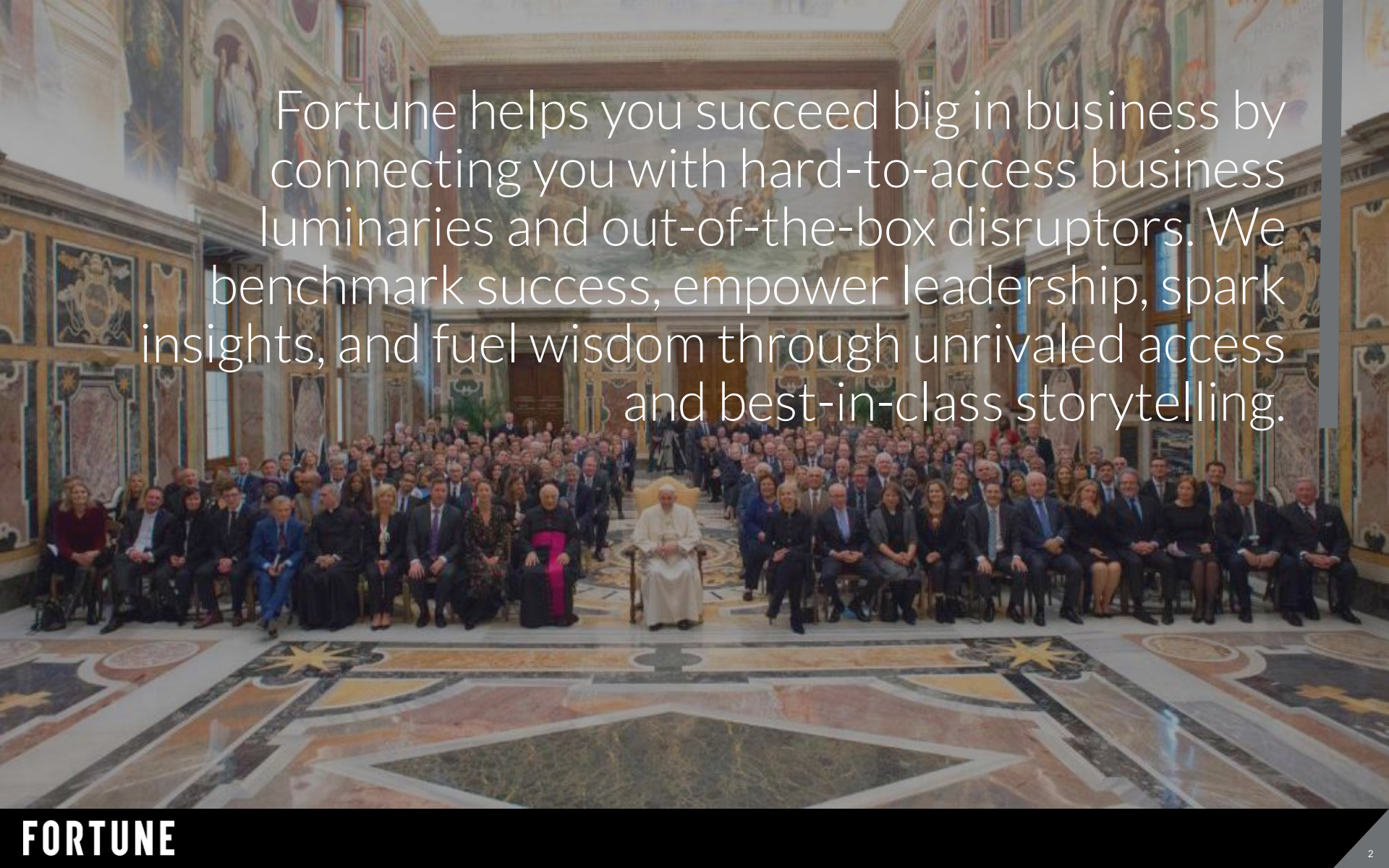


FORTUNE

A large group of people, including Pope Francis, are seated in a grand hall with ornate murals and a large star-patterned floor. The Pope is seated in the center, wearing his white papal attire. He is surrounded by a large group of people, mostly men in suits, seated in rows. The hall has high ceilings and walls covered in colorful murals. The floor is made of polished stone tiles with a large star pattern in the center.

