

2024 Media Kit

FAST COMPANY



“Fast Company is **the only media brand dedicated to chronicling the future of business.** We cover the leaders, ideas, and companies defining where business is headed, from agile startups to multinationals transforming themselves from within. **Technology, design, impact, and creativity**—these are the pillars of Fast Company’s coverage, and the keys to winning in the innovation economy.”

—Brendan Vaughn, Editor-in-Chief, Fast Company



250,000
RATEBASE

TOTAL
FOOTPRINT
25.9MM

1.1MM
2023 MAGAZINE
READERSHIP ESTIMATE

7.7MM
AVG. MONTHLY
UNIQUE VISITORS

10.5MM
AVG. MONTHLY PAGE VIEWS

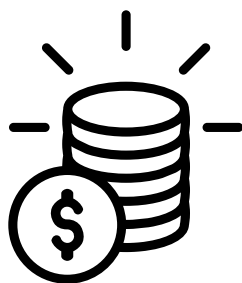


C-Level
COMP: 67% | INDEX 201

Top Management
COMP: 53% | INDEX 175

Graduated College+
COMP: 93% | INDEX 119

Biz Decision Makers
COMP: 78% | INDEX 156



\$198,632
MEDIAN HHI

\$1,575,335
MEDIAN NET WORTH

42.2
MEDIAN AGE

65%
MALE

35%
FEMALE

UPDATED: 10.17.23 *25.9 MILLION FOOTPRINT INCLUDES: PRINT: MRI DOUBLEBASE 2023, DIGITAL: GLOBAL GOOGLE ANALYTICS (Q3 AVG. MONTHLY PAGE VIEWS), SOCIAL: FOLLOWERS (AS OF SEPT. 2023), VIDEO: JW PLAYER (JAN-SEPT. AVG. MONTHLY VIDEO PLAYS), NEWSLETTER: SUBSCRIBERS (AS OF JULY 2023), APPLE NEWS: JUN-AUG 2023 AVG. MONTHLY PAGE VIEWS, PODCASTS: DOWNLOADS (JAN-SEPT. 2023 AVG. MONTHLY), AND EVENTS: REGISTRANTS (JAN-SEPT. 2023).

MARCH/APRIL

Most Innovative Companies

PRINT AD CLOSE: 2/15/24
 PRINT ON SALE: 3/26/24
 COVER + LIST DIGITAL: 3/19/24

SPRING

World Changing Ideas

PRINT AD CLOSE: 4/11/24
 PRINT ON SALE: 5/21/24
 COVER + LIST DIGITAL: 5/14/24

SUMMER

Innovation by Design

PRINT AD CLOSE: 6/20/24
 PRINT ON SALE: 7/30/24
 COVER + LIST DIGITAL: 7/23/24

SEPTEMBER

Best Workplaces for Innovators/ Most Creative People/ Impact Council

PRINT AD CLOSE: 8/1/24
 PRINT ON SALE: 9/10/24
 COVER + LIST DIGITAL: 9/4/24

FALL

Brands That Matter

PRINT AD CLOSE: 9/26/24
 PRINT ON SALE: 11/5/24
 COVER + LIST DIGITAL: 10/22/24

WINTER

Next Big Things In Tech

PRINT AD CLOSE: 11/7/24
 PRINT ON SALE: 12/17/24
 COVER + LIST DIGITAL: 12/10/24



*ISSUE THEMES SUBJECT TO CHANGE



BLACK & WHITE	GROSS
Page	\$35,000
Spread	\$70,000
2/3 Page	\$26,950
1/2 Horiz	\$21,700
1/3 Page	\$15,400

FOUR COLOR	GROSS
Page	\$55,000
Spread	\$110,000
2/3 Page	\$42,350
1/2 Horiz	\$34,100
1/3 Page	\$24,200

COVERS	GROSS
2 nd Cover (Single Pg Only)	\$66,000
2 nd Cover + Pg 1 (Spread)	\$132,000
3 rd Cover	\$60,500
4 th Cover	\$68,750

PAID RATEBASE: 250,000
FREQUENCY: 6 ISSUES

Custom Regional Buys/Copy Splits

- ▶ Pricing and regional options available upon request

Premium Charges

- ▶ No bleed charge
- ▶ Special fifth color rates available upon request

Specialty Units

- ▶ Rates and production specifications available upon request

Billing Information

- ▶ Commission is 15% to agencies
- ▶ Production premiums are not commissionable or discountable

Frequency Discounts

- ▶ Check with your account manager

*ALL RATES ARE GROSS. THESE RATES AND ALL ADVERTISING TRANSACTIONS ARE SUBJECT TO MANSUETO VENTURES' ADVERTISING TERMS AND CONDITIONS.

PLACEMENT	AD UNIT	SPECS	NET CPM
ROS	Leaderboard	728x90	\$105
	Half Page	300x600	\$130
	IMU	300x250	\$110
	Video	Pre-roll	\$225
	Billboard	970x250	\$130
	Mobile Banner	320x50	\$100
Homepage Takeover	Leaderboard	728x90	\$147
	IMU	300x250	\$157
	Half Page	300x600	\$183
	Billboard	970x250	\$183
Welcome Ad	Welcome Mat	Full-Width, Responsive	\$250
Targeted Channel	Leaderboard	728x90	\$120
	Half Page	300x600	\$145
	IMU	300x250	\$125
	Video	Pre-roll	\$240
	Billboard	970x250	\$145
	Mobile Banner	320x50	\$110
Geo Targeted (ROS)	Leaderboard	728x90	\$110
	IMU	300x250	\$115
	Half Page	300x600	\$135
	Billboard	970x250	\$135
	Mobile Banner	320x50	\$105





