



DIGITAL
1.55M Monthly UVs
7.3M Monthly PVs



MOBILE SITE
450K monthly UVs
700K monthly PVs



SOCIAL
Weixin: 200K Fans
Weibo: 150K Fans
Linkedin: 100K Fans

EDIT CALENDAR

ISSUE DATE	FEATURE	LIFE AT THE TOP
Jan/Feb	CHINESE BUSINESSMAN OF THE YEAR* An annual review of the most influential business leaders in China during the past year, with the background stories on their achievements, the challenges they faced and a glimpse at the road ahead	Wine and Spirits
Mar	10 BREAKTHROUGH BRANDS The most disruptive, daring and socially innovative brands around globe.	Watches
	CSR * FORTUNE China was a pioneer among business magazines in providing in depth coverage of CSR's evolution in China. Given rapid changes in the landscape involving SOEs, MNCs and NGOs, our editors will search out best practices and changing strategies among corporates as well as NGOs.	
Apr	THE 50 MOST POWERFUL PEOPLE IN BUSINESS IN CHINA * China's 50 most powerful business leaders: what makes them great; how they got to the top; and the organizations they lead.	Spring Style
May	WORLD'S MOST ADMIRED COMPANIES The most authoritative corporate reputation survey worldwide. In today's tough global business climate, to be big is not enough for a company. Admirable qualities like innovation and social responsibility are more important than ever.	Cool Cars
	THE FORTUNE ENTREPRENEUR For 86 years and counting, FORTUNE has reported on what it takes to sustain great businesses. Along the way, we've learned a few things about how to start them.	
Jun	CHINA LUXURY REPORT * FORTUNE China continues its annual in-depth look at the fastest growing and largest luxury market in the world, highlighting key players, trends, and directions. <i>FORTUNE Global Forum Series: Future breakthroughs with a history behind. A report of the historical brands and their latest challenges.</i>	Collectibles
	REINVENT THE ENGINE * China will probably be the most important battle-field for electric vehicle manufacturers around the world. Our editors will reveal the interesting and fierce competition between those trailblazers from home and abroad.	
July/Aug	FORTUNE CHINA 500 * The eighth annual FORTUNE China 500 list reflects the impressive growth of China's economy as well as the fast-growing ranks of public companies in China. <i>FORTUNE Global Forum Series: Sustainable Chinese cities. To analyze the requirements and interpret the green initiatives, try to understand the feasible plans of Chinese cities builders.</i>	Travel
	SMALL BUSINESS. BIG IDEA. SPECIAL expanded Venture/Entrepreneur section.	
Sep(1)	CHINA'S 30 MOST INFLUENTIAL VC/PE INVESTOR * The list will include the major influencers from VC/PE industry, including the newer generation of investors with rising influences. Our coverage will not only reveal the wisdoms of these investors while working with startup founders and entrepreneurs, but also let them share management or technological insights from these business endeavors. <i>FORTUNE Global Forum Series: Innovation and technology. From now to near future, have a look at the new discoveries in China that will change our business and society.</i>	Private Jets
	BRAINSTORM TECH A preview of Brainstorm Tech's conversations on enterprise, innovation, security, privacy, and tech's influence on the global economy.	
Sep(2)	CHINA'S 40 UNDER 40 * FORTUNE China looks at the next generation of hot new entrepreneurs and emerging business leaders under the age of 40. Who are they and what have they created thus far? <i>FORTUNE Global Forum Series: The age of reforms. How some of the most traditional Chinese companies are trying to become innovators.</i>	Fall Style
Oct(1)	THE MOST ADMIRED CHINESE COMPANIES * Based on the criteria used by FORTUNE's ranking of the World's Most Admired Companies, FORTUNE China will conduct the 12th annual survey focused on Chinese companies, polling a large sample of senior corporate management leaders on which companies they admire the most, and the reasons why. <i>FORTUNE Global Forum Series: Geopolitical trends. Discuss the ever changing relations and challenges between countries, territories, cultures as well as global organizations</i>	Top Real Estates
Oct(2)	FORTUNE GLOBAL 500 The ultimate "it" list for anyone in business, and home to the world's largest companies. The new elite of the FORTUNE Global 500 are revealed, including a fast-growing number of Chinese companies. <i>FORTUNE Global Forum Series: Global finance and technologies. Discover the challenges and opportunities in global / internet economy.</i>	Cars
Nov/Dec	WINNING THE MILLENNIALS * Millennials is not just another term for young people. For 21st Century enterprises, millennials could decide their business fate and brand relevance. Our editors will interview a series of companies and CEOs to decode the challenges between different ages and ways of thinking. <i>FORTUNE Global Forum Series: Uprising giants. Interview the upcoming FORTUNE Global companies in China and their next move.</i>	Watches to Dream About
	25 MOST POWERFUL WOMEN IN CHINA * FORTUNE China's eighth ranking of China's most influential women in business, to complement FORTUNE's annual list of the most powerful women in international business.	
	50 MOST POWERFUL WOMEN IN INTERNATIONAL BUSINESS An unrivaled look at the most powerful women in international business and their rise to the top. A growing number of Chinese woman entrepreneurs and executives have appeared on the list.	

*Represents FORTUNE China original editorial content, not content translated from FORTUNE's English edition

**FORTUNE Global Forum Issue will be distributed at FORTUNE Global Forum

The above is subject to change.