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.

#1

Affluent and
Influential Executives
Across All Platforms

More likely than:

Forbes

Business Insider

Bloomberg/BusinessWeek

CNBC

Wall Street Journal

WIRED

CNNMoney

The New York Times

The Washington Post

FORTUNE REACHES GLOBAL THOUGHT LEADERS AND BUSINESS ELITE

#1

Median HHI
\$160,410

#1

Median HHI net worth
\$921,200

#1

HH net worth \$1MM+

#1

HHI \$250K+

#1

C-Suite

#1

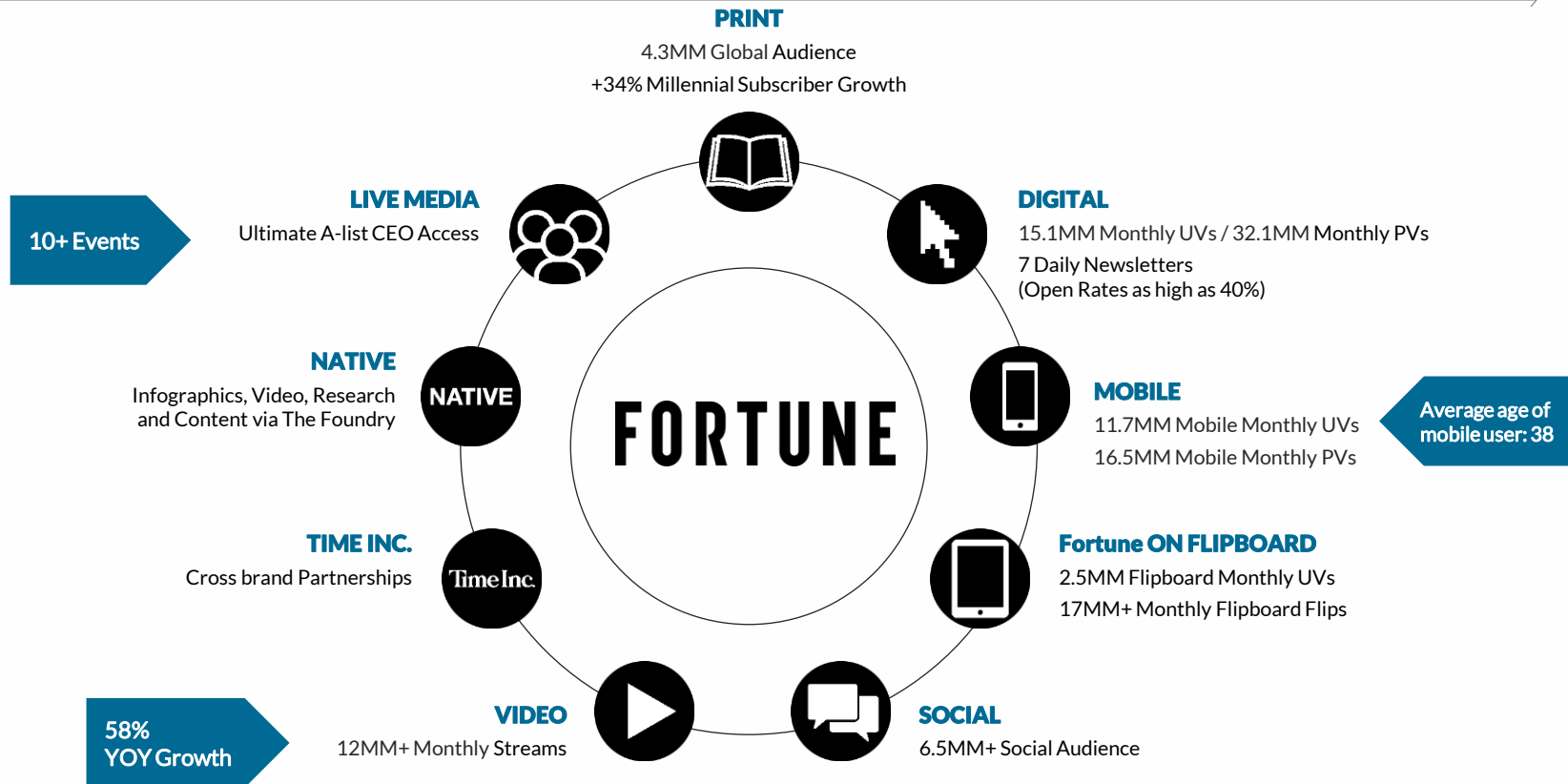
Top Management

Named 2017's
Hottest
Business Brand!
- Adweek Hot List

