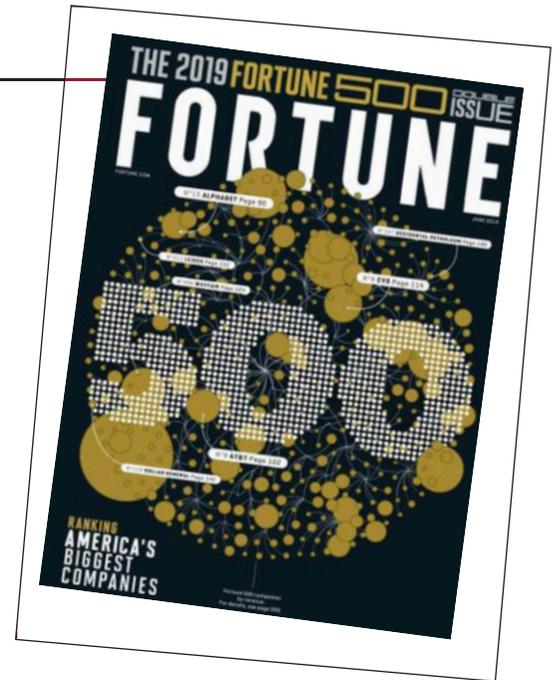


Franchising

FORTUNE drives the conversation about business. With a global perspective, the guiding wisdom of history, and an unflinching eye to the future, we report and reveal the stories that matter today - and the will matter even more tomorrow. With the trusted power to convene and challenge those who are shaping industry, commerce and society around the world, **FORTUNE** lights the path for global leaders-and gives them the tools to make business better.

OVER-INDEXING GLOBAL BUSINESS LEADERS

- #1 Average HHI: \$309,549
- #1 Average HHI Net Worth: \$2,020,581
- #1 Intent to start a new business this year (215 Index)
- #1 Owner/Partner in Own Business (159 Index)



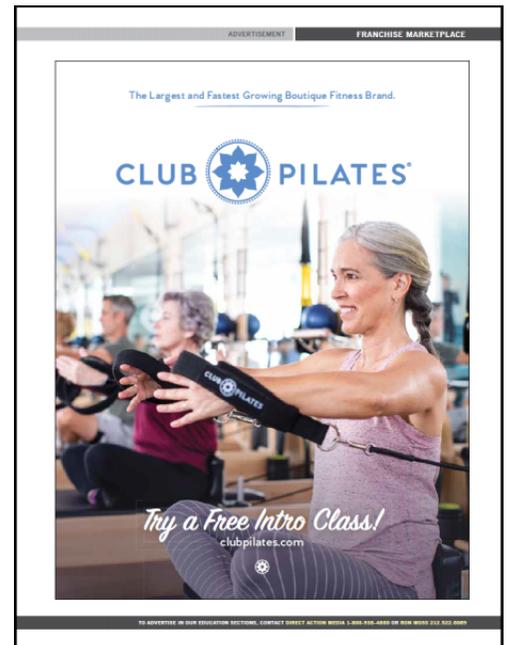
FORTUNE 500

THE MOST DOMINANT AND ESTABLISHED LIST IN CORPORATE AMERICA, THE LIST THAT DEFINES “BIG BUSINESS” ITSELF

FORTUNE 500 is our venerable ranking of America’s largest corporations and the companies that make the story of business worth telling

The annual **FORTUNE 500** issue holds a singular status as a year-long reference tool reaching 3,200,000 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 on-line media outlets.

The **FORTUNE 500** Franchising section is the unparalleled tool for reaching your most valuable prospects. Indexing #1 for intent to start a new business this year, they possess the corporate experience, connections and financial qualifications to engage single, multi-unit and area developer opportunities.



Issue Date: June 1 | **On Sale:** May 20 | **Closes:** April 29

4C Display Advertising Rates

Full-page \$16,000

Half-page \$8,500

Quarter-page \$4,500