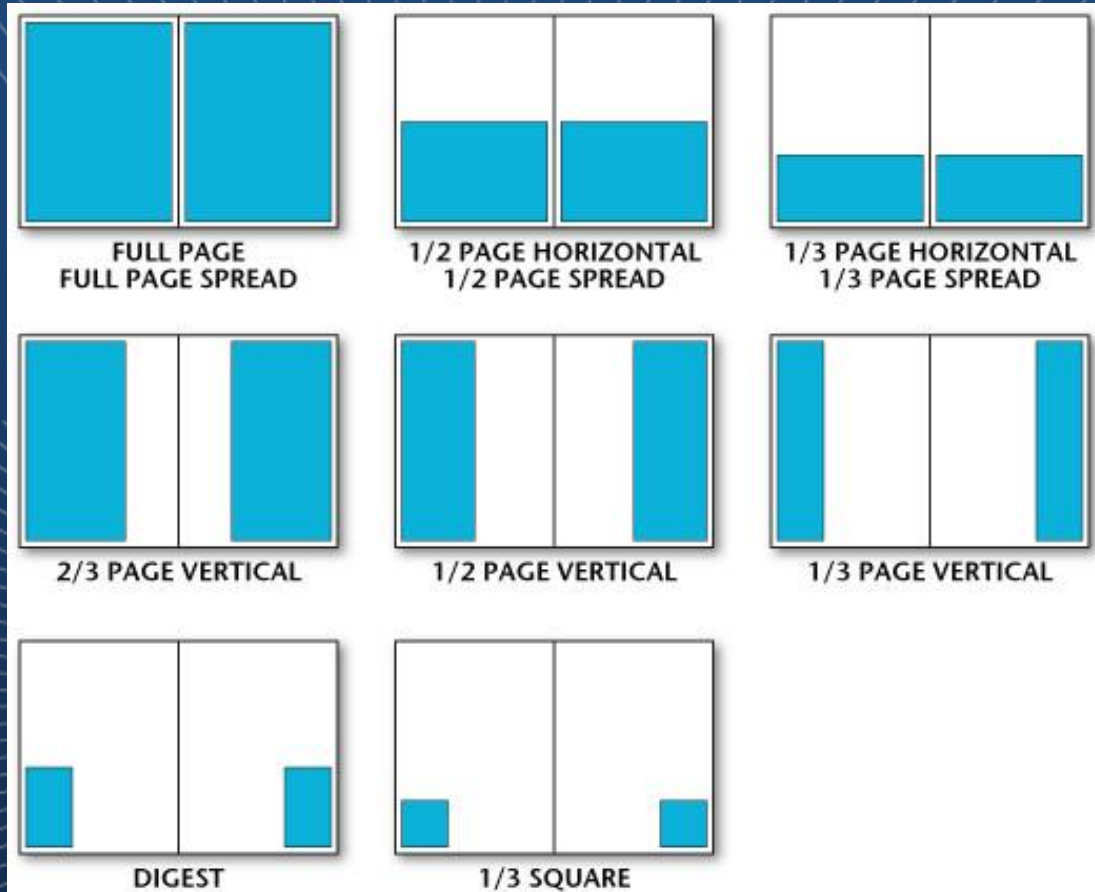
- Fortune Reaches the Ideal Audience

HIGHLY SUCCESSFUL LEADERS WHO ARE MAKING MONEY			
MEDIAN HHI	\$157,692		
	Audience	Comp %	Index
HHI \$150,000+	626,000	54.9	128
HHI \$200,000+	358,000	31.4	155
HHI \$300,000+	155,000	13.6	206
\$500,000+ IN FINANCIAL ASSETS*	610,000	53.5	140
\$1,000,000+ IN FINANCIAL ASSETS*	366,000	32.1	167
<i>*Excludes principle residence</i>			
...AND WHO HAVE SIGNIFICANT SPENDING POWER			
	Spent in the last 12 months		
CONSUMER ELECTRONICS (including computers, entertainment)	\$2.2 BILLION		
LUXURY GOODS (including watches, jewelry, apparel, and accessories)	\$4.5 BILLION		
TRAVEL (both personal and business)	\$4.9 BILLION		
LIQUOR	\$194 MILLION		
SERIOUS MARKET-MOVING INVESTORS			
AVERAGE VALUE OF FINANCIAL ACCOUNTS (including principle residence)	\$1,600,000		
AVERAGE VALUE OF FINANCIAL ACCOUNTS (excluding principle residence)	\$1,100,000		
	Audience	Index	
10+ SECURITIES TRANSACTIONS IN THE PAST YEAR	270,000	235	
USE OF BROKER IN THE PAST YEAR	529,000	177	
<i>Source: MMR 2012</i>			



Why Advertise on Fortune?

- Fortune Ad Specifications



LOGO



Thank You !