

WHAT IS YOUR PURPOSE?

THE EVENTS OF TODAY'S WORLD ARE CAUSING COMPANIES TO EXAMINE their commitments to public health and safety, community investment, and social and racial justice. It also presents an unprecedented opportunity for our companies to listen, reflect, speak out, and lead.

In partnership with CECF, FORTUNE Brand Studio is offering the opportunity to develop custom branded content articles, in print and/or digital formats, designed to feature your company's unique CSR leadership story delivered in your words, by your CEO or senior leader of choice.

FORTUNE branded content articles allow you to craft your messaging to our audiences of stakeholders, business owners, senior executives and managers, and engaged influencers.

With a FORTUNE/print branded content article placement, your company will receive:

- An exclusive 2x page layout (your choice of 1x page content/1x page ad placement or 2x page content).
- Approximately 420 words of developed custom content/page.
- Content development by a FORTUNE branded content writer (not a FORTUNE editorial writer).
- Opportunity for input, direction, and review of developed text.
- Guaranteed placement in the issue(s) of your choice.
- pdf copy of the finished layout for your additional promotional use.

DATES FOR NEXT THREE ISSUES:

1. OCTOBER (Change The World) **RESERVE BY: August 14**

2. NOVEMBER (Most Powerful Women in Business/ The Future 50 (companies and the role of technology in the 21st century))
RESERVE BY: September 14

3. DECEMBER (Investor's Guide/Best in Business 2020)
RESERVE BY: October 16



With the FORTUNE branded content digital article, your company will receive:

- Placement of the digital article (approximately 500 words) on fortune.com.
- Content development by a FORTUNE branded content writer (not a FORTUNE editorial writer).
- Opportunity for input, direction, and review of developed text.
- Production and placement of banner ads (traffic drivers) and social promotions to guarantee 41,677 engagements.
- Flexibility in choosing the timing for the placement.
- A link to the article will be provided. After the live period ends, the article will remain accessible for up to one year for continued promotional use.

FORTUNE print and digital branded content articles can be developed separately or as a combination package. They may also be produced as a one-time run or in a multiple series plan.

If there is an interest in communicating your company's voice and commitment to action, we invite you to reach out to our partners at FORTUNE Branded Content (Jack Hemple / jack.hemple@consultant.fortune.com, 419-450-7568 or Ron Moss / ron.moss@fortune.com 646-437-6793)

Jack and Ron would be happy to provide you more details (including timings and pricings) for branded custom content article options for both print and digital formats.



FORTUNE
BRAND STUDIO + 

FOR MORE INFORMATION CONTACT:

JACK HEMPLE

Branded Content Consultant
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419.450.7568

RON MOSS

Business Development Director
ron.moss@fortune.com
212.522.6069



FORTUNE
BRANDSTUDIO

#1

MOST LIKELY TO REACH

C-SUITE

TOP MANAGEMENT

OWNER OR PARTNER IN OWN BUSINESS

BDM/PROCUREMENT DECISION MAKER

AVERAGE HHI: \$322,840

AVERAGE HH NET WORTH: \$2,085,907

VS

BUSINESS INSIDER

BLOOMBERG

CNBC

THE ECONOMIST

FORBES

THE NEW YORK TIMES

THE WALL STREET JOURNAL

WIRED

DIGITAL

12MM Monthly UVs

VIDEO

20MM+ Monthly Views

NEWSLETTERS

9 Daily/Weekly
Newsletters to 370k +
Subscribers

BRANDED CONTENT

Digital, Video & Print via
Fortune Brand Studio

FORTUNE

360 STORYTELLING

BRAND INNOVATION

FORTUNE Executive
Education; FORTUNE ETFs;
Licensed Editions

SOCIAL

7.7MM+ Social Audience

LIVE MEDIA

Ultimate A-list CEO Access
15+ Global Conferences

PRINT

2.7MM Global Audience