



**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	<b>CHINESE BUSINESSMAN OF THE YEAR*</b> 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
	<b>FORTUNE GLOBAL FORUM SPECIAL REPORT *</b> Special report from the 2017 FORTUNE Global Forum in Guangzhou. A roundup of editors' interviews and business leaders' most impressive viewpoints.	
Mar	<b>CSR *</b> 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.	Spring Style
	<b>BUSINESS BY DESIGN</b> The cross disciplinary approach to rethinking the role of design in today's business and society.	
Apr	<b>THE 50 MOST POWERFUL PEOPLE IN BUSINESS IN CHINA *</b> China's 50 most powerful business leaders: what makes them great; how they got to the top; and the organizations they lead.	Cool Cars
	<b>BUSINESS NEXT</b> 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.	
May/June	<b>WORLD'S MOST ADMIRED COMPANIES</b> 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.	Watches
	<b>DIGITAL HEALTH</b> 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.	
	<b>CHINA LUXURY REPORT *</b> 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>	
July/Aug	<b>FORTUNE CHINA 500 *</b> 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
	<b>THE LEDGER</b> The current state of the fintech revolution – how blockchain technology is reforming the worlds of finance, investing, retail, supply chains and security.	
Sep	<b>CHINA'S 40 UNDER 40 *</b> 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>	Private Jets
	<b>THE FUTURE OF WORK</b> 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.	
Oct(1)	<b>THE MOST ADMIRED CHINESE COMPANIES *</b> 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>	Cool Gadgets
	<b>CHINA'S 30 MOST INFLUENTIAL VC/PE INVESTORS</b> 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.	
Oct(2)	<b>FORTUNE GLOBAL 500</b> 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>	Home Style
Nov/Dec	<b>THE FUTURE 50</b> A list of those companies that are reshaping the business landscape and the role of technology in the 21st century corporation. PLUS – a probing look at the connective tissue of the modern corporate enterprise—its technology.	Watches to Dream About
	<b>25 MOST POWERFUL WOMEN IN CHINA *</b> 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.	
	<b>BRAINSTORM TECH INTERNATIONAL</b> A preview of Brainstorm Tech International's conversations ranging from local innovations to their potential global impacts, through interviews with heavy-weight local innovators..	

\*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.