

Franchising

FORTUNE is #1

FORTUNE has the highest concentration of affluent and influential business decision-makers vs. the competition. More than Business Insider, Forbes, CNBC, CN Money, The New York Times, The Wall Street Journal, and Wired.

#1 Median HHI \$159,000

#1 HHI \$300K+: 130 Index

#1 C-Suite: 155 Index

#1 Business Decision Makers: 137 Index

FORTUNE 500 FRANCHISE PROGRAM

Franchisors can contribute to the native editorial content through an interview with the Fortune Custom Content team.

The annual **FORTUNE 500** issue holds a singular status as a year-long reference tool reaching 3,291,000 readers and featuring bonus newsstand circulation with a 3-month shelf life. Its launch is always a major business news story, carried by leading print, broadcast and online media outlets.

Additionally, the **FORTUNE 500** Franchising section will be posted on the Fortune Custom Content website for a minimum of one year— where franchisors can back link to it and feature the article on their own website.

On Sale: May 20 | Closes: April 29

4C Display Advertising Rates

Full-page \$16,000

Half-page \$8,500

Quarter-page \$4,500