Source: 2016 Ipsos Affluent Survey HHI \$100K+, Total Brand Footprint. Median HHI excluding Wall Street Journal, Median HHI Net Worth excluding Bloomberg, Top Management excluding Fast Company.

FORTUNE

360° STORYTELLING MEETS POWERFUL GROWTH

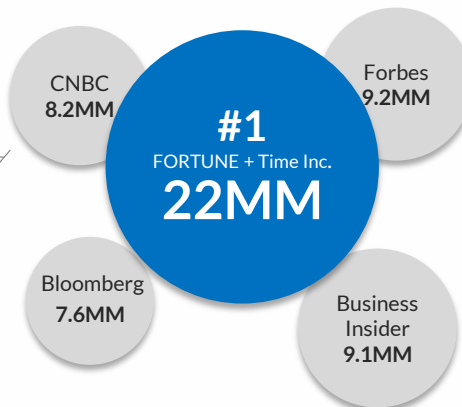


UNPARALLELED SCALE

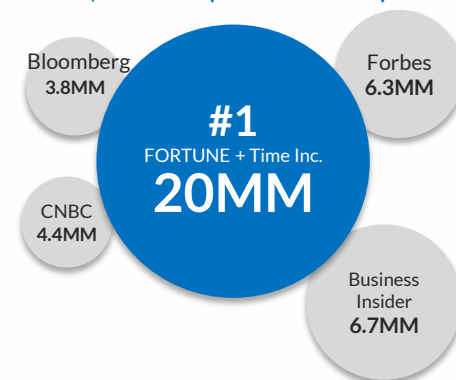
TIME INC. PROVIDES THE ABILITY TO SCALE TO 143 MILLION PEOPLE EACH MONTH

- Amplify across brands
- Amplify across social platforms
- Audience targeting capabilities
- Extend reach across video network – 1B video plays per month across Time Inc.

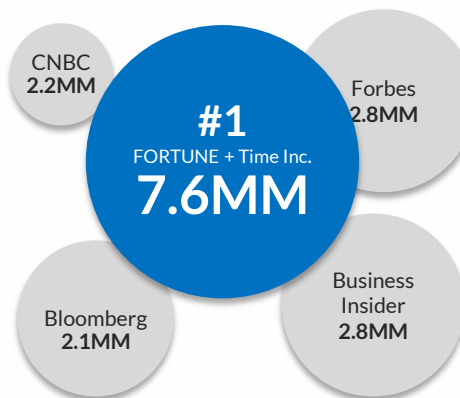
MEN AGE 25+ HHI \$100K+



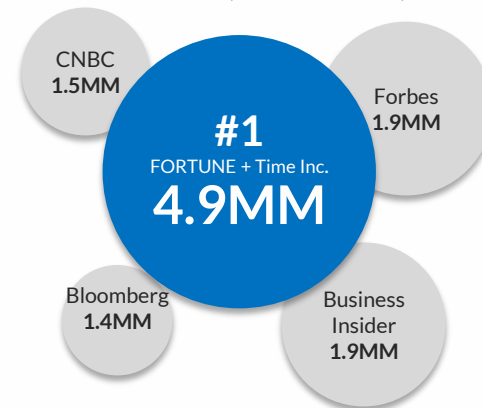
WOMEN AGE 25+ HHI \$100K+ (TOTAL UVS)



#1 IN HHI \$100K+ AND TOP MANAGEMENT (TOTAL UVS)



#1 IN HHI \$100K+ AND C-SUITE/OWNER PARTNER (TOTAL UVS)



Intimate Access

Mary Barra
CEO, GM

Sparkling global conversations that inspire ideas

Sheryl Sandberg
COO, Facebook

Deep-dives with c-suite executives
who are surfing the wave of change

Provocative
conversations
with chiefs
who are
reinventing their
companies

Elon Musk
CEO, SpaceX

Indra Nooyi
CEO, PepsiCo

Jamie Dimon
CEO, JPMorgan Chase

Big Ideas



Bob Iger
Chairman and CEO, The Walt Disney Company

Wisely
Investing

Spotting opportunities



Angela Ahrendts
SVP Retail, Apple

Approaching
big business
like an
entrepreneur



Chris Cox
Chief Product Officer, Facebook

Managing, motivating
and leading
through disruption

Thinking bigger and bolder



Mark Parker
CEO, Nike

Passions

Exploring the road less traveled



Purchasing big toys



Bespoke experiences



**Immerse yourself in a
successful life**

Art of earnings and investments



FORTUNE

Investing in Core Verticals

Matt Tegenkamp
Distance Runner and Two-time Olympian



Digital
Health

Venture



Phillip Honovich
Product Manager, MasterCard

Content growth across all platforms

Tech



James Park
CEO, Fitbit



Ivanka Trump
EVP, The Trump Organization

Most Powerful Women

Diversity



Ellen McGirt
Fortune Senior Editor and
RateAhead Writer

Iconic Measures of Business Success

FORTUNE
**100
BEST**
COMPANIES
TO WORK FOR



FORTUNE
GLOBAL
500

FORTUNE
**100
FASTEST
GROWING
COMPANIES**

Renowned Business
Rankings

FORTUNE
500

THE
WORLD'S
50
GREATEST
LEADERS

Exclusive CEO Profiles

In-depth Analysis

Insightful Analytics

Immersive Photo Galleries

4040 40 UNDER 40
FORTUNE

WORLD'S
MOST
ADMIRED
COMPANIES
FORTUNE

FORTUNE
BUSINESS
PERSON
of the Year

CHANGE
THE
WORLD

FUTURE
50
FORTUNE
***NEW!**

FORTUNE.COM: OUTSTANDING DIGITAL PERFORMANCE

15.1 Million

+20% YOY

Total Digital UVs

11.7 Million

+37% YOY

Mobile UVs

13.5 Million

+329 YOY

Onsite Video Views
Across All Platforms



Among
comScore's
top 10
business
properties

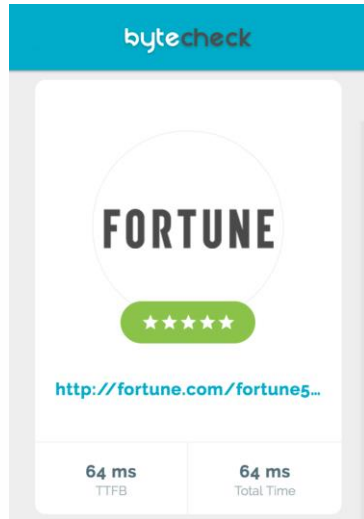
Investing in the Fortune.com Experience

- All new interactive rankings
- Exclusive CEO videos
- In-depth profiles
- Insightful analytics
- Immersive photo galleries
- Adaptive mobile experience