PAGE DIMENSIONS	LIVE/NON-BLEED	TRIM	BLEED
Page	7 1/2" x 10"	8" x 10 1/2"	8 1/4" x 10 3/4"
Spread	15 1/2" x 10"	16" x 10 1/2"	16 1/4" x 10 3/4"
1/2 Horizontal Spread	15 1/2" x 4 1/2"	16" x 5"	16 1/4" x 5 1/4"
2/3 Vertical page	4 3/4" x 10"	5" x 10 1/2"	5 1/8" x 10 3/4"
1/2 Horizontal page	7 1/2" x 4 1/2"	8" x 5"	8 1/4" x 5 1/4"
1/3 Square	4 3/4" x 4 5/8"	5" x 4 7/8"	5 1/4" x 5 1/4"
1/3 Vertical	2 3/8" x 10"	2 5/8" x 10 1/2"	2 7/8" x 10 3/4"

Printing Process

WEB OFFSET

Binding Method

PERFECT BOUND

Line Screen

133

Max Density

4 COLOR: 290%
2 COLOR: 190%

Gutter Safety for Spreads

- ▶ Allow 1/4" on each side of gutter, 1/2" total gutter safety
- ▶ For ad spread units please supply 1/16" duplicated image on both sides of the centerline

Materials

- ▶ Please submit your ads for Fast Company via the web at <https://www.adshuttle.com>
- ▶ Preferred digital format: PDFX-1A
- ▶ Please see our materials specifications site

Shipping for Ad Proofs

- ▶ **Quad**
Attn: Ted Reidy c/o Fast Company
N64W23110 Main St.
Sussex, WI 53089
P: 262-673-1580 E: treidy@quad.com

Proofs

- ▶ One SWOP-certified proof AND one ruled proof as a positioning guide

Safety

- ▶ Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges. Offset for registration marks should be set at .1875

For Extensions Contact:

- ▶ **Dave Powell, Production Manager**
C: 347-605-0183 E: dpowell@mansueto.com



For All Digital Platforms

Advertiser provided 3rd party tags must be secure (https), and all partner file requests within the tags must also be secure (https).

UNIT SIZE	PIXEL SIZE	INITIAL FILE SIZE	ANIMATION	RICH MEDIA SERVED	3RD PARTY
Leaderboard	728x90	200 KB	:15 Sec	Y	Y
Rectangle	300x250	200 KB	:15 Sec	Y	Y
Half Page	300x600	200 KB	:15 Sec	Y	Y
Billboard	970x250	200 KB	:15 Sec	Y	Y
Mobile Banner	320x50	200 KB	:15 Sec	Y	Y



UNIT	LENGTH	SKIP GUIDANCE	ASPECT RATIO
Pre-Roll	:06, :15, :30	:15 & :30 lengths must be skippable after :05	16:9 Widescreen
VIDEO TARGET BITRATE MAX	AUDIO BITRATE	AUDIO LEVELS	SERVING OPTIONS
3500	128-192 kbps for AAC-LC 64-128 kbps for HE-AACv1	-24 LKFS (+/- 2.0 dB) in the US as per ATSC A/85 -23 LUFS (+/- 1.0) in the EU as per EBU R128	3rd party – VAST 3.0 OR 1st party site served MP4, MOV (No FLV)

Display Ad Requirements

- ▶ Lead time: 5 business days prior to launch date
- ▶ File Formats Accepted: .jpg, .gif, HTML5, .png
- ▶ 3rd Party Ad Serving Accepted: Doubleclick, Flashtalking, Conversant, Sizmek

In-Banner Video/ Audio Requirements

- ▶ User initiated sound
- ▶ Pause and mute controls

Rich Media Ad Requirements

- ▶ All rich media must be 3rd-party served
- ▶ Lead Time: 5 business days prior to launch date
- ▶ Language/Call-to-action on all ads (ex. roll over to learn more)
- ▶ Audio must be muted by default
- ▶ Max pixel size within a tag: 10



The following are certain terms and conditions governing advertising published in *Fast Company* magazine (the "Magazine"). Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, instructions or documents other than this Rate Card will be binding on Mansueto Ventures LLC ("Publisher") unless Publisher agrees to such terms and conditions in writing.

1. Agency Commission and Payment

Submission of insertion order by advertising agency on behalf of advertiser constitutes agency's agreement to pay all invoices for placement of advertising in the Magazine pursuant to such insertion order. Notwithstanding the foregoing, submission of insertion order constitutes agreement that advertiser guarantees prompt and full payment for such advertising in the event of material default by agency. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on advertising space charges may not be applied to production charges.

2. Cancellation and Changes

Publisher expressly reserves the right to reject or cancel

for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. The rates and conditions of advertising in the Magazine are subject to change without notice.

3. Circulation Guarantee

The Magazine is a member of the Alliance for Audited Media (AAM). The following paid rate base guarantee is based on the AAM's audited reported circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited 12-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in advertising space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication, and the AAM audited 12-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher

only as a basis for determining the Magazine's advertising rates.

4. Publisher's Liability

Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed pursuant to an insertion order that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements and is not liable for any error in key numbers. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the advertising space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

5. Miscellaneous

Advertising agency and advertiser each represents and warrants that each advertisement submitted by it for publication in the Magazine contains no copy,

illustrations, photographs, text or other content that may result in any claim against Publisher. Advertising agency and advertiser each shall indemnify and hold harmless Publisher from and against any damages and related expenses (including attorneys' fees) arising from the content of advertisements, including, but not limited to, claims of invasion of privacy, unauthorized use of names or pictures of living persons, trademark infringement, copyright infringement, libel and misrepresentation. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resembles editorial matter. This agreement shall be governed by and construed in accordance with the laws of the state of New York with regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the state of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.