

# FORTUNE



MARKETPLACE 2010

# FORTUNE...

## Has the Youngest Audience among the Competitive Set

- All titles got slightly younger. FORTUNE's median age is 48.4, Forbes is 49.9 and Business Week is 49.4.

## Reaches More Adults Age 35-54

- FORTUNE reaches 910,000 adults 35-54 readers, more than Forbes (846,000) and Business Week (759,000). Note: All three titles increased among Adults 35-54.

## Has the Largest Amount of PMs – Over 1 Million

- FORTUNE has 1,010,000 compared to Forbes: 977,000 and Business Week: 915,000.

## Leads Business Titles on Many Key Targets

- FORTUNE wins on top management and C-Suite.
- FORTUNE reaches more C-Suite/Chief Officers (Aud-425,000/Index-149) than Forbes (Aud- 395,000/Index-141) and Business Week (Aud-342,000/Index-138).
- FORTUNE readers make more business decisions than Forbes or Business Week readers.
- More FORTUNE readers (Aud-888,000/Index-116) are involved in procuring products or services than Forbes (Aud-824,000/Index-107) or Business Week readers (Aud-763,000/Index-112).
- FORTUNE readers 35-54 are wealthy.
- FORTUNE readers (Aud-438,000/Index-147) ages 35-45 have \$1 million+ in financial accounts (Liquid Assets) plus total real estate compared to Forbes (Aud-422,000/Index-141) and Business Week (Aud-386,000/Index-146) readers.

Source: MMR '08



FORTUNE



## The power of the FORTUNE brand

FORTUNE 500 is the benchmark of business success – officially listed in Webster's New World Dictionary.

"And it's nice to pay tribute to the big famous list that is now part of our corporate lexicon and of course a part of American History."

- Brian Williams, anchor and managing editor of NBC Nightly News

Make the FORTUNE brand work for your product or service in any of the following direct response sections:

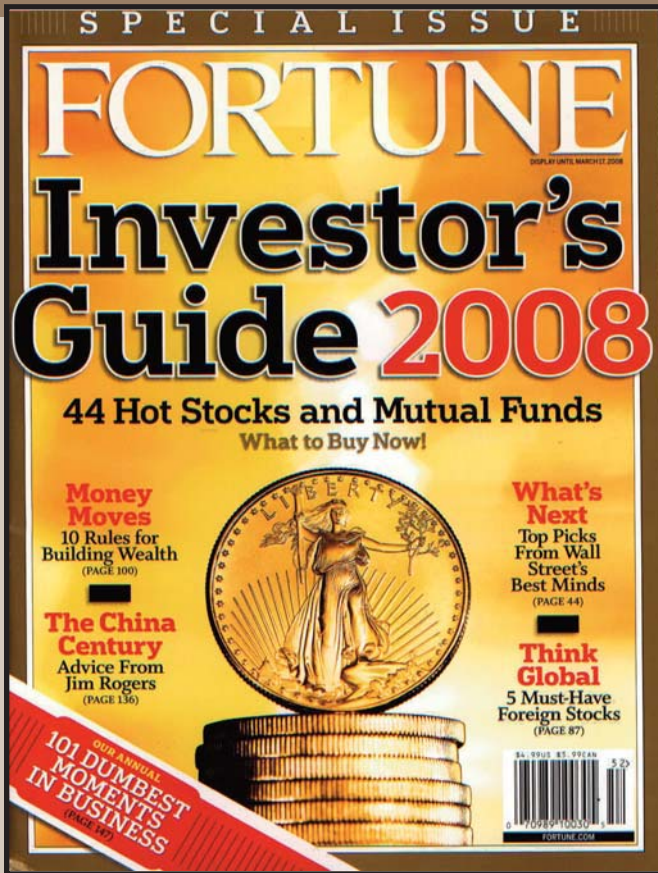
- Business Opportunities & Franchises
- Distinctive Properties & Real Estate
- Executive Education
- Computer Software & Hardware
- Art & Antiques
- Business Services
- Catalogs (Consumer & Business)
- Travel
- Boating & Yachting
- Premium/Incentive Items
- Self-Improvement
- Auctions
- Collectible/Coins
- Executive Gifts
- Health & Fitness
- Corporate Executive Coaching
- Web Hosting (Internet Services)
- Home Stereo & Electronics



## 2010 Fortune Editorial Calendar

<b>Issue Date</b>	<b>Featured Article</b>	<b>Ad Close</b>	<b>On Sale</b>
01/18/10	The Comeback Issue	12/14/10	01/04/10
02/08/10	100 Best Companies to Work For	01/04/10	01/25/10
03/01/10	Rethinking Executive Compensation	01/25/10	02/15/10
03/22/10	World's Most Admired Companies	02/15/10	03/08/10
04/12/10	Brainstorm Green	03/08/10	03/29/10
05/03/10	Fortune 500	03/29/10	04/19/10
05/24/10	Where Are They Now?	04/19/10	05/10/10
06/14/10	Investors' Special: Retirement Guide	05/10/10	05/31/10
07/05/10	Global Forum/Global 500	05/31/10	06/21/10
07/26/10	Brainstorm TECH	06/21/10	07/12/10
08/16/10	Fastest Growing Companies	07/12/10	08/02/10
09/06/10	Career's Special: Best Career Advice	08/02/10	08/23/10
09/27/10	Business of Style	08/23/10	09/13/10
10/18/10	Most Powerful Women	09/13/10	10/04/10
11/01/10	40 Under 40	09/27/10	10/18/10
11/15/10	The New Rich: America's Entrepreneurs	10/11/10	11/01/10
12/06/10	Business Person of the Year	11/01/10	11/22/10
12/27/10	Investors' Special 2: Investors Guide 2011	11/22/10	12/13/10

All Information Subject To Change



## Fortune

Fortune features some of the most provocative business journalism, telling the stories that keep readers coming back. It's the only magazine covering the events, ideas and personalities driving 21st century business.

## Fortune

Published 24x year  
4,000,000 Readers  
830,000 Circulation

### ADVERTISING RATES

#### Display Rates:

\$995.00 per inch / (1" h x 1.6" w)

#### Classified Rates:

\$29.95 per word / 14 word minimum

### ABOUT THE READERS

Average HHI: \$347,500

Male: 63%

Female: 37%

Attended College: 87%

College Grad.: 60%

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