Source: comScore Multi Platform June 2017

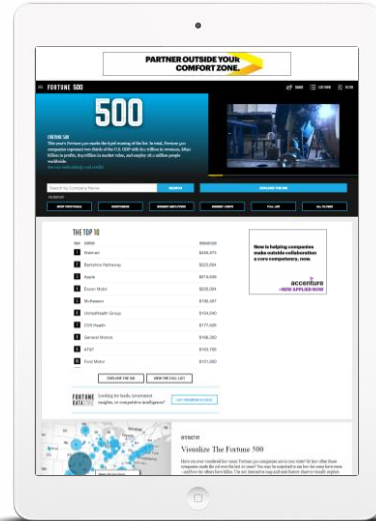
PRODUCT ENHANCEMENTS

FASTER SITE SPEED THAN
FORBES AND WSJ



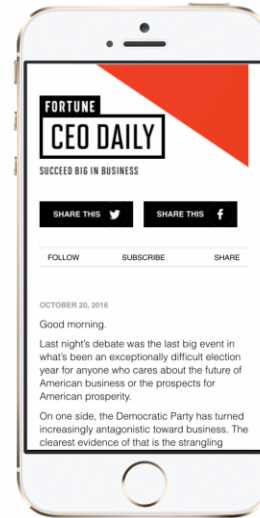
- Five-star ranking in Byte Check, compared to three and two stars for Forbes and WSJ respectively

AD VIEWABILITY
+70%



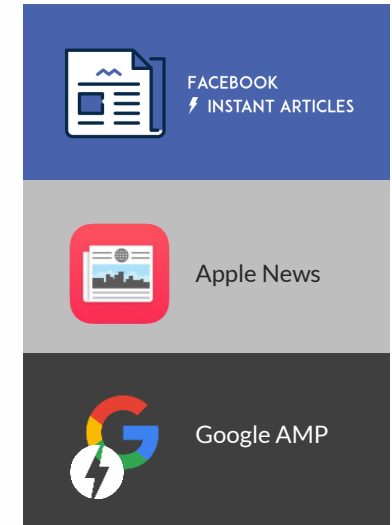
- Ad viewability has increased +70% on Fortune.com (Source: Moat)

AVERAGE NEWSLETTER
OPEN RATE 40%



- Fortune newsletters have an average open rate of 40%

CONTENT DISTRIBUTION ON
MOBILE-FIRST PLATFORMS



- Fortune content is distributed across multiple platforms

KEY DIGITAL INITIATIVES

VIDEO

Video Growth:
+329% (Video Plays YOY Across All Platforms)

1B

monthly
video plays
across
Time Inc.



Franchises Include

On Leading	How I Got Started
Data Drop	Luxe
Tech Debate	Passions
Market Intelligence	Tech Specs
Broad Strokes	Fortune Radar

SOCIAL

7.1MM+ Total
Social Followers



2,270,000



1,683,968



1,550,412



1,388,221



204,000



40,151



- 80% of Fortune visitors describe the site as a place to regularly watch videos and are receptive to advertiser integration
- HP CASE STUDY: 70% of audiences viewed HP more favorably after their sponsorship of Tech Pulse on Fortune Live

RISE. READ. SHINE.

Over 410k total subscribers with open rates as high as 40%



VC



NEWS



TECH



WOMEN IN
BUSINESS



GLOBAL WOMEN



DIVERSITY



HEALTH + TECH

Fortune Conferences and Events

Global Forum at the Vatican



Bozoma Saint John,
Chief Brand Officer, Uber



Most Powerful Women

Brainstorm Health

Yonatan Adiri, CEO, Healthy.io



Bringing together the world's top business
leaders, policymakers, and experts.

Richard Branson,
Entrepreneur



C-Suite

Brainstorm
Tech



Susan Wojcicki, CEO, YouTube

FORTUNE

FORTUNE CONFERENCES & EVENTS

BUILDING A COMMUNITY



MOST POWERFUL WOMEN

- **MPW INTERNATIONAL HONG KONG**
Hong Kong, SAR | February 2018
- **MPW EVENING WITH... D.C.**
Washington D.C. | April 26, 2018
- **MPW EVENING WITH... NY**
New York, NY | May 14, 2018
- **MPW INTERNATIONAL LONDON**
London, UK | June 11-12, 2018
- **MPW SUMMIT**
Laguna Nigel, CA | October 1-3, 2018
- **MPW NEXT GEN**
Dana Point, CA | November 2018



BRAINSTORM

- **BRAINSTORM TECH AT CES**
Las Vegas, NV | January 8, 2018
- **BRAINSTORM DESIGN**
Singapore | March 6-8, 2018
- **BRAINSTORM HEALTH**
Laguna Nigel, CA | March 19-20, 2018
- **BRAINSTORM TECH DINNER**
San Francisco, CA | April 2018
- **BRAINSTORM TECH**
Aspen, CO | July 16-18, 2018
- **BRAINSTORM TECH INTERNATIONAL**
Guangzhou, PRC | December 2018



GLOBAL FORUM

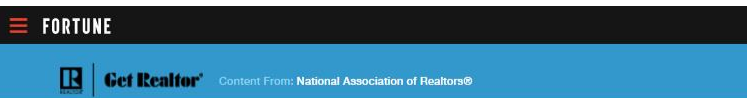
- **GLOBAL FORUM**
Location TBD | 2018 TBD



C-LEVEL EVENTS

- **FORTUNE CEO DINNER: DAVOS**
Davos, Switzerland | January 25, 2018
- **THE CEO INITIATIVE**
San Francisco, CA | June 25-26, 2018

INTEGRATED NATIVE SOLUTIONS



From Steel Plant to Green Plants in Urban Newark

OCTOBER 24, 2016, 10:00 AM



SPONSORED FINANCIAL CONTENT

5 years of finding growth; JPMorgan Global Allocation Fund
 J.P. Morgan Funds

When the old Grammer, Dempsey & Hudson steel plant in Newark, N.J. finally sputtered to a close a few years ago, the site's owner decided to hold the bulldozers and listen:

Fortune Knowledge Group Fortune Partners The Foundry

Native | Custom Content | Research
 Video | Mobile | Syndication
 Live Media | Collateral



FORTUNE

Scalable Partnerships

**FORTUNE
BEST^{IN}
BUSINESS
TRAVEL
TRAVEL+
LEISURE**

NORTHSIDE

**Sports
Illustrated**
PRO-FILES
MEET THE MVPS THAT BECAME CEOs



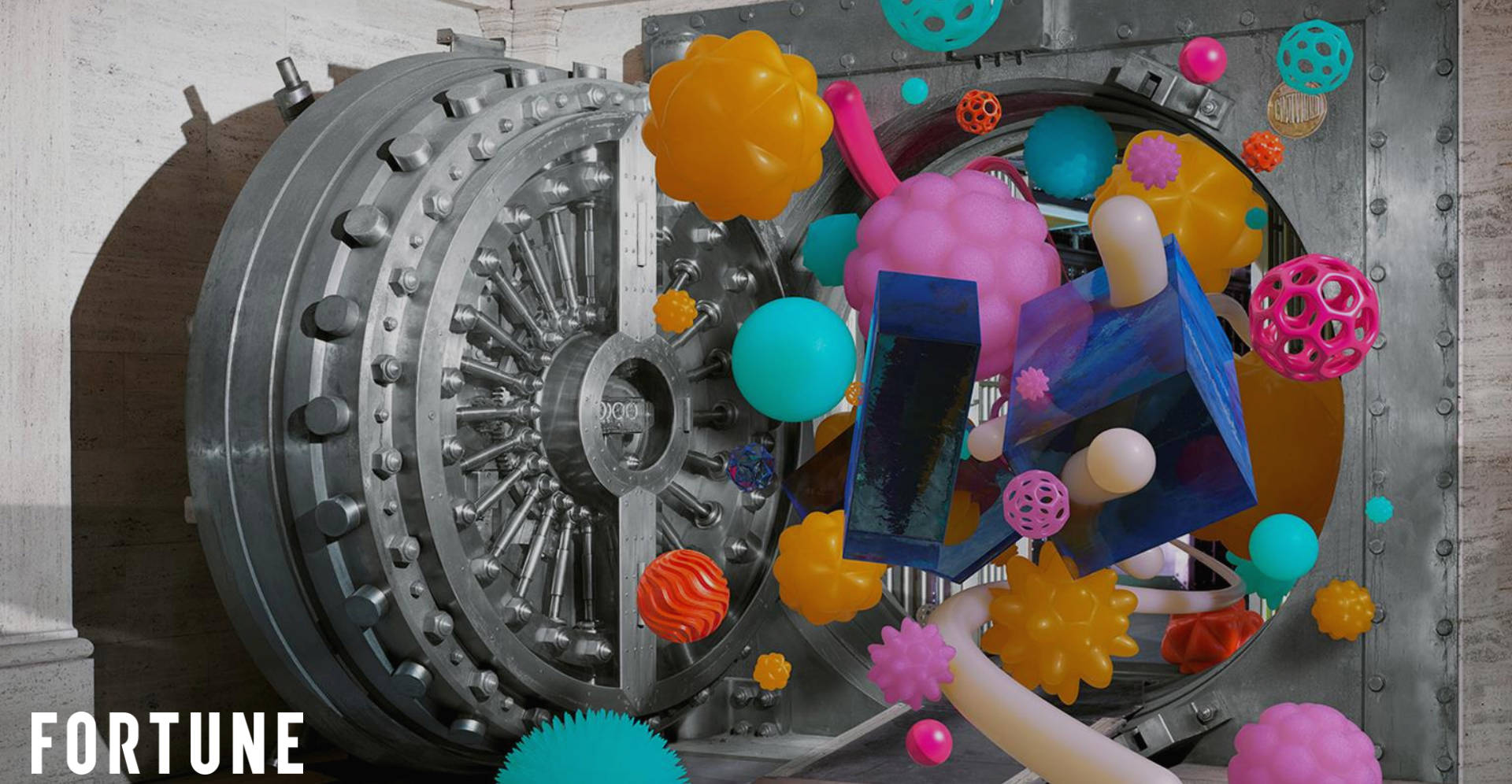
Leverage Fortune's
partnerships across
premiere platforms

**FORTUNE
EXECUTIVE
TRAVEL**

InStyle **M²W**
MOST
POWERFUL
WOMEN

STRUCTURE

FOOD & WINE
classic in aspen



FORTUNE

Time Inc.

COASTAL LIVING | COOKING LIGHT | COZI | DEPARTURES | THE DRIVE | ENTERTAINMENT WEEKLY | ESSENCE | EXTRA CRISPY | FANSIDED | FOOD & WINE
FORTUNE | FWx | GOLF | HEALTH | HELLO GIGGLES | INSTANT | INSTYLE | MIMI | MONEY | MOTTO | MYRECIPES.COM | 120 SPORTS | THE OUTFIT | PEOPLE
PEOPLE EN ESPAÑOL | PEOPLE STYLE | REAL SIMPLE | SMITHSONIAN | THE SNUG | SOUTHERN LIVING | SPORTS ILLUSTRATED | SPORTS ILLUSTRATED KIDS
SUNSET | TIME | TIME FOR KIDS | TRAVEL + LEISURE | WALLPAPER* | XOJANE