



FORTUNE

2017

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

	PRINT	DIGITAL
%M/F	72/28	70/30
Median Age	42	41
HHI USD\$250k+	41%	39%
Median HHI (USD)	\$317k	\$294k
Net worth/liquid assets USD\$1m+	34%	33%
C-Suites	53%	51%
BDMs	97%	97%



CIRCULATION & TRAFFIC

	CIRCULATION	DIGITAL TRAFFIC	SOCIAL REACH
U.S.	859k	12.3m UVs	
EMEA (incl. Latam)	86k	2.4m UVs	
Asia (incl. Fortune China Local Edition)	285k	6.7m UVs	
• Fortune China Local Edition	204k	1.5m UVs	
• Asia	81k	2.0m UVs	
Worldwide	1.2m	17.8m UVs*	6.2m*

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

Source: US AAM 2H 2016 Print+Digital Issue, UK/Asia ABC FY 2016 Print+Digital, UK/Asia FY 2015 Print+Digital Issue, US GFK MRI Fall 2016, 2016 Ipsos Affluent Europe.comScore Custom Report Jan 2017, Omniture Jan 2017, Social Feb. 6, 2017.

[2017 OPEN RATES >](#)

[EDIT CALENDAR >](